

# THE 10 STEP ROADMAP TO GROWING YOUR BUSINESS

## STEP 1

Determine why your business needs to exist. What problems does it solve? Who benefits? What's the impact of your business to the world?

## STEP 2

Define your ideal customer avatar (ICA)? Who is this person? Would you recognize them if you saw them at the grocery store? What are they most concerned about?

## STEP 3

Create a plan to reach your ICA. Where do they hang out (on-line or in-person)? What questions would they have for you? What questions do you have for them?

## STEP 4

Create something that your ICA would like to know or learn from that you can offer for free in exchange for their email addresses. What's something that you have that they need? How can you share that with them? What would be compelling enough for them to give you their email address or buy from you?

## STEP 5

Create your offer. This is what you will sell to them. It can be knowledge, a process, a framework -- whatever your ICA is looking for, create something to meet their need.

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## STEP 6

Create your email nurture sequence. How often will you communicate with your email list? What's important for them to know? Share knowledge as well as what your offering so they see the value in working with you.

## STEP 8

Regularly communicate your free offer to get more people on your email list that are interested in what you have to offer. Maintain the email nurture sequence for them.

## STEP 10

Seek out new connections to collaborate with. Businesses that collaborate and share in their successes are seen as more trustworthy and grow faster.

## STEP 7

Sell your offer. Let your ICA know what you offer, how your offer is structured, what they can expect and when, and how you will support them.

## STEP 9

Get your planning in order. Set aside time everyday to assess where you are. Set quarterly, monthly, weekly and daily plans.