The Beginner's Guide to

SCALING YOUR BUSINESS

So your startup is doing great. More and more, you get to thinking that maybe it's time to move into a wider arena. Here are 4 steps to get you started.

1 Analyze your business's scalability.

First, you have to know <u>if scaling is right for you</u>. Is your business scalable? If you can't support the operating costs of a bigger business, if your processes aren't designed to grow, and if you aren't willing to outsource and automate — this isn't the right time, or maybe you're simply better off where you are. Analyze the reasons you have for wanting to scale, and apply them to all the aspects of your business before taking the leap.

Scaling too fast, too soon is the number one reason most new companies fail. [1]

[1] Thomas Koulopoulos, Inc., "Time, Talent, Energy," October 21, 2015. https://www.inc.com/thomas-koulopoulos/5-of-the-most-surprising-statistics-about-start-ups.html

2

Do it right from the start. Revamp and automate.

f your processes aren't scalable, your business isn't either. They are the framework of your business. But it's not too late to rebuild your current processes. Don't wait until you start expanding before making the necessary changes. Set up automations that will make your processes work as well for two hundred customers as they do for twenty.

Get the Ultimate Marketing Automation Checklist here.

PROCESSES QUICK CHECK [2]

- ► Identify potential areas within your business that can be optimized, such as product, marketing, finance, onboarding, etc.
- ► Break each area into general processes.
- ► Break each process into step-by-step procedures.
- ► Document each procedure and then assign someone to test.
- ► Set a review date to maintain and update the process.

[2] Fiona Fenton, Bean Ninjas, "The 5 Essential Components to Scaling a Business," May 1, 2018. https://beanninjas.com/blog/the-5-essential-components-to-scaling-a-business/

3

Hire leaders.
Be willing to delegate.

Naturally, you will be needing more people to do more work. However, no amount of extra employees can take the fatigue of daily decision-making away from your tired hands.

Hire and train managers, not laborers. Make sure your core team is dynamic, proactive, and can make decisions in your stead with minimal guidance. They must be service-oriented, cooperative, and imaginative — leaders in their own right.

Make sure your core team is dynamic, proactive, and can make decisions in your stead with minimal guidance.

This step may be labor-intensive; even when your business has grown, you won't stop training your managers, and hiring for leadership. However, an overwhelmed and overworked CEO can do more harm than good to a growing business. You can't scale without a team of leaders.

4 Focus on what you do best. Outsource the rest.

Think long and hard about what processes you really need to keep in-house. Mainly, you need to keep your major function — your major product or service — within the company. That's what matters to your loyal customers.

Many other things can be taken out of your hands, like graphics, web design, and certain aspects of marketing. Remember, growing bigger doesn't mean your core team has to be loaded with more work than they have now.leaders in their own right.

WHAT CAN I OUTSOURCE?

- ▶ Conversion optimization
- ▶ Customer support
- ▶ Lead generation
- ▶ Data and analytics
- ▶ Content marketing

"Ask, would an outsourced solution provider help dissolve that limitation in a stable, scalable, cost effective manner?" [3]

[3] David Finkel, Inc., "7 Secrets to Leverage Outsourcing to Scale Your Company," December 23, 2015. https://www.inc.com/david-finkel/7-secrets-to-leverage-outsourcing-to-scale-your-company.html
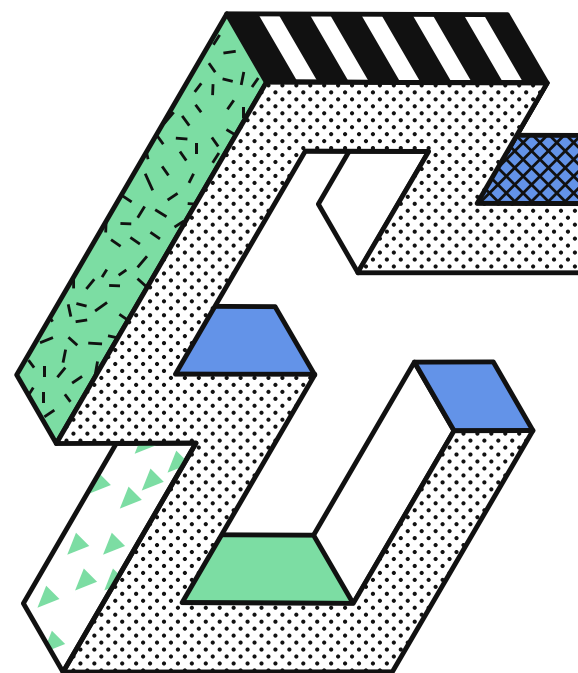
AM I DOING THIS RIGHT?

Out there are bigger risks and rewards. A properly scaled business will take you into the bigger leagues, but won't necessarily make your workload heavier. When scaling, you've got to work smart, not hard.

Design Pickle is the #1 flat-rate design platform delivering scalable graphic design services to any company, entrepreneur, or team.

Unlike traditional design help, you can increase your daily design output with a few clicks. Use the extra help for your own projects, or delegate across your team.

LEARN HOW DESIGN PICKLE CAN HELP GET YOU STARTED.

Learn More