

SET TO SCALE

5 TIPS FOR CREATIVES TO BUILD A SCALABLE BUSINESS

1

CLEAR DIRECTION AND FOCUS

know your endgame and be clear on where you are going, determine the respective goals and required action and every day focus on one action that moves you in that direction

2

LET GO

this is the hardest part for creatives as they always want to have a hand in every part, but the only way to be able to scale is by outsourcing what you don't like doing, and only doing what you are uniquely brilliant at and love to do

3

KNOW YOUR NUMBERS

business is a numbers game, you have to be clear on where you are making money, determine the number of clients you need in order to make \$XX then look at your conversion rate to know how many people you will therefore need to talk to

4

CUSTOMERS COME FIRST

without your customers you would not have a business, so make sure you are putting being of service at the top of the list, and lead from the heart, making a true connection

5

COLLABORATION IS KEY

the best way to scale quickly is to collaborate with other entrepreneurs and host events or social media challenges and campaigns, thereby reaching a bigger audience