



KOZLER

BUSINESS SOLUTIONS



4 steps to
**Build a High
Growth Business**

Learn the process to build the
business of your dreams

Skip them at your own peril.



Welcome *to this book*

Through this short eBook, I'm going to take you through a process for building and growing any business from the ground up.

Allowing you to create an effective road map to follow, on your way to creating the business of your dreams.

This process has been refined over the past five years as I took my families business out from millions of dollars in debt and losing close to a million a year, to now being completely debt-free and profitable.

On my own business journey, I have created several successful businesses following these steps including an e-commerce store that we grew from nothing to doing over 200k a month in under four months.

This process has worked for me & my clients and it will help you create an effective business map to make sure you are working on the right things at the right time.

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1. It all starts with a plan

● *the planning phase*



You wouldn't start building the house of your dreams without proper planning and you certainly wouldn't want to build it on shaking foundations. But this is exactly what many business owners do. They think of their idea, fall in love with it and then start wanting to build their business, without planning or truly understanding their idea or the market and wonder why it failed.

During this phase, your objective is to create an effective business map for your business.

In order to create an effective business map you need to know *3 things*

What do you want to achieve *& why*

Map out a 10 year goal for your business. Get clear on why the business exists. Think about what you are deeply passionate about in relation to your business and what impact you want to have on your industry or the world?

Where is your business *really*

You need to get a clear, unbiased look at where your business really is right now in order to create an effective strategy forward or you will end up working on the wrong things at the wrong times and your business will be heading in the wrong direction.

If you're trying to get to Mar's and you think you're on earth but you're actually on Jupiter, you're going to end up lost in space or worse flying into the sun.



Who are your competitors & target *market*

If you don't understand your market, you are just throwing a dart in the dark and hoping to hit the bullseye.

Firstly, you need to conduct proper market research on your target market, and just talking to your friends or your mum is not enough.

Next, you need to look at your competitors. What do they do well and what do they not do well? And where do you fit in?

This will allow you to find untapped opportunities and create a business that is fundamentally different and of massive value to your target market.

Finalise your *plan*

Once you have answered all three of these questions you can start filling in the gaps to create the business of your dreams. Look at how you can use your research to create a business that is fundamentally different from the competition and offer outstanding value to your market.

While also starting to gather funding and setting the priorities you need to focus on in order to achieve your goals.



2. Laying the Foundations of Success

the start up phase

High growth businesses that last are built on a strong foundation.

Now you have a clear business that is fundamentally different from your competitors and you have created a product or service that provides a massive amount of value to your target market. Now it's time to start laying the foundation for your business to grow.

Hiring & *onboarding*

The first step to creating a strong foundation for your business is getting the right people in the right seats. Ask yourself these questions:

1. Who do you need to hire?
2. What is your hiring criteria?
3. What onboarding or training will they need?





Risk Management & *assets protection*

Yes, yes I know it's boring but you must make sure you have the correct insurances in place, comply with all those pesky government regulations and have the proper contracts in place. Talk with your accountant about the best business structure for your new venture and get the relevant trademarks in place.

Trust me, you do not want to be one year down the road, end up getting sued and losing not only your business but everything you own because you jumped the gun and skipped this step.

Business Branding & *message*

Now you have the boring stuff out of the way, the next step is to start creating your business brand and messaging. What is the look and feel of your business and how are you going to communicate your value to your customers?

Systems & *workflows*

Once you have created your brand, the next step is to start creating all the systems and processes you need to start selling your product. Such as your website, CRM system, sales system, etc. At the end of this step, you should be fully ready to start selling your products and services with an end to end process for your clients and staff to follow.



3 • Building your Business

the growth stage



Now it's finally time to start growing your business,

This is the part of building your dream house that you start putting up the walls and roof.

This stage is about one thing, growing and scaling the business.

In order to start growing your business, you need to focus on three things.

Your Conversion *strategy*

You might be reading this and thinking that the first thing you need to do when trying to grow your business is to start getting leads. This is exactly the wrong thing to do. There is no point in paying for leads if you can not get them to convert at a high level.

The first things you need to determine are:

1. What is your sales framework or strategy?
2. What conversion content do you need to provide to potential clients that will educate them on the value of your business?
3. What offers or deals can you run?



Your Lead Generation *strategy*

Now that you have a strong conversion strategy to turn prospects into paying clients you can now turn the tap on in your business and start creating your lead generation strategy.

Marketing and Content Strategy

Here's where you want to create a content strategy that focus on educating, entertaining and inspiring your customers.

Your strategy should have two parts, an organic or brand building strategy. This is focused on building your community and a paid campaign strategy focused on generating paying customers.

Partnerships & Strategic Alliances

Once you have started creating your marketing strategy, you can start creating a strategy for reaching out and creating win win strategic alliances with other business that offer complementary services to yours or share the same target market.

Referral Strategy

Now your starting to generate sales and the next step is to start turning your happy clients into your very own sales force. There is no better marketing in the world than word of mouth. If you are genuinely providing your clients value and they love working with you, all you need to do is create a system that gives them an incentive to refer a friend. Be sure to create an incentive that provides value to both your current clients and the friend they are referring so there is no friction.



Retention Strategy

The next step to creating a growing business is to make sure that every client you get stays. The biggest factor to this will, of course, be the level of value you provide and the experience the client had working with you. Possible strategies can include following up, creating a membership or loyalty system and considering your product replacement or ongoing sales strategy.

Remember your current clients are more likely to convert than a new lead, so do not let people fall through the cracks and leave money on the table. A key metric to track here is the Net Promotor Score (NPS), which tracks how likely they are to recommend your business.

4 • Unlocking the Full Potential of your Business

the maximisation stage

Now it's time to put your business into overdrive. This is the part of building your dream house where you start adding in the furniture, art and all the interior decoration that brings your house to life.

You have two outcomes for this stage. To financially maximise the business with both profit & cash flow and to start growing your leadership team, in order to free yourself from the business.

Financial Maximisation

This step is all about increasing your cash flow and growing your bottom line profit.

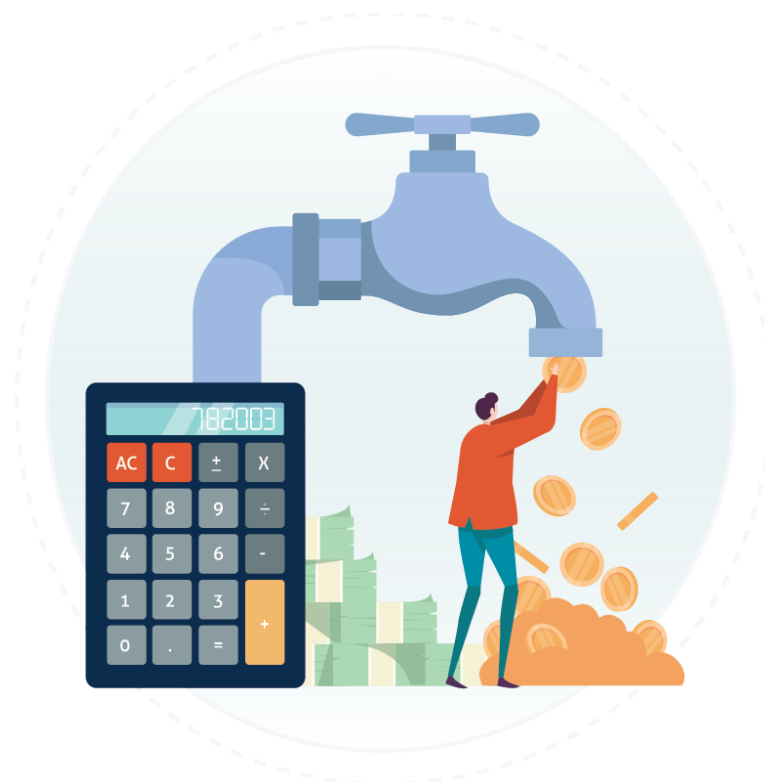
Cash Flow Maximisation

Cash flow is the lifeblood of your business. Not having cash is a death sentence for any business. Having ample cash, though, can allow your business to weather almost any storm and thrive by taking advantage of opportunities during downturns.

Improve your cash by:

- 1. Get paid sooner** - One of the easiest ways to increase your cash is to simply create strategies that get you paid sooner by your clients.
- 2. Better supplier terms** - In contrast to getting paid sooner, getting better terms on your bills has the same affect on cash. Look at how you can negotiate with your suppliers to get more favourable terms.

3. **Sell unproductive assets.** - Everything you own that you don't use or don't need, could be cash that you can use to grow your business.
4. **Increasing recurring cash flow** - Look at how you can create secure recurring income from your clients. What products or services could you add to your business that will allow you to provide long-term value to your clients. If your business is just relying on one-off sales without any ongoing income streams, it will leave your business incredibly vulnerable to market changes or drops in sales that can lead to a cash flow shortage.
5. **Decreasing stock on hand or work in progress days** - The last thing you can do to increase your cash is to decrease the time your products sit in your warehouse/shop or the amount of time it takes you to complete projects before you get paid. Every dollar in stock that is not selling is money that is not spent on growing your business.



Profit Maximisation

The next step is to increase your profit as much as possible. This is done by doing two things. Reducing costs and increasing your revenue.

- 1. Decreasing Expenses** - The easiest thing you can do to increase your profit is to cut unnecessary expenses. The best part about cutting expenses is that every dollar goes straight to the bottom line. But remember do NOT cut expenses that are there for a reason. Any idiot can cut maintenance expenses and increase profit for the year and then next year everything breaks costing even more to replace.
- 2. Decrease COGS** - The next thing you can do to increase profit is to simply increase the margin you make on products. Determine ways to decrease the cost of the products that you sell. Look at negotiating with suppliers for lower prices or bring manufacturing in-house. Just make sure that whatever strategy that you put in place does not put undue stress on your cash flow.
- 3. Sell More Product** - Outside of increasing your margins, trying looking for new products and service you can sell that will compliment your current offering. Look for upselling or cross-selling opportunities that will bring extra value to your customers.
- 4. Increasing Prices** - The last thing to consider when trying to increase your profit is to increase your pricing. While this can have an adverse impact on conversion rates and also opens up competitors to come in and undercut you. If you have a solid offering, you may find room to increase your pricing without much of an effect at all. Especially if your offering is one of a kind.

leadership growth *strategy*

This is where you lay out a plan on how you are going to build your executive team.

How are you going to acquire this team? Are you going to have an internal recruitment system or are you going to bring them from the outside?

Either way, it is more critical than ever that you get the right people that are completely aligned with your values and purpose as this team will have a massive impact on the business for years to come.

No pressure 😊



Conclusion

We hope this book has helped bring you closer to creating the business of your dreams. You are part of a select group of business owners that are willing to take their business success into their own hands.

If you would like help to apply any of these strategies feel free to reach out for a free consultation or consider signing up for our Business Exploration Program which is designed for small and medium business owners who are dissatisfied with their business growth. It looks at all the variables that grow your profit and cash flow. Not only uncovering the holes in your business but also helping you create a clear action plan to achieve your goals.

Click the link here to learn about our Business Exploration Program. Or visit our website www.kozler.com.au

Find Out More

