



## **The 8 Step Process for Business Success**

Your goal is to focus on bottom-line results that will continually improve the value of your business.

These 8 steps are built around the 5 Key Systems explained in our document entitled "The 5 Key Systems for Any Business".

### **Step One: Sharpen the Focus**

Its time to define your company more clearly: your vision, your market niche, and your game plan. This step is where you assess, design, and refine your current systems.

### **Step Two: Clarify the Plan**

Write a simple but highly strategic business plan to build on your strengths and bridge any weaknesses.

### **Step Three: Build Relationships**

Outline customer communication strategies - what we call a Relationship Development System. How do you connect to your audience so they'll feel it? Do your newsletters, offers, and client database systems get your audience's attention, action and advocacy?

### **Step Four: Communicate the Value**

Re-write or prepare the first drafts of all customer communications. This is the time to put "heart" into the process. When you review your communications, would you want to work with the organization you describe yourself to be? Time spent creating; reviewing, and refining communications will be well worth it.



### **Step Five: Schedule Your Growth**

Now that your target market is established, begin a systematic plan for the weekly growth and maintenance of your client database. Finalize the marketing communications and develop a calendar of deployment.

### **Step Six: Make the Money Count**

A business worth owning must have a system for managing money. Having a solid Profit and Loss statement, which you review regularly, is essential to the health and profitability of your enterprise. Be real and trim the excess, tighten the procedures, and set the stage for profitable operations.

### **Step Seven: Increase the Leverage**

Stay on top of your systems by building a monthly, weekly and daily calendar for your operations. Explore systems for recruiting new employees and leveraging the best talent for your workforce.

### **Step Eight: Design & Refine**

Ongoing attention to each of the eight steps will shine the light on the strengths and weaknesses in your venture. Refine and focus your priorities as needed, and continue to observe areas where you can improve results.