



Business **Growth** **Expansion** Assessment

Dana Corey

Your business has options!



It can go....

1. Into the ground

It's not fun to think about, but roughly a third of small businesses don't make it through their first year and over two thirds don't get to their 10th anniversary intact.

2. Into perpetual motion

The daily grind of business. Where we have such perfect blinders on, that we don't see a way out of our pattern. Sometimes this is the inertia of a moderate amount of success. Sometimes it is us spinning our wheels unsure of how to actually reach the success we desire.

3. Into an accelerated growth pattern

While this one obviously sounds the most exciting, it can also be the scariest. Without the right systems in place, a big influx of business can feel more like a burden than a blessing.

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What do you consistently **need to monitor and measure** in order to move easily and powerfully along, without stagnating or losing the love for your work?



What would be possible if **increasing revenue and growth** happened by conscious design, instead of by accident or in ways that feels out of your control?



What **systems would have to be put in place** to support that kind of growth?



What kind of **team members** would need to show up, or what kind of **trainings** would need to be implemented for your existing team, for **sustained growth** to be a possibility?

Ways in which a business can grow



1. More sales

you can increase the actual #’s of services offered or sales made

2. Shifting strategies for delivery

you can boost efficiency of output, revise shipping systems or modify work-flow procedures



3. Business model redesign

you can alter the fundamental structure of how you do what you do

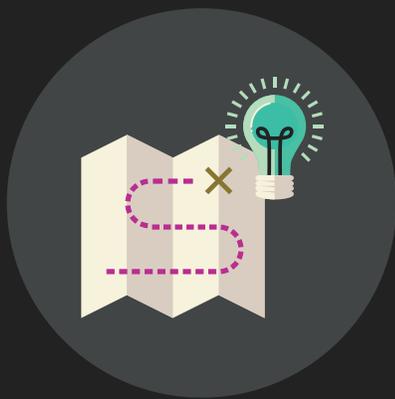
4. Pricing

you can raise prices or change your pricing criteria, ex: value vs time



The next three pages correlate to the results you got on the “Ready For Help?” Business Assessment:

You fell into one of these three categories:



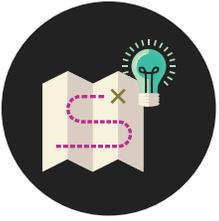
BUILDING



PLATEAUED



BOOMING



Building

Who to hire

Very minimal support. Potentially an admin assistant or accountability coach to keep you on track and in the process of systemizing your workload/planning for growth.

How to hire

Ask for referrals, network, and attend workshops of people you respect who have reached the success you desire.

Questions to ask

Who do I know who has the business model and level of success I desire? What can I do to spend more time with them or pick their brain? What can I do to support them first?

What to pay

What is a level of support you can feasibly afford at this point? \$200-700/month would be a reasonable investment in your business growth/support. As long as you are still capable of paying your mortgage/bills.

Mistakes to avoid

Investing too heavily too soon and receiving support/ideas that you are not yet ready to make use of and maximize.

RECOMMENDATION MOVING FORWARD:

It can be difficult to see the inner workings of your own business with clarity and ease. Every day, I work with business owners like you to strategically plan the next steps forward so they can grow. **If you'd like to join me for a one-on-one Action Session, you can [click here](#) to apply.**





Plateaued

Who to hire

A business strategist, coach or consultant to help you analyze where you're stuck, determine the best strategies for maximum benefit, increase efficiency and enhance your overall awareness/strategy moving forward.

How to hire

Do your research. Ask colleagues for referrals, what worked and what didn't. Interview with the intention of finding the right fit of personalities as well as working style. Ask for specific results produced.

Questions to ask

Am I ready to take this to the next level? Am I willing to give up control of some of the smaller details so that I can increase the success of the whole? Who do I connect with that knows how to get where I'm going?

What to pay

This is a varying scale. I recommend again, investing in support that pushes you to pay attention to the advice without actually putting yourself and your well-being in financial distress. A \$10k Business Coach is going to deliver greater results than a \$2k consultant. That is both by design of their work and by the level you pay attention and augment your behavior when you make that significant of an investment. The skin in the game truly does impact the outcome.

Mistakes to avoid

Not all coaches and consultants specialize in what you're doing. Make sure you're clear and specific about what you can expect from them and what they expect from you. This kind of support requires your attention and proactivity. Don't expect a miracle cure.

RECOMMENDATION MOVING FORWARD:

I work with businesses like yours on an individual basis. First, I find out exactly what's working, what's not working and then support you from a variety of angles to achieve your growth goals. I combine pragmatic business solutions with rewiring old beliefs, giving you tools to lead your company beyond the plateau.



Click here to schedule time to talk to me. I'd love to hear more about your business and see if your challenges and my expertise are a good match for creating the results you're seeking.ing together would be a good fit.



Booming

Who to hire

A Top-level business strategist or coach who knows how to spot cracks in a business foundation from over-capacity issues.

How to hire

Have in depth conversations with at least a couple different individuals or teams, assess their intellect and the emotional connection you have with them. While this is about business and strategy it is also very much about finding someone who resonates with your vision and understands where you are trying to go.

Questions to ask

What do you see is possible for the future of my business? Where would we begin, if we were to work together? What do you need to know from me to make sure we are a good fit to work together?

What to pay

Anywhere between \$10k-\$75k per contract would be expected. Depending on the level of hands-on support and ongoing guidance you and your team would receive.

Mistakes to avoid

Hiring support without a clear understanding of exactly what you can expect to receive in return for your investment.

RECOMMENDATION MOVING FORWARD:

I work with businesses like yours on an individual basis. I love to find out exactly what's working, what's not working and then support you in re-designing the efficiency of your operation from a variety of angles so that you can experience the next big influx of new business. I do this not just from a nuts and bolts vantage, but also through reframing beliefs, increasing your confidence and giving you tools to be a leader. The work of building comfort in a high level of success is very much about your internal operating systems. **[Click here to get on the phone with me, I'd love to hear more about your business and see if working together would be a good fit.](#)**





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