

Startup Success

STRATEGY
TO SCALE

Startup Success

MODULE 7 // Scaling Your Business

STRATEGY TO SCALE

What is keeping your business from growing?

- ❑ Attracting new leads? >> Turn to page 3
- ❑ Turning leads into paying customers? >> Turn to page 4
- ❑ Serving customers? >> Turn to page 5

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Attract More Leads

WHY aren't you attracting as many leads as you need to?

- Company message?
- Visual branding?
- Visibility?

How can you improve this area of your business so as to start attracting more leads?

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Make More Sales

WHY aren't your conversion rates as high as you want them to be?

- Product isn't aligned with your audience's deep desires?
- WRONG selling system?
- Broken selling system?

How can you improve this area of your business so as to start generating more sales?

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Increase Customer Satisfaction

How is your customer service lacking?

- Disorganized?
- Not enough support staff?
- Not giving enough value?

How can you improve this area of your business so as to improve customer satisfaction?
