

Small Steps, Big Results:

***What does
improving by
10% do?***

The 3 Essential Ways to Grow
Your Business

What does improving by 10% do?

Well, it can mean the difference between a company that's just **scraping by** or one that's **thriving**.

It might not seem like much, but making small tweaks can have a big impact down the line.

In fact, increasing your **growth rate by just 10%** in key areas can result in a **doubling** of profits in as little as **two years!**

Not shabby for small investment in time, right?

If you're looking to take your business to the next level, use this guide to achieve sustainable growth.

LESSON:

There are 3 Ways to Grow Your Business

See Module #1 in the course

Engineers break down large problems into small incremental bites that can be accomplished.

In the same way, we will break down your revenue into 3 simple areas that create your entire revenue stream.

The three areas you can influence are:

- 1. New Customers**
- 2. More Revenue per Customer**
- 3. More Sales per Customer**

Each area grows the next layer of growth with a compounding effect.

Small Steps, Big Results:



What do small improvements do when compounded?



I created this simple calculator to visualize what the small improvements would net.

On the next pages, you can do the same.

Here, I've inputted a single sales quota of 500k.

Marketing and Sales improvements of 10% net a 33% gain.
20% nets a 72% gain.
50% nets a powerful 337%!

Area #1 New Customers		Area #2 Revenue/Customer		Area #3 More Sales/Customer		TOTAL				
Current #:	5,000	X	Current #:	\$100	X	Current #:	1	=	Current #:	\$500,000
10% Increase:	5,500	X	10% Increase:	\$110	X	10% Increase:	1.1	=	10% Increase:	\$665,500
20% Increase:	6,000	X	20% Increase:	\$120	X	20% Increase:	1.2	=	20% Increase:	\$864,000
50% Increase:	7,500	X	50% Increase:	\$150	X	50% Increase:	1.5	=	50% Increase:	\$1,687,500

Now, it's your turn.



1) Enter your Current numbers for 3 Areas in your business:

- Current total number of customers
- Current average revenue per customer
- Current average number of times each customer purchases from you.

2) Calculate the potential growth of your company by 10%, 20%, and 50%.

Area #1 New Customers		Area #2 Revenue/Customer		Area #3 More Sales/Customer		TOTAL
Current #:	X	Current #:	X	Current #:	=	Current #:
10% Increase:	X	10% Increase:	X	10% Increase:	=	10% Increase:
20% Increase:	X	20% Increase:	X	20% Increase:	=	20% Increase:
50% Increase:	X	50% Increase:	X	50% Increase:	=	50% Increase:

Small amounts can change your business.

The more leads you have, the more sales you will make (more sales revenue).

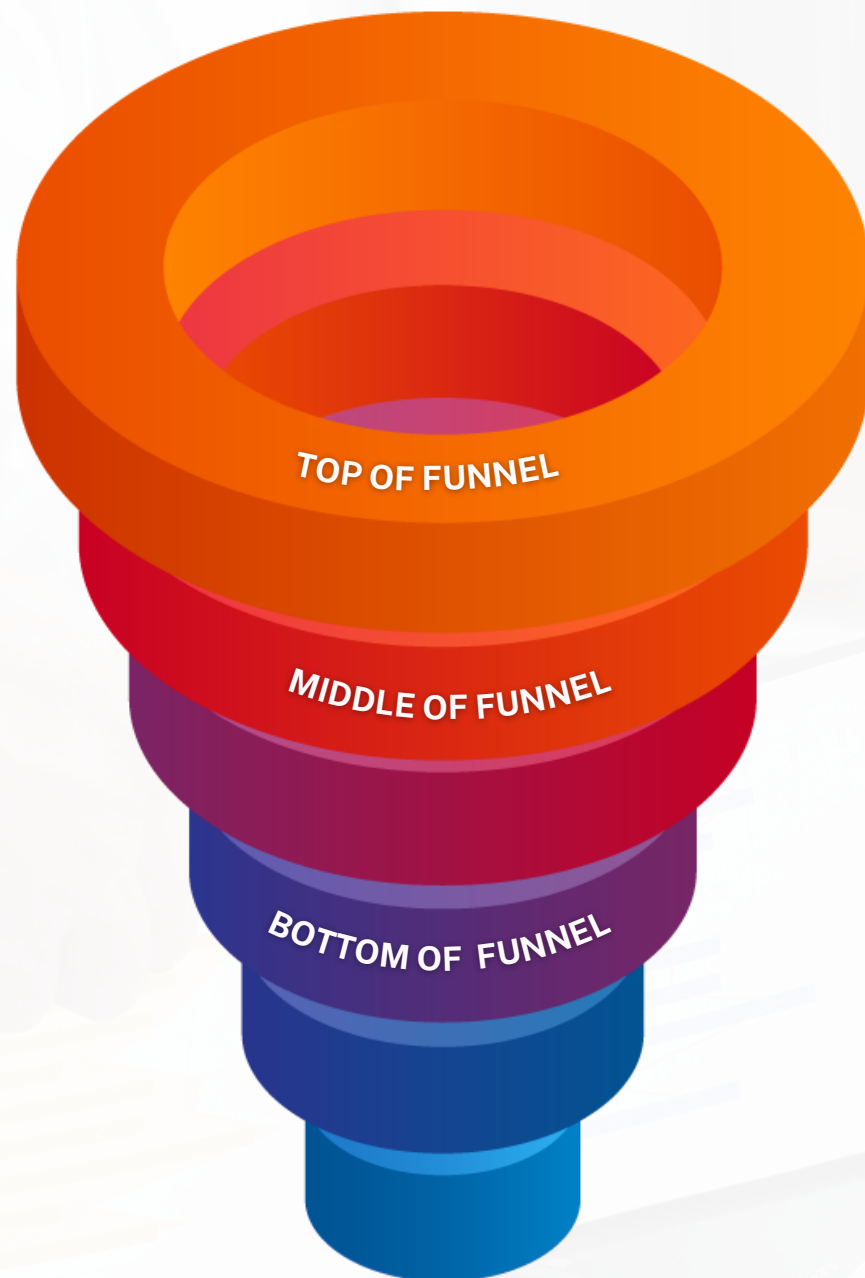
The more value you add, the more you are different from your competition, and you can charge premium amounts (increasing margin).

The more champions you build, the more they will buy, and share recommendations (feeding the top and bottom of the sales cycle).

That's thriving.

What can you do to improve?

17 types of content that convert



1. Search-optimized copy and videos
Traffic from curious visitors.

2. Social media video
Tips, opinion, inspiration drive engagement and interaction.

3. Infographics
They get shared and attract links, but aren't built to sell.

4. Video marketing ads or hints/tips
Value driven video can create both traffic and trust.

5. Guest posts and replies
Wins awareness and builds a next step (not visitors).

6. Explainer & how-to videos
More engaging, Powerful credibility builder & memorable.

7. How-to articles
Helps DIY visitors, but is directly related to your services.

8. Original & curated content
Builds trust through stability, but often indirect audiences.

9. Gated guides
Long form, videos, subscribe to access: wins contact info

10. Series emails
... next, send them your best to keep them interested.

11. Webinars and events
Personal value add format to build trust.

13. Sales enablement articles
One specific traffic source with one specific goal: conversion.

13. Your personal and your founding story
One specific traffic source with one specific goal: conversion.

14. Landing pages
One specific traffic source with one specific goal: conversion.

15. Service pages
The money page is filled with answers, evidence, and CTAs.

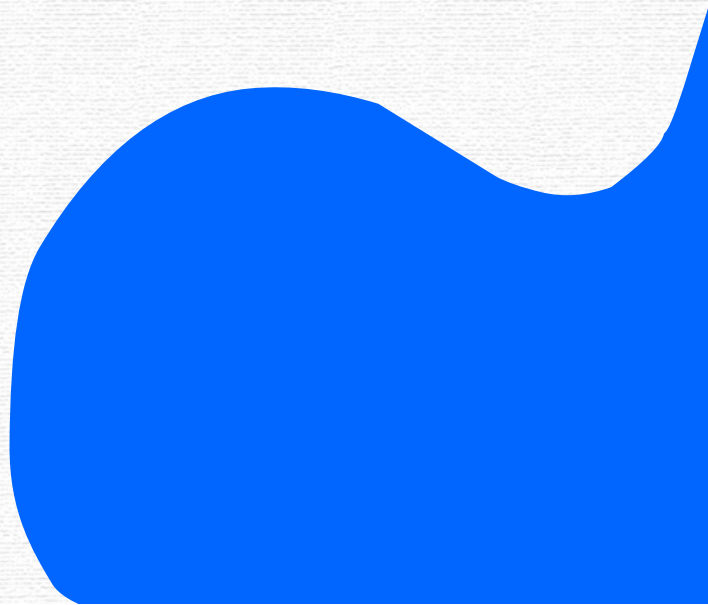
16. Customer Testimonials
Social proof is a difference messenger for the key message.

17. Case studies / customer stories
Problem solved in the real world. It's evidence and a use case.

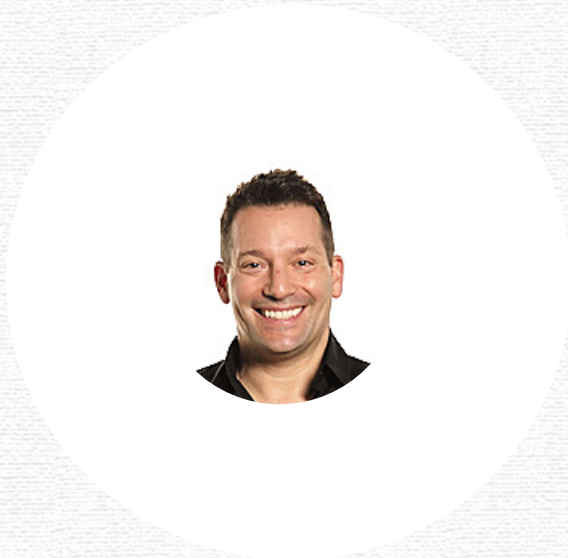


**Need help creating
content that converts?**

**We would love to help
create value for your
prospects.**



Leading by example



Maury Rogow
Chief Executive Officer



Rip Media Group
15 People. 14 Years.



15K Followers



21,000 Students
in Masterclasses



30 Years in Growth
Marketing



Client campaigns
created new revenue of
\$150,000,000



800 Campaigns
(from start ups to the
Fortune 100)

Wow! That's a lot
of new revenue!



What's next?



Let's Chat

Let's set up a chat here

'Or

Just connect to learn more on

[LinkedIn here](#)



in

