



## **The Only 3 Ways to Grow A Business**

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Warning! This may provoke you but I hope it ignites you too! Settle in. Put on your reading glasses and maybe even take a few notes 'cause I'm on a holy roll, baby!

Truth be told, most solopreneurs, especially women, accept or expect very little from their business. They unintentionally and unknowingly significantly limit the number of prospects, leads and clients they attract and keep, the size of the transactions, and the frequency or leverage-ability that those clients are worth to them.

How did it get this way? Let's see – social conditioning, not "needing" to make a great living because someone else is taking care of them, naivete, blindness, lack of business training or education, fear of looking foolish from making mistakes (even though they are inevitable) fear of failure, fear of success, and the list goes on. The result – a business that limps along perhaps making some incremental progress but never really taking off and thriving.

I know YOU want more and you're not willing to settle for less. Your conviction, passion and impulse to fulfill your potential are strong and devoted. You want to spread your message, change lives and be generously rewarded. You want to feel like your livelihood is a full-on expression of your Spirit-given talents. You want the dollars in your bank account to be an abundant reflection of your service and contribution to the world.

### **Can I get a hallelujah and an a-men?!**

All righty then...Let's get ready to cross the bridge from the world of thoughts, feelings, ideas and desires into the physical world of action and real-life experiences – where your boots meet the trail to manifest your desires.

I could talk about how you'll need to rally a good dose of courage, shatter some defunct paradigms and put on horse blinders, which are all true. But at the end of the day, I'm a practical, nuts 'n bolts kind of gal. I want to know the facts and the how-to's or I'll forever spin off in my head.

**So let's get really REAL here. There are only three ways to grow a business. Three.**

1. Increase the number of clients
2. Increase the size of the transaction
3. Increase the frequency or leverage-able ways you can make money from that client relationship

That's it. Nothin' fancy.

Now, here's what you need to know about each.

### **Increase the number of clients**

This is by far, where you'll need to invest the most resources – time, effort, money, and talent. There's just no way around it so eat more kale. But consider this. It costs you the same investment of those resources whether you network, use social media, write blogs, speak or any number of other marketing tactics to attract a prospect, lead, or visitor — whether 1%, 3%, 5%, or 10% become your clients.

Small changes in your marketing plan, strategy, tactics and messaging can make the difference between 1X result and 10X result. Dreamweaver that you are, know marketing is a non-negotiable (Did you hear that? Non-negotiable) business skill and activity. If you're not willing to do it, you might as well take your boots off and head back over the bridge to the world of wishful thinking.

Don't worry; if you are one of those heart-centered, conscious-minded people who stops breathing and goes into panic when you think about marketing, (You're my peeps. I love you), I promise that once you understand what it's really about, you'll be able to breathe once again and put those shoes to walkin'.

### **Increase the size of the transaction**

Ahhhh . . . herein lies your greatest opportunity for immediate and lasting business growth. Remember, it costs the same to gain that first client whether their investment is \$50, \$100, \$250, \$500 or more. So why not go for the gold, serve them royally and welcome a fabulous return on your investment?

Now imagine that you are Sally Smartipants, image consultant extraordinaire, (this works just the same for coaches) and you've gotten some great advice from your money and marketing coach (wink, wink, nudge, nudge) to create a Smart and Sassy image makeover

package for the professional woman who wants a polished look for the board room and a spicy one for the boudoir.

Instead of charging her old way – let's say by the hour for \$50 – she wraps up all her best tips, personal touches, done-for-you treats and of course her expertise, into a package her savvy client just can't resist – for a mere \$1,500. Shaaaa-zam! Sally Smartipants just increased her transaction amount by 30X!

And that's just one way to do it, goddess-preneurs and highly evolved men. Let's take a peek at the 3rd way to grow your business.

### **Increase the frequency or leverage-able ways you can make money from that client relationship**

I said it before. It costs the same to attract that client whether they invest one time a year and never re-invest, invest once every 6 months, once every 3 months, or once a month. You've invested a lot of time, energy and resources to attract this client. Don't make the mistake of thinking it's a one-shot sale. It's the opening to a long term relationship. Cherish, nurture and value that relationship.

If you're worried about wearing your clients out with offers for more and more, stop worrying. But ask yourself some questions. Are you assuming they won't want more so you never offer more? Are you constantly offering but not giving? Is what you are offering what they want? Feel like you've already offered them everything you've got and don't know what else to offer?

Rest easy. You don't have to provide it all. It takes a lot for the well of possible offers to run dry, but if yours does, offer someone else's stuff to your list and earn a well-deserved commission. The possibilities are endless!

Okay, I'm nearing the end of my rant.

### **You can do this. Spirit gave you a spark. Your job is to fan it into a flame and then build a bonfire.**

Remember Dreamweaver, if you struggle with knowing where to focus your time or what to offer, then here is the same advice I share with my coaching clients that my coach told me (and it has made all the difference): stop trying to run your business on free info like this article and a do-it-yourself approach. I know in my bones it won't get you the income you need to run your life...and it won't give you the security you crave.

Ready to put your boots to the trail? Then I encourage you to reach out for a private conversation about you and your business. Just email [Dinah@DinahSnow.com](mailto:Dinah@DinahSnow.com). Remember, I am here for YOU, as you cross the bridge and through every step of your entrepreneurial journey!

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Dinah Snow is an innovative Business Coach and leader in speaking to grow your business. Founder of the Speak with Heart Market with Soul™ System, Dinah's movement empowers service-based women professionals to make the divinely inspired impact they are here to make while being generously rewarded. Blending her "in the trenches" experience with world class training from experts like Blair Singer, T. Harv Eker, Kendall SummerHawk, Lisa Sasevich and others, Dinah's coaching and training programs give her clients the step-by-step tools, guidance and insight they need to stop being invisible and attract more and higher-paying clients.

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