

Tips for Effectively Scaling Your Business

Whether you're just getting started with building your business, or you've been doing it for a while, one thing you need to keep in mind is how to scale your business. It's much easier to plan for this upfront, rather than get to a point where you realize your business infrastructure can't support your business as it grows.

So, with that in mind, check out these tips and tricks for ensuring that the way you've set up your business is conducive to growth. Read on...

Check Your Tools and Platforms

The first thing you need to do is determine if your current tools are able to grow with your business. Indeed, sometimes beginning business owners start with a particular tool or platform because that's all their budget will allow (and there's nothing wrong with that), but you need to think about what you're going to do if your current tools can't grow with your business.

So, with that in mind, let's go over some of the most popular tools and platforms:

Autoresponder/Email Service Provider

The first thing you need to look at is if your chosen email service provider (ESP) is able to handle a large volume of subscribers and emails.

If so, then look at the pricing. Most ESPs charge higher prices as your list grows, which is acceptable. However, you need to find out exactly how much your provider will charge once your business really takes off. (Better to know upfront than to be stuck with a surprise bill later.)

Next, you also need to be sure your chosen provider has the tools you need to run your business smoothly. These tools include built-in tracking and testing, automation, segmenting, email templates and similar features that are important to your business.

Payment Solutions

Many major payment processors (such as PayPal) are perfectly capable of handling a large volume of transactions. However, you'll want to ask yourself these questions:

- Is it a cost-effective solution? Even if your payment solution may be able to handle a large volume, it may not be the most cost-effective solution when you start handling a large number of transactions. That's why you'll want to compare multiple solutions to see if your costs will go down as transactions go up.
- Will it integrate seamlessly with your other platforms? For example, will your payment processor work well with your chosen affiliate platforms, storefront, or other platforms and tools? Does it work with a wide variety of platforms and tools in case you ever decide to switch tools?
- What is the customer service like? When it comes to your payment solution, you want someone who offers phone service so that you're not stuck waiting for an email when your processor goes down in the middle of a big launch. Ideally, you should even have your own account rep, so that you can build a relationship, inform them about upcoming unusual account activity (such as if you're doing a big product launch), talk to them about fraud and more.

Next...

Ecommerce Platform

If you have a storefront, you need to be sure it's ready to scale. This includes adding perhaps thousands of more products to the storefront, as well as easily handling a large number of transactions.

Content Management System (CMS)

Ask yourself these questions:

- Is your current CMS (such as your blog platform) capable of handling a large volume of posts, comments and traffic while still remaining secure?
- Does your CMS do everything you need it to do, and/or does it have plugins or extensions available to seamlessly add functionality in the future?
- If you should ever move to a different CMS, will you be able to do so seamlessly?
- Is it easy to do maintenance with your CMS?
- Do you use a common CMS (such as WordPress), so that experienced freelancers and employees will already have knowledge of how to update it and maintain it?

Which brings us to a related point...

Webhosting

Is your current webhost capable of scaling with your business? Specifically:

- Is it secure?
- Can it handle a large volume of traffic?
- Can it handle large databases?
- Can you seamlessly upgrade to different hosting levels as your business grows?
- Does the host offer premium options, such as private servers?
- Does the host have good customer service?
- Does your host have a good reputation?
- Are there other large companies that trust their hosting with this company?
- Does the host have the specific features you need to run your business, even as it grows and your needs change?

Now let's look at the next tip for scaling your business...

Focus on Customer Retention

When many business owners start thinking about business growth, they tend to focus on acquiring new customers. That's an important part of growth, of course. However, you need to be sure that you're not ignoring one of your most valuable assets: your existing customers.

With that in mind, you need to focus on customer-retention strategies, which in turn helps you increase the lifetime value of your customers. Keep these tips in mind:

Install an Onboarding Sequence

Whenever someone purchases one of your products, you should send them an onboarding sequence of emails that lasts for at least two or three weeks. This sequence should accomplish the following:

- Thank the customer for their purchase, and keep them excited by reminding them of the benefits of the product.
- Provide additional useful tips and tools for free that weren't included in the product package.
- Point to specific parts of the product and encourage the customer to read and use the information or tool.
- Promote highly related other products and service. Your onboarding sequence shouldn't focus on promotions, but you certainly can soft-sell related tools. E.G., if you're selling an email marketing course, you might say something like, "If you haven't yet selected an autoresponder, I highly recommend you choose [XYZ Autoresponder]. That's because [insert reasons and benefits]. [Click here to learn more...](#)"

For example, let's suppose you have a video course consisting of five modules. You can send out the initial "welcome and thank you" email that reminds customers of the benefits, gives them the download link to collect

their purchase if they haven't already done so, and encourages them to start reviewing the course.

After that, you can send out five emails, with each email covering one module in the course. You'll offer additional tips and tools, plus you'll point out specific bits of information or benefits in the module in order to encourage people to view it.

The idea is to get people to start using your product. Once they start using it, they'll start getting benefits. And once they're getting benefits, then they become satisfied customers who are more likely to purchase additional products and services from you.

Provide Excellent Customer Service

Your customer service can make or break your business. Even if your products are wonderful (and I know they are), you can lose customers simply because your customers don't have a pleasant experience. That's why you want to make sure to follow these tips:

- Train your customer service reps well. Be sure they provide prompt, friendly and professional service. In addition, give your reps the power to make things right, such as offering freebies and discounts to unsatisfied customers.
- Use a help desk (rather than just email). This ensures that inquiries don't fall through the cracks.
- Ensure your site is user-friendly. Have a few friends test it and offer feedback on how to improve your site.

Now the next tip...

Create Processes

As you grow, anyone who is on your team (whether it's trusted freelancer or an employee) is going to be a big asset to your business. However, people

can and will leave your team. Sometimes they're retiring, sometimes they feel they're no longer a good fit, or sometimes they're just in search of greener pastures. In many cases you don't need to take it personally when someone leaves, but you do need to be prepared for the possibility that anyone on your team – even your very best freelancer or employee – may be gone in the blink of an eye.

If that happens (and it probably will at some point, perhaps multiple times), you need to be prepared. This means you need to be able to replace a great talent. You may not find a perfect replacement (and you need to accept that too), but you can certainly make it easier by creating processes for common tasks.

The idea here is to write out instructions for the best ways to accomplish certain tasks within your business. If someone leaves your team, it will be easier for the new person to step in if they have a set of documents that tells them how you'd like specific tasks performed.

Now take note: you don't use these instructions to stifle a freelancer's creativity or to micromanage a process that is best left to an expert's discretion. Instead, you use it to streamline a process.

For example:

- You may create a process map or a set of instructions that shows customer service representatives how to handle various types of inquiries. For example, the document would include cut-and-paste emails for refund inquiries, along with specific instructions of how to process a refund.
- You may create a process map that details how a specific team will work together to accomplish a task. For example, you may instruct your content writer to submit affiliate content to your affiliate manager, who'll then approve it and upload it.

The point is, should one member of your team leave, you don't want a streamlined process to change. Create uniform instructions for your team

members, which will keep things flowing fairly smoothly, even if team members are transitioning in and out of the team.

Which brings us to the next point...

Treat Your Team Well

As alluded to above, it's not necessarily your fault if a team member leaves your team. But having said that, you also want to make sure to treat your team well in order to keep them happy. In other words, you need to focus on retention tactics for your freelancers and employees.

TIP: Inherent in this concept is the idea that you CANNOT grow and scale your business all by yourself. You need to give up some control by outsourcing or even hiring employees, as needed.

For example:

- Be sure to offer kind words to your team on a job well done. If you do offer criticism, do so gently.
- Treat your team with kindness and respect. "Please" and "thank you" go a long way towards showing respect.
- Offer rewards. When the team works on a project together and accomplishes a goal, you can reward the whole team (such as with gift cards or bonuses).
- Make your team members feel valued. Let each team member know how important they are to your team. Be specific, such as by mentioning exactly how they contribute to your overall success. You want team members to feel like they're valued, doing important work, and are an integral part of your business (because they are).

Now it's your turn...

Your Assignment

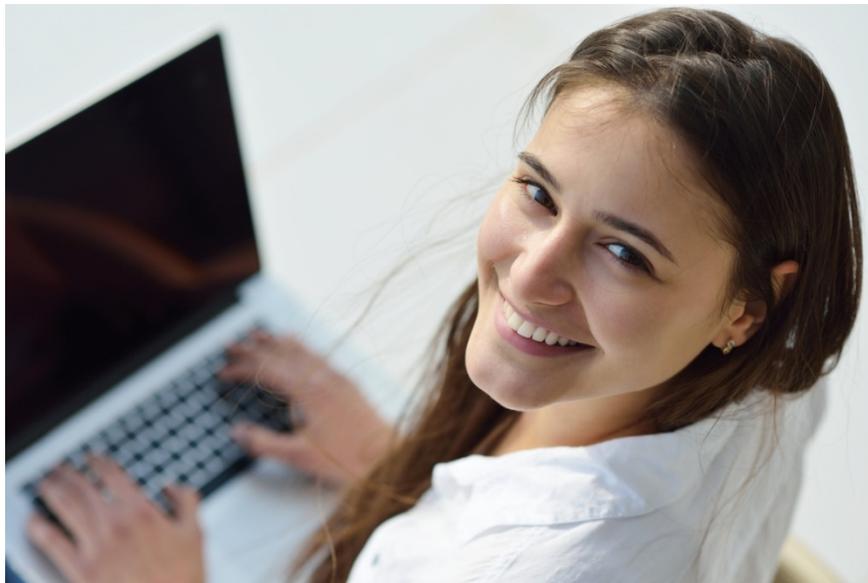
Your assignment for this lesson is to go through each item mentioned above and check if your business will be able to scale. For example:

- Will the tools and platforms you use be able to grow with your business?
- What do you do to retain customers?
- What do you do to retain team members?
- Do you have streamlined instructions or process maps in place?

And so on.

If you find any weaknesses in your infrastructure or the way you run your business, then make a plan for shoring it up.

Now the next lesson...



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