Twitter Thread by Cam



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How to scale your business in 30 days

(If you are making below $1M in revenue)

//THREAD//

disclaimer

This thread has nothing to do with marketing OR sales.

There are way better threads and more qualified individuals who can help you.

This is for those who are strong at marketing and sales but weak at the operations side of things.

disclaimer cont.

This thread is mostly going to benefit the CEOs.

The visionaries.

Your strength is crafting the vision for the company, selling that vision, and continuously innovating your vision.

Read through this though so you understand what you need.

Craft your vision for the future of your business.

If you have not already done this for 2021, answer the questions on this Google Doc and then come back to this thread

https://t.co/7QPWZffklP

Find an integrator

You have no business working IN your business.

Find someone who will.

Someone who can take your ideas and put them into action is the most valuable asset you can have when looking to scale.

An integrator will help double your business at a minimum.

Document. Every. Thing. You. Do.

Checking your emails? Document it.

Working on client work? Document it.

Prioritizing your to-do list? Document it.

Writing copy? Document it.

Answering someone's question? Document it.

Record every task you do with a screen share software.

> Loom
> Droplr

Then organize them in a folder.

> Google Drive
> Dropbox

Give this folder to your future team members.

Even if you never do the task again, you still have a library of content you can fall back on.

Figure out your business model:

1. Lean team (<10) or Big team (>10)?

2. Less than 15 clients or More than 15 clients?

3. Niche or Generalized offer?

4. Keep or Sell the business in the future?

5. Majority employees or Majority contractors?

Track your numbers every single month.

1. Total revenue
2. Total expenses
3. Total CEO pay from expenses
4. Percentage of CEO pay
5. Total Profit
6. Profit percentage
7. Total # of clients
8. Average revenue per client
9. Total # of hours worked
10. CEO pay per hour

Your goals should be:

- Increase revenue and decrease expenses.
- Increase the amount your paying yourself.
- Increase your total profit.
- Increase the average revenue per client.
- Decrease the # of hours you are working.
- Increase the amount you are worth per hour.

Develop clear OKRs at the beginning of every quarter.

Don't know what OKRs are?

Open and review this thread in another tab and then come back:

https://t.co/6iwpFNwHO4

> How to plan your Q4: (thread)
>
> — Cam (@thecammartinez1) September 8, 2020

Start prioritizing projects.

There are probably dozens of ideas that you have floating around in your mind.

Document them and organize them based on:

- Completion status
- Project readiness
- Level of impact
- Cost
- Perceived effort

Learn to track Key Performance Indicators (KPIs).

Map out the KPIs you need to track for your OKRs & projects.

Determine WHY they're important and the impact they'll make in your business.

Then figure out where you can get this data (either manually or automated).

The most important tools you need

- GSuite for organization
- Any project management system (Trello/Asana)
- Any email automation system
- Any payment processor
- Slack for communication
- Zapier to connect everything together

Everything else is unnecessary.

Develop Sprints for your team.

The purpose of sprints is to break down a project into bite-sized chunks.

This will help you test ideas and implement things quickly and efficiently with your team.

Book recommendation: Sprint - Jake Knapp

Map out your step-by-step client onboarding process.

Start thinking about how you can make it more efficient, automated, or clear to both your team & clients.

- Client agrees to work with you, what happens next?
- Client pays invoice, what happens next?

And so on...

Map out clear milestones or broken down steps for your customer fulfillment process.

What happens each step of the way?

How can you break it down into smaller chunks?

Start documenting Standard Operating Procedures (SOPs) for each piece.

Create a company culture bible.

To this day, one of the best public culture documents I have ever seen and one that makes me nerd TF out is @TuckerMax's culture bible at @scribemediaco

Open it in a new tab here:

https://t.co/wDg75thiXW

Productize your service.

1. Take the SOPs you have created internally
2. Research who in your market could benefit from them
3. Turn them into videos, templates, lessons
4. Test with your clients
5. Sell as a “do-it-yourself” product offer

Google: Jobs to be Done (JTBD)

One of the most important things you can do as a CEO is develop strong habits and routines.

For the next 14 days, track every single thing you do.

Add up how many hours you spent wasting time on things that can be delegated or avoided.

Create a solution to remove those things.

Create a contingency plan for your team.

Write down "worst case scenarios" and ask your team what they're worried about if you're unreachable.

Create SOPs, processes, videos, flowcharts to solve these problems.

This is how you build a business that can function WITHOUT you.

If you received some value from this, I would greatly appreciate if you shared with other people you feel would benefit from it!

Please RT and like the first tweet here:

https://t.co/Wq5icwbp4r

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> //THREAD//
>
> — Cam (@thecammartinez1) January 3, 2021

If you want to read some other VALUE threads I have written in the past

You can check them out here:

https://t.co/c2aAThy0ev

> \U0001f9d9\u200d\u2642\ufe0f MAGIC THREAD \U0001f9d9\u200d\u2642\ufe0f
>
> This thread consists of ALL of my most "magical" threads for instant access.
>
> They are probably more valuable than the last course you bought.
>
> (unfinished draft)
>
> RT to share the magic! \u2728 pic.twitter.com/BzZZR64nic
>
> — Cam (@thecammartinez1) October 5, 2020