

# EXPLORE YOUR ENTHUSIASM

## EPISODE 65: HOW TO SCALE AND GROW IN 5 STEPS

In last week's episode, I talked about some of the struggles of growing your business - we discussed that as your business scales, the challenges you face scale as well. I talked about that last week, because that's really what I've been struggling with. My business is always changing and growing, but over the last 6 months, it feels like it's been MASSIVE change and growth. It's not just growth in terms of money, but also in systems, in support, in reach, even its goals.

So last week I just really wanted to acknowledge the challenges you face, and sometimes the crisis of confidence you feel, when you encounter new challenges.

But I don't want to just share the challenges, I want to share how to actually DO it - how to scale the money you make and the audience you reach and the scale of what you're doing in the world.

The shorthand for growth is often to talk about money, but I want to be really clear that this is NOT just about money - it's about growing what you do in the world, to build the kind of business you want. For some of you that means more acknowledgement, or more freedom, or serving more people, or doing more of what you like (and less of what you don't).

Whatever it is for you, whatever growth means for you, here's the steps to making it happen. These steps are going to repeat again and again throughout a period of growth, so realize that you won't just do this once, you'll do this at every new level:

### 1. KNOW WHAT YOU WANT

I talk about this all the time - you can't get where you want to go until you IDENTIFY it. You can't get directions from your GPS until you put in the location. So first, locate the endpoint, the kind of business you want, in terms of time, money, audience, acknowledgement. Identify your END end point (like, when your business is one day everything you every dreamed) and identify a mid-point - what does your business look like in a year from now?

### 2. KNOW WHAT YOU NEED

Everyone wants to skip this step, but once you identify where you're going next, you need to get clear on what you need. Like an actual trip - will you need a swimsuit or a parka?

This includes money, knowledge, time, support, technology. Everything. You're never going to know 100%, so you'll have to guess, but at least START to make this list.

We go through the process of figuring out all the steps in the Map Making Guide.

For example, one of the Starship Captains wants to rent a space to dye her yarn and hold workshops. So she made a list of what it'll cost to move, how much space she needs, what that will cost, and then she did the math to see how much MORE yarn she'll have to sell to cover the cost of the new space each month.

### 3. DO THE WORK

Don't let planning and thinking and dreaming put off the actual work that needs to be done. If you've mapped out what needs to be done in step 2 - even if you don't know EVERYTHING that needs to be done - get to work on it.

The work might mean making your items and making them available for sale. It might mean the work of sharing your work with more people (ie, marketing). It might be pitching to magazines, or events, or potential partners. Whatever needs to be done to move you forward, nothing will happen unless you do the work.

### 4. TRACK EVERYTHING

This is the only way to tell if you're growing or not! You need to track the thing you most want to change, and celebrate each tiny bit of progress!

If you want to increase your sales, track your sales - look at them daily.

If you want to increase your own pay, track your profit.

If you want to increase your reach, track your email subscribers.

If you want to increase your visibility, track your press pitches and mentions.

Now, you can only do this if you know what your numbers are. If you don't know how much you made last month, or what your profit margin is, or at what point you break even - you won't have any idea if your work is paying off, or not.

And you can't continue to grow and scale, unless you know what's working.

This is exactly why I created Pay Yourself - it walks you through identifying all of the numbers in your business and then improving them. You'll discover your sales, your profit, your break even point, and then you'll learn how to improve them.

I'm actually about to take it out of the shop to refresh it with updated content, so if you want to get it for its current price, grab it before July 30th. You'll get the current version, which has helped hundreds of

makers become more profitable, and we'll send you the updated course when it's ready. The updated version will have a higher price point so if you want the 6 week course for \$99, head to [Taraswiger.com/profit](https://Taraswiger.com/profit).

Along with tracking, you need to celebrate the progress you make and be grateful for it. This isn't just because celebrating is fun, it's because it is VERY easy to lose motivation in working in your own business. By celebrating each sale or each step toward your goal, you are reminding yourself that you are making progress, and this will keep you motivated to move forward, even in slow times. It will give you a record of success, and this will build your confidence!

## 5. REVIEW AND ADJUST

The final step in this growth loop is to look at what you've tracked and learn from it.

Did you try something and it worked? Awesome! Do more of that!

Did you try something and it didn't have the effect you wanted? That's ok! Now you have that data ... and you have something you can stop doing!

### Do you need to do all this before you start?

NO! Just start. Don't try to figure out everything, just get making things and making them available. However, if you've started, and you're ready to scale up, to get more sales per month or make more money, go through these 5 steps and be sure that you're not missing a step.

I hope that this step can guide you toward growing in the way you want your business to grow. I'd love to hear about it - use the tag [#exploreyoureenthusiasm](https://twitter.com/exploreyoureenthusiasm) and tell me: What step are you on? What are you growing towards?