



## 10 Tips – How to Take Your Business to The Next Level

1. Picture where you're going – what's your vision in 5 years? A metaphorical picture or a vision board can really help to keep you focused and excited about the future.
2. Set realistic business goals frequently and measure your progress and track (and celebrate) your achievements. Without long-term goals to work towards, your company simply won't be scalable.
3. Really understand your business' USP (unique selling point). What is attractive about you to your customers, what value do you add and what are they looking for? What makes you, your products or your services stand out from your competitors?
4. Know how you plan to expand, will you attract new customers of a particular demographic or is your strategy to expand into another sector or market?
5. Believe in yourself, trust your instincts and use your entrepreneurial skills all the time.
6. Be aware of the hurdles that might hinder your progress along the way and actively seek strategies to manage them.
7. Find an official place of work – be it a workspace desk, studio, warehouse, or home office. Have office hours and take your business seriously.
8. Focus on what you do well and outsource the rest to professionals (PA, designer, accountant) as soon as you can.
9. To scale up, extra finance is often needed, so it is vital that you spend time analysing your business, seeing if inefficiencies need to be ironed out.
10. Set regular time aside for business development. If you think it will be hard to do this alone, hire a business coach or join a business success programme or mastermind group.