



GROW
YOUR
BUSINESS

6 ways to grow your business
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1. GET CLEAR ON YOUR AUDIENCE

So many times people will wonder why their audience isn't purchasing what they have to offer. Have you ever thought they don't want to pick up what you're putting down?

Majority of the time, your services and/or products don't sell because you haven't taken the time to know who you are selling to. Take some time to research your audience and actually understand who they are and what they need from you.

This is the easiest way to grow your audience.

2. Grow Your E-mail List

Have you started building your email list? If not, why?! Your email list will have one of the highest conversion rates and not using it means missed opportunity to grow your business.

When you e-mail your audience include actionable steps. This leaves them feeling more confident on what you are telling them to do. Another way to add value is explaining something that is difficult for your audience. Think step-by-step.

Giving away great free information only heightens your audience interest in your paid services and/or products.

3. CREATE STRATEGIC MONEY STREAMS

When creating your business, you want to be sure to have multiple streams of income. Each stream of income should be strategic because this obviously is what we want to grow the business.

The great thing about running your own business is you get to create your own money streams. Think about what you like to do and what you like to offer and begin there.

I recommend identifying at least 2-3 services or products (consulting, eBook, DIY, etc) to get started and then build upon your services.

Speaking of strategic money streams...how about creating a course?

4. Create An E-Course

Talk about a business grower! Having an eCourse can always run in the background (especially an evergreen model) to create consistent income.

If you haven't thought about creating a course, I highly recommend it.

What do you know?

What can you teach?

Really you can take this multiple ways.

Are you great at creating animated gifs? Do you know calligraphy? How about special techniques of make-up?

Manage Social media for an organization?

Build websites?

Start an online store?

5. LEARN TO LAUNCH

Yes, creating a course will be awesome but if you don't launch, it just may be a flop. Growing your business can't happen without having a launch strategy.

I recommend launching any new product or services that you have coming up. The reason for this is to build a buzz around your new offering and build a bigger interest.

BIGGER BUZZ + BIGGER INTEREST = MORE SALES (GROW YOUR BUSINESS)

WHAT NOT TO DO: Release something without content marketing. Use this method to educate your audience and increase interest in your offer.

6. BE MORE PRODUCTIVE WITH PRIORITIES

I will be first to admit that growing your business isn't easy but I will always be the first to admit, it's not rocket science. You have to be focused when it comes to growing your business.

I see and hear so many people talking about staying up all night and getting little sleep. That's totally not going to work because at a certain time your brain shuts down and you become less productive.

Also doing a bunch of non-income producing activities will only waste time and hinder your business from growth.

Focus on the activities that produce more income and delegate other activities that are less value. Also, blocking off certain times of the day where your most productive (for me it's the first thing in the morning) and pound through my to-do list.

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7. Pray For Your Business

Build your business on Faith.

Find Bible verses on the following:

Bible verses about your business

Bible verses about honesty

Bible verses about skills and talent

Bible verses about avoiding get rich quick schemes

Bible verses about serving others

Bible verses about business success

Bible verses about business strategies

Proverbs 22:29

Do you see a man skillful in his work? He will stand before kings; he will not stand before obscure men."