

# 3 Steps To Extreme Business Growth



Welcome to my Biz Blitz video, I'm Sharon Jurd and I am your business growth specialist and today I want to share with you three steps to extreme business growth. It's easy, easy, easy! First off, step one, is **you need to know where you are at now and where you want to be**, because if we don't have clarity around that, we'll be fumbling around in the business world all day, all week, all month, all year and at the end of the year you go, "What happened to that year?" It's very important to not underestimate the clarity that you need to get to where you are going. That's step one.

The second point is **make a list**, and this is very unusual for me to say this and I'll explain why. Make a list of all the things you've done in your business that haven't worked. I know that sounds a bit negative, looking backwards in a negative sense and I tend not to do that, but in this case, it's very valuable to do that. And in that list, I want you to look at it and look within, don't blame the environment, clients, governments and so forth but look at it and go, "Why didn't it work?" Is it just that I was doing something someone told me to do it and I gave it a go and I really didn't put some effort into seeing if it was really suitable for my business? Was it because I didn't give it a good crack? I tried it once or twice and said, "that doesn't work?" So really evaluate those things that didn't work. And now if they didn't work, and it's realistic that there are things in your business you will implement that don't work.

We all have failures. We all think that this new idea in our business is going to be amazing and it doesn't work, it's a big flop. That's okay. Move on, but just acknowledge those things that aren't working in your business. Then say to yourself, "Stop doing those." Because if they are not working, you don't want to go through another year of doing the same things that didn't work last year or the year before or the year before.

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Some people come to me, as their coach, and say, “I’ve been doing it that way for twenty years.” Yes, and you’ve made no change in your business. It hasn’t grown. So you need to change. And that brings me to my third point which is **change your business model**. You have to change to make sure you are having that continued growth in your business. You may have to change up your products, change up your service, what you are offering to your clients. You may need to add services or products into your business. But that’s not always the case. Sometimes you might just have to get some coaching, for instance, to grow your mindset, your ability to take your business to the next level. Get great people around you so therefore, you have the structure around you, that support system around you to get your business to where you need it to be and change that income of either being plateaued or slowly decreasing and see it grow exponentially.

Do that, change the model. Change the way you speak. You don’t have to go and get new logos and new colours. Where are you communicating to your clients? If you’re sending out brochures or sending emails, change it up. Do video, like I’m doing and participate in the social media world and look at other areas where your potential customers or clients hang out and spend some time there. Just change up your model but you have to have the ability to change and change quickly.

So there are my three points. One, where are you now and where do you need to go? Get clarity. Two, make a list of all the things that didn’t work in your business and have a real good look at yourself on why they didn’t work. Now, if there is something there that didn’t work just because you were lazy, try it again because it may be the ticket to your massive growth. And thirdly, change up your model and make sure you’re changing yourself, get good people around you, get that coach into your business, into your life, and make sure you’re heading in the right direction.

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That's all from me today. I'm Sharon Jurd. Thank you for listening and if you think this video is of value to your family, friends, colleagues, please share my video. I want to help as many people as I can and I need your help to do that. I will talk to you very soon.