



9 Lessons From A Startup Growth Journey

1. Think bigger.

It's easy to be content and coast when money's coming in, even if the business you're in does not really fulfill you. If you're honest with yourself, however, you may find that the prospect of a long-term, more meaningful endeavor beats the easy, short-term satisfaction of quick cash. Ask yourself the challenging questions like:

- Do I care about what I'm doing?
- Where is this headed?
- Who am I becoming?
- Is this what I actually want?
- If I don't make a change now, where will it end?

2. Expect difficulties.

A drastic change often comes with growing pains. If you're transitioning from a limited, relatively easy business model to something far-reaching and bigger than yourself, expect hurdles. You may be looking at new relationships, new priorities, new demands on your time and energy and resources, all of which need a ready mindset. Be prepared to let go of some things in order to grab hold of something better.

3. Get support.

Growing a startup is not something you want to do on your own. Having an expert you can consult will make the journey manageable and much less stressful and lonely. It also boosts your chances of success to have someone you can talk to who's been there and made it out the other side validated and stronger for the experience. Friends and family help, but when life gets in the way, it's good to have someone you can count on for advice, even if you have to pay them.

4. Recognize that some things are not for everyone.

Everybody has their limits, and it's good to be honest about yours. Know what you can and can't do, and get help when it will make a difference.

5. Avoid taking stuff personally.

When you don't hear from someone or something doesn't work out, avoid creating stories in your mind. A lot of stuff is not about you personally. When



you understand that and can interact with people without coming from a place of victimhood, you'll be much more resilient and effective in what you do.

6. Have a safety net.

When stakes are high, you don't want the additional worry of where you'll live should it all fall through. Be smart with your finances so that you can push the limits without that added pressure.

7. Offer value for money.

Have a good product, and know how you will monetize it out of the gate.

8. Investors come with compromise.

Accept investments if you must, but realize that you give up some control when you do that. Stakeholders have a say, and you may need to behave a certain way and do certain things because it's what they want to see.

9. Use your story.

Social media is powerful, and you can leverage your story there to attract customers, team, and investors. Take pictures; record videos. LinkedIn is a great place to connect with potential investors and team. Be strategic in approaching people you want to work with. LinkedIn is not about quantity but quality. Share your story there from a business point of view.

Check out Sam Jockel's continuing business journey at [ParentTV.com](https://www.parenttv.com)

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