



Five Key Things To Focus On For Faster Business Growth

1. Constraint clarity - what's stopping you from growing?

The first order of business in hastening your business growth is identifying what's holding you back. Once you've pinpointed what it is, you can put time and energy into fixing it. But it must be the right thing. If you spend months building a new funnel, and your funnel wasn't stopping you to begin with, you can consider your effort wasted.

2. Customer insights - what do your customers want to become?

You and your customers need to be clear on what they aim to achieve. If you both know what they really want and what their business requires, you can steer your efforts towards that goal. Beware of advice from "authorities" or gurus that isn't geared to achieve the good of the customer. Be savvy enough to look past the glow of some source's credentials to see what will actually fulfill the client's needs.

3. Story-based messaging

In our age of media on demand, consumers are no longer a captive audience to ads. There must be an incentive for people to take in marketing content, and access to bare facts no longer cuts it. You need to hook them with entertainment, and that can effectively be achieved by storytelling.

Besides the entertainment factor, the right stories allow you to build a relationship with your audience, making them more receptive to your message and information versus that of someone they know and trust less. This is where it helps to have reach. The more people are familiar with you and your message, the more credibility you can project.

4. Lead with the data

There are two existing extremes in our industry - business owners who operate with no data at all, and those who collect everything but are unable to make any sense of it. The most successful companies insist on good, relevant data. Guesswork and winging it are not enough. The right numbers will back up experience and instinct to let you make good decisions. They will show you what your constraints are, and where you need to focus.



5. Leverage a good team

You don't achieve growth on your own. One person can only do so much, so at some point you will need to hire a team. Map out your workflow, identify what needs to happen, and build the team that will make it a reality. Marketing quality, for instance, dictates much of success, so to produce great content, locate the talent you need and create the marketing factory that will put it out there.

Scale your business fast with help from Kory Basaraba of [Grow Fast Marketing](#)

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