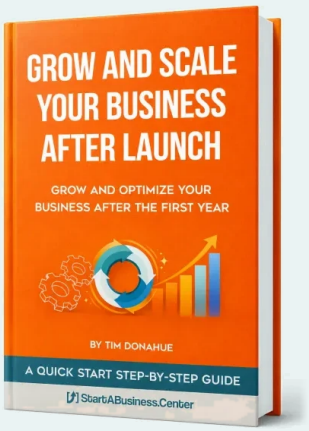
GUIDE 7 · QUICKIE WORKBOOK

Grow and Scale Your Business After Launch

Summary version: Systems, leverage and growth that doesn't burn you out.

Work through it alongside the guide: **startabusiness.center/guideslive/guide-7-growth-scaling-summary**



Founder name _____ **Date started** _____

Your business idea in one line _____

e.g. Weekly meal-prep kits for busy parents, now with steady customers and growing.

How to use this workbook

1. **Read, then do.** Each chapter header links to the matching chapter of the guide. Read it, then complete the exercises here. Work in order: later chapters reuse your earlier answers.
2. **Answer with evidence, not hope.** Write what you have seen people do, not what you expect them to do. "Not tested yet" is an honest and useful answer.
3. **Follow the worked example.** Olive lines that start with *e.g.* follow Sarah a year into Sarah's Meal Prep Co., as she moves from doing everything herself to a business that runs on systems. Fields start empty; type your own.
4. **Let the form do the math.** Shaded boxes are fields. Amber boxes calculate automatically in free Adobe Acrobat Reader; in other viewers, work out the formula shown and type the result. Save as you go.

Your roadmap

Tick each chapter when done; the verdict fills in from each chapter.

Ch.	The question	Focus	Done	Result (fills in)
01	What's really holding growth back?	Growth priority checklist	☐	
02	Are your tasks documented?	From chaos to systems	☐	
03	Is it time to hire?	Your first hire	☐	
04	What can you automate?	Tools and automation	☐	
05	Can it run without you?	Processes without you	☐	
06	What one thing will you scale?	Scaling what works	☐	
07	Is your cash safe?	Cash flow	☐	
08	Are you protecting your focus?	Saying no	☐	
09	Are you tracking the 5 numbers?	Measuring growth	☐	
10	Is your pace sustainable?	Avoiding burnout	☐	
11	Which path will you choose?	Your next phase	☐	

01

STEP 1: WHAT'S REALLY HOLDING GROWTH BACK?

Read Chapter 1 in the guide →

Stuck at Break-Even? The Priority Checklist

YOUR GOAL Work through the seven priorities in order, without skipping ahead. Fix the first one that fails before you move on.

1. Audit your offer and message
2. Talk to 10 customers
3. Fix customer acquisition
4. Audit your numbers
5. Raise your prices
6. Focus ruthlessly
7. Get more at-bats

Priority 1: Audit your offer and messaging

If any answer is no, fix your message before you drive more traffic.

1.1 Can a stranger tell what you do, for whom, and why, in 7–10 seconds? ○ Yes ○ No

1.2 Are you solving a painful problem, not a nice-to-have? ○ Yes ○ No

1.3 Is there a clear reason to choose you over the alternatives? ○ Yes ○ No

1.4 Is your price high enough to pay for winning customers? ○ Yes ○ No

Priority 2: Talk to 10 customers

Ask why they bought, what almost stopped them, what would make it a 10, and how likely they are to recommend you (0–10). The form scores the last answer for you.

#	Customer	Why they bought, and what almost stopped them	Score 0–10
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

e.g. Sarah's scores: 10, 9, 9, 8, 10, 7, 9, 6, 10, 9 → 7 promoters, 2 passives, 1 detractor

Calculation or input	Your answer	e.g. Sarah
Promoters (9–10)		*7*
Detractors (0–6)		*1*
Recommend score = % promoters − % detractors		*60*

This is the standard Net Promoter Score method; the guide asks the question on a 1–10 scale but doesn't score it.

1.5 What would make it a 10/10 experience?
e.g. Kid-sized portions and a second delivery day.

Priority 3: Fix customer acquisition

If any answer is no: pick 2 channels, commit for 90 days, and track everything.

1.6 Do you have a consistent, repeatable way to get customers? ○ Yes ○ No

1.7 Do you spend 30–50% of your time on marketing and sales? ○ Yes ○ No

1.8 Do you know your CAC and LTV? (Priority 4 below) ○ Yes ○ No

1.9 Have you run 2 channels consistently for 90+ days? ○ Yes ○ No

Priority 4: Audit your numbers

Healthy: conversion of 2–10%, and LTV at least 3× CAC. Red flags: CAC above LTV, conversion under 1%, or not knowing these numbers.

Calculation or input	Your answer	e.g. Sarah
Visitors last month		*1,500*
New customers last month		*45*
Marketing spend last month		*$1,800*
Average order		*$79*
Purchases per customer per year		*30*
Years a customer stays		*1.5*
Gross margin, % (to turn revenue into profit)		*40%*
Conversion rate = customers ÷ visitors		*3.0%*
CAC = marketing spend ÷ new customers		*$40*
LTV = order × purchases a year × years		*$3,555*
LTV ÷ CAC		*88.9×*
Profit per customer = LTV × margin − CAC		*$1,382*

The guide's "profit per customer = LTV − CAC" uses revenue. Multiplying by your gross margin first gives a truer profit, and keeps you from overspending on ads.

Priority 5: Raise your prices

Raise prices 20–30% for new customers. Keep the change if conversions fall by no more than 20%.

Calculation or input	Your answer	e.g. Sarah
Old price		*$79*
New price		*$99*
Conversion before the change, %		*3.0%*
Conversion after the change, %		*2.6%*
Price increase		*25.3%*
Drop in conversion		*13.3%*
Revenue per 100 visitors, before → after		*$237 → $257*

Priorities 6 and 7: Focus, then get more at-bats

Stop doing 10 things at a mediocre level. Pick 2 channels for 90 days; nothing works until you've done it consistently for 90 days.

My 2 channels

e.g. Facebook groups + email

90 days end on

e.g. Feb 1

What I'll stop doing

e.g. Instagram Reels and the farmers market booth

Chapter 1: done?

- ○ **Done**
  You've worked through all seven priorities and know which one to fix.
- ○ **Not yet**
  You skipped ahead to ads or new products.

02

STEP 2: ARE YOUR TASKS DOCUMENTED?

From Chaos to Systems

Read Chapter 2 in the guide →

YOUR GOAL Document every task you do more than once a week, so someone else can do it with only the doc.

1. Screen-record yourself doing it (Loom)
2. Write step-by-step instructions
3. Store it in a shared doc (Google Docs, Notion)
4. Have someone else follow it
5. Refine until nobody needs to ask

#	Task you do more than once a week	How often	Doc written	Someone else did it
1			☐	☐
2			☐	☐
3			☐	☐
4			☐	☐
5			☐	☐
6			☐	☐
7			☐	☐
8			☐	☐

e.g. Sarah: order processing (daily) | customer onboarding (weekly) | Sunday packing (weekly) | ingredient ordering (weekly)

The test: if you can't hand the task to someone with only the doc, it isn't documented well enough yet.

Chapter 2: done?

- ○ **Done**
  Your repeat tasks are documented, and someone else has tested the docs.
- ○ **Not yet**
  It's all still in your head.

03

STEP 3: IS IT TIME TO HIRE?

When To Hire Your First Employee

Read Chapter 3 in the guide →

YOUR GOAL Check the four signs it's time, decide what to hire for first, and start with a contractor.

3.1 Tick every sign that's true for you.

- ☐ You're turning down revenue because you're maxed out
- ☐ You spend 10+ hours a week on repetitive tasks
- ☐ You work 60+ hours a week and still aren't growing
- ☐ You can afford $3,000–$5,000 a month and stay profitable

Calculation or input	Your answer	e.g. Sarah
Monthly profit now		*$6,000*
Monthly cost of the help		*$3,500*
Profit left after the hire		*$2,500*

3.2 What will you hire for first?

- ○ **Time-drainers**
  Tasks that don't need your expertise: admin, customer service, fulfillment.
- ○ **Revenue builders**
  Tasks you're weak at that bring in money: sales, marketing, business development.

	Contractor	Employee
Hours	Part-time or by project	Full-time or part-time
Management	Loosely managed	Managed and trained by you
Benefits	None	Required
Commitment	Easy to start and stop	Long-term

3.3 Contractor or employee?

○ **Contractor** Start here (the guide's advice).	○ **Employee** When you need consistent, dedicated help.

3.4 What exactly will they do, and how will you measure it?

e.g. Pack and deliver Sunday orders; 100% on-time deliveries, under 1% errors.

Chapter 3: done?

○ **Done** You've decided whether to hire, for what, and how you'll measure it.	○ **Not yet** You're hiring on gut feel.

04

STEP 4: WHAT CAN YOU AUTOMATE?

Tools & Automation

Read Chapter 4 in the guide →

YOUR GOAL Choose one tool per job, and automate the five most repetitive tasks first.

Job	Options from the guide	Your tool
Project management	Asana, Trello, ClickUp	
Customer records (CRM)	HubSpot, Pipedrive	
Email marketing	Kit (formerly ConvertKit), Mailchimp	
Scheduling	Calendly	
Accounting	QuickBooks, Wave, FreshBooks	
Connecting apps	Zapier	

e.g. Sarah: Trello | HubSpot (free) | Mailchimp | Calendly | Wave | Zapier

4.1 Automate these first. Tick each one that's running.

- ☐ New customer welcome emails
- ☐ Social posting (Buffer, Hootsuite)
- ☐ Order confirmations and shipping notices
- ☐ Invoice reminders
- ☐ Lead follow-up sequences

Chapter 4: done?

- ○ **Done**
  A tool for each job, and at least the top repetitive tasks automated.
- ○ **Not yet**
  Still doing it all by hand.

05

STEP 5: CAN IT RUN WITHOUT YOU?

Read Chapter 5 in the guide →

Building Processes That Don't Depend On You

YOUR GOAL See which level you're at, and take the next steps toward a business that runs without you there every day.

LEVEL 1
You do everything
Where most founders start.

→

LEVEL 2
Others do, you oversee
Tasks are delegated; you check the work.

→

LEVEL 3
Systems run it
Managers manage; you focus on strategy.

5.1 Where are you now?

- ○ **Level 1**
- ○ **Level 2**
- ○ **Level 3**

- ☐ **Document everything you do** (Chapter 2)
- ☐ **Delegate repetitive tasks first**
- ☐ **Train people to decide without you**
- ☐ **Set up feedback loops** to catch problems early
- ☐ **Trust the system**, and fix it when it breaks

Chapter 5: done?

- ○ **Done**
  You know your level and you're working the steps to the next one.
- ○ **Not yet**
  Everything still runs through you.

06

STEP 6: WHAT ONE THING WILL YOU SCALE?

Scaling What's Working

Read Chapter 6 in the guide →

YOUR GOAL Find the one activity driving most of your revenue, double the resources behind it, and check after 30 days whether results grew with it.

Your highest-leverage channel, product or segment

e.g. Referrals from parent Facebook groups

Calculation or input	Your answer	e.g. Sarah
Monthly resources now (budget or hours)		*$300*
Customers a month from it now		*20*
Resources after doubling		*$600*
Customers a month after 30 days		*34*
Resources grew by		*2.0×*
Results grew by		*1.7×*

The guide checks scaling after 30 days but asks for 90 days to judge a new channel. Use 30 days for scaling something already proven, 90 for anything new.

Chapter 6: done?

- ○ **Done**
  One proven thing doubled, with 30 days of results.
- ○ **Not yet**
  You're scaling everything at once.

07

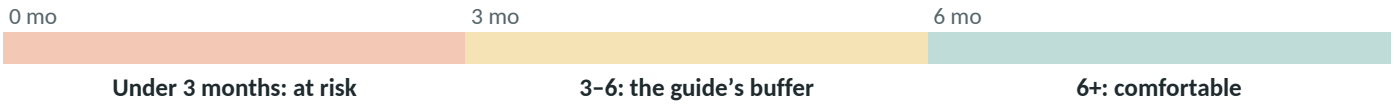
STEP 7: IS YOUR CASH SAFE?

Managing Cash Flow

Read Chapter 7 in the guide →

YOUR GOAL A profitable business can still run out of cash. Keep 3–6 months of expenses in reserve, get paid sooner and pay later.

Calculation or input	Your answer	e.g. Sarah
Cash in the bank today		*$9,000*
Monthly operating expenses		*$3,500*
Months of cash on hand		*2.6*
Target buffer: 3 months (6 is better)		*$10,500 – $21,000*



Calculation or input	Your answer	e.g. Sarah
Days until customers pay you (aim: about 7)		*0 (paid at order)*
Days you take to pay suppliers (aim: about 30)		*14*

7.1 Your cash rules. Tick each one you follow.

- ☐ I check the bank balance weekly
- ☐ I get paid up front where I can (deposits, subscriptions, pre-orders)
- ☐ I don't invest in growth faster than cash allows

Chapter 7: done?

○ **Done**
3+ months of cash, and you check it weekly.

○ **Not yet**
Under 3 months, or you don't know.

08

STEP 8: ARE YOU PROTECTING YOUR FOCUS?

When To Say No

Read Chapter 8 in the guide →

YOUR GOAL Run every new opportunity through four questions. If it isn't a clear yes, it's a no.

The opportunity

e.g. A catering contract for a corporate office

8.1 Does it directly drive revenue? ○ Yes ○ No *e.g. Yes*

8.2 Does it fit the core business? ○ Yes ○ No *e.g. No: catering, not family kits*

8.3 Do we have the capacity without hurting quality? ○ Yes ○ No *e.g. No*

8.4 If I say yes, what am I saying no to?

e.g. Sunday family deliveries and my weekends.

Chapter 8: done?

○ **Done**
You have a filter and you use it.

○ **Not yet**
You're still saying yes to everything.

09

STEP 9: ARE YOU TRACKING THE 5 NUMBERS?

Measuring Growth

Read Chapter 9 in the guide →

YOUR GOAL Track five numbers every month, and make decisions from the data, not gut feel.

Number	Month 1	Month 2	Month 3	e.g. Sarah
Revenue per month				*$12,500*
Profit margin, %				*32%*
CAC				*$40*
LTV				*$3,555*
Churn: % of customers who stopped buying				*6%*

The guide gives no churn benchmark. For a weekly subscription, compare your churn month to month: rising churn usually means a problem with the product or service, not with marketing.

Review day each month

e.g. First Monday

Chapter 9: done?

- ○ **Done**
  All five numbers tracked and reviewed monthly.
- ○ **Not yet**
  You're running on gut feel.

10

STEP 10: IS YOUR PACE SUSTAINABLE?

Avoiding Burnout

Read Chapter 10 in the guide →

YOUR GOAL Notice the warning signs, set boundaries, and optimize for profit, not just revenue.

10.1 Warning signs. Tick any that are true.

- ☐ You've worked 7 days a week for months
- ☐ The business breaks when you take a day off
- ☐ Your health, relationships or mental health are suffering
- ☐ You dread Mondays

- ☐ **Set boundaries** (for example: no work after 6 p.m. or on Sundays)
- ☐ **Delegate:** if someone can do it 80% as well, let them
- ☐ **Test your systems** with a 2-week vacation
- ☐ **Optimize for profit** over revenue
- ☐ **Remember why you started**

Profit beats revenue

Compare two versions of your business. The guide's example: $150K at 50% margins beats $500K at 10%.

	Option A	Option B
Annual revenue		
Profit margin, %		
Annual profit		

e.g. guide: A = $150,000 at 50% = $75,000 profit | B = $500,000 at 10% = $50,000 profit, with far more stress

Chapter 10: done?

- ○ **Done**
  Boundaries set and no more than one warning sign.
- ○ **Not yet**
  Two or more warning signs.

11

STEP 11: WHICH PATH WILL YOU CHOOSE?

What's Next For Your Business?

Read Chapter 11 in the guide →

YOUR GOAL Choose the path that fits the life you want. All three are valid.

11.1 Your path

- ○ **Stay small and profitable**
  Lean, high margins, low stress, more freedom.
- ○ **Scale aggressively**
  Hire a team, maybe raise capital, aim for 7–8 figures.
- ○ **Build to sell**
  Maximize systems and recurring revenue for an exit.

11.2 Why this path, and what does it mean for the next 12 months?

e.g. Stay small and profitable: cap at 150 families, hire one packer, keep Sundays free by 2 p.m.

Chapter 11: done?

- ○ **Done**
  A path chosen, with what it means for the next year.
- ○ **Not yet**
  Not decided yet.

Your growth scorecard

Every chapter's result fills in from its "done?" question.

Ch.	Chapter	Result
01	Growth priority checklist	
02	From chaos to systems	
03	Your first hire	
04	Tools and automation	
05	Processes without you	
06	Scaling what works	
07	Cash flow	
08	Saying no	
09	Measuring growth	
10	Avoiding burnout	
11	Your next phase	

Chapters done (out of 11)

My one next step, and when

e.g. Record the Sunday packing process on Loom this weekend

WHAT HAPPENS NEXT

- **Systems beat hustle; processes beat talent; sustainable beats fast.**
- **Stuck?** Go back to the priority checklist (Chapter 1) and fix the first item that fails.
- **You've finished the series.** Every guide and workbook stays useful as a checklist: revisit them as the business changes.