



What To Do When Your Business Grows so Fast Your Hair Catches On Fire



There's a moment when you reach the tipping point of your business. A tipping point is that split second when something reaches critical mass. It is also seen when the line on the chart starts to shoot upward.

Once my clients systematize their marketing, they reach this tipping point quickly. Their prospect pipeline is filled and they bring in consistent income. Then, it happens. The person they hired to help them decides to move on to another opportunity. Just as the momentum starts, they need to put out another fire.

When business is expanding fast, there are two quick questions to get you through the growing pains. To get a handle on it all, ask yourself:

1. What's Most Important?

This simple question cuts through the minutia and into what matters most. As you list what's most important, keep that list under control by rating each task using 1, 2 or 3, with 1 the most important and 3 the least important. Jot down each task's due date. When doing this, check with your clients. Your timeframes may be much more aggressive than their timeframes.

Place each task on your calendar as you would any appointment and work through the task at the allotted time. This will give you a visual if it is achievable to complete the task or if you need to adjust your due dates. Cross off completed items to see how much has been accomplished and re-evaluate any remaining items.

2. Where is there leverage?

If you're performing a task over and over, you may have an opportunity to automate your process. As my reach expanded to 11 countries so did the requests for speaking engagements. What I discovered is that most hiring organizations ask for standard information when booking an engagement. My online Media Kit contains most of the information needed to hire me. Because everything is at their fingertips, including the biographical summary, pictures, keynote description and keynote objectives, it saves them a ton of time in determining if my topics can be used at their summits. I also use an automated process

on inquiries from guests who ask to be on my radio show. They make the request online and get instant access to the information we need. When they send us what we need, we determine when it fits and it gets scheduled.

Another type of leverage is delegating. Delegation is a skill you must master if you want that growth trend line to continue shooting upward. When you try to do all of the work on your own, you limit the amount that your business can grow. There are side benefits to delegation. Your transferring of responsibility develops your contractors or staff, helping you to spend your energy on client and revenue-generating activities.

Your business can grow like wildfire, but it doesn't mean you have to burn the candle at both ends. These simple questions will help you to be more productive, provide timely customer service, and grow your business with less effort.

If you're missing out on business growth because you lack the systems and automation to grow it, then you'll want to join us for my upcoming Entrepreneurial Edge System 3-Day Intensive. This complete boot camp covers everything you need to know to fill your prospect pipeline automatically with pre-qualified prospects and systematize and automate it quickly no matter how long you've been in business. The tools, models, scripts, templates, and examples are handed to you in an easy to implement format. That's why my clients have gotten such great results from it. You can tap into it, too, at <http://bit.ly/ees3dayqa>

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