

# Business Growth Strategy

*"A master is someone who is a beginner who keeps beginning"*

<b>Vision</b>	<p>Financial Freedom = \$25,000+/month semi-passive income</p> <p>Income diversified across multiple channels</p> <p>Team and system semi-independent of myself to run and grow</p>
<b>Mission</b>	To grow my eCommerce stores to become the authority in their respective markets whilst maintaining a healthy amount of time within each business. Also to grow my personal brand with the sole focus on helping others.
<b>Values</b>	<p>Have a plan</p> <p>Focus on the 20% that yields 80% (analytical approach)</p> <p>Don't tweak - BUILD</p> <p>Serve people, and the profit will follow</p> <p>Outsource everything I don't enjoy or that I'm not good at doing</p> <p>Stay excited for Monday</p> <p>Think long term</p> <p>Stay just outside of my comfort zone</p>
<b>Strategies</b>	<p>Grow and scale my two eCommerce stores to be authority sites</p> <p>Grow and monetize Lifestyle Flipper to be an authority in the Australian eCommerce market</p> <p>Expand my virtual team to support growth whilst keeping the fun culture we have</p> <p>Keep an analytical approach to all new ideas</p> <p>Test, test, test</p> <p>Give trust and responsibility first and promote leadership</p> <p>Continue to focus on great UX, building traffic and increasing order frequency &amp; AOV</p>
<b>Systems &amp; Processes</b>	<p>SEO, Content &amp; Influencer marketing - Follow Easy Ecommerce Wins Course</p> <p>PPC advertising across Google, Bing, Facebook, YouTube - Follow Udemy courses &amp; test all campaign types</p> <p>Increase AOV, Frequency and Traffic - Follow Drew Sanocki's course</p> <p>Create brand awareness through social media - Marilou (VA)</p> <p>Increase product diversity and double down on the best products</p> <p>Customer Service is key</p> <p>Build a large and profitable email funnel system - Follow Jason K Williamson's course</p> <p>Consider importing products and building a brand</p>
<b>Long-term Goals</b>	<p>Own our 'forever' dream family home</p> <p>Take regular holidays with friends and family</p> <p>Be 100% financially free without ever needing to worry about cash flow. Assets and cash \$10 million+ by 2023</p> <p>Have compounding asset growth to ensure my families financial security</p> <p>Have the ability to give back in a meaningful way</p>
<b>Short-term Goals</b>	<p>CC profitable by November 30 2017 then \$50k/month by June 30 2018</p> <p>\$150k/month revenue from RC by June 30 2018</p> <p>Lifestyle Flipper earning \$5k/month passive profit by June 30 2018</p> <p>Find mentor</p>
<b>Actions</b>	<p>OVERALL:</p> <ul style="list-style-type: none"> <li>- devote to learning Analytics, Google PPC, SEO &amp; Facebook marketing - be a "Marketer"</li> <li>- outsource or automate everything I'm not good at or don't enjoy</li> <li>- reach out to Joel Lederhause (or someone else) as a mentor</li> </ul>