

STEP UP SERIES

Strategies, Tactics, Evaluations,
Principles to Upskill & Progress

Weekly Business
Newsletter



By Shanker Viswanath

6 Tips to Grow Your Small Business

As a business owner, you should aim to spend at least 60% of your time marketing. You are the BEST person to market your product or service. And marketing is the only way your business will grow and flourish.

Make a "Not To Do" List

Make a **list** of all the **activities that do not require** your specific expertise and talent, for e.g.

- Sorting email
- Buying office supplies
- Filing
- Managing stationery
- Admin related work etc.

To Do LIST



NOV 2022 | ISSUE 4

vshanker1@gmail.com; +919892099900

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List of Tasks that consume your time

Make a **second list** of the tasks that consume a lot of your time but are **OUTSIDE your specific area of expertise**. For e.g.

- Maintaining your web site
- Managing your business finances
- Accounting
- Collections Follow up etc.

When your business is small you have to wear many hats because you may not be able to afford to hire help. At some point you have to start delegating it if you wish to grow your business.

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At what point do you make a decision to start delegating tasks to someone else?
ANSWER: When the time you're spending on administrative tasks involved in keeping your business running prevents you from spending time growing your business.

No. of Hours Spent on the tasks outside your Expertise

Determine the number of hours you are spending on the activities listed 1 and 2 above.

What Business Building Activities can you do

Determine what additional sales and marketing, or other business-building activities you would have time for if you didn't have to do these other tasks.



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Wondering how you'll be able to afford it? But really, we can't afford NOT to hire help.

Unless you are satisfied with keeping your business small. And don't get me wrong, there's absolutely nothing wrong with that.

But if you have a bigger vision, then you need a team to help you make that vision a reality.

How much extra income can you generate

Estimate how many additional clients or sales you could generate with this extra time spent on marketing and building your business.

Hire an assistant

Make a decision to hire an assistant, bookkeeper, web site manager or whatever specialists are appropriate to handle these tasks. Determine what you can afford based on your results in Tip Number 5.



"To start with, your team should include an assistant to do the work that is not a good use of your time. This doesn't have to be a full-time employee"