



10 Principles for Growing a 7-Figure Business, Fast

1. Good work creates more work.

Too many people promise the world and fail to deliver. You've got to actually be very good at what you do. Satisfied customers will lead to referrals and word-of-mouth advertising, which will bring you more business.

2. You can manufacture your own luck.

Luck is what happens when preparation meets opportunity. If you put yourself out there with your work and marketing, you're increasing the odds that something could come your way for success.

3. You need to constantly try and find new ways to improve and deliver greater value.

Beware of resting on your laurels. Keep a growth mindset. Be proactive in offering new, valuable solutions to your clients.

4. Stop fetishizing learning and get good at deploying.

Learning can become an end in itself, which does no one much good. It's ok to invest in courses and books and webinars, but afterwards, do something with the knowledge you've gained.

5. Do the boring work. And when you think you've done enough, do more of it.

Everyone wants to do the visionary, sexy stuff. However, it's the boring work that gets things done and keeps a business running. So buckle down and do what's necessary, not just what's exciting.

6. Business success can be predicated on having a long runway.

Everyone talks about quick hacks, silver bullets, overnight successes. What less people know about is the ups and downs, the long stretches of work, the dogged persistence that goes into staying the course till the goal is reached.

7. Making your first \$100,000 is way harder than making your first million.

From zero to 100K, you're slugging it out, trying to make a name for yourself, growing your reputation. From 100,000 to a million, you've got results and a track record to back you up, and progress is much more straightforward.

8. Speed over everything.

Quality is important, but think less of perfection and more of getting the minimum viable product out there. How can you roll something out as quickly and as efficiently as possible? Once you've released your offering, then you can tweak and improve it as needed.



9. Go on offense earlier than you think you need to.

When your business is on defense, you're in preservation mode: how do you take money off the table? How do you minimize risk? Consider taking calculated gambles - hire those people you need; invest in those tools that could grow your business. The payoff in the long term could be very much worth it.

10. Continuity leads to success.

To reach a certain level of success, you need a team. What you don't need is a team made solely of superstars. Better is a team that is capable, that works well together, that knows what you're about, and that stays with you. That's what leads to business success.

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