

# JAMES SCHRAMKO

## 9 Important Pieces of Growing A Business

### 1. When the client only wants the CEO

It's a challenge in many industries that the client wants to deal directly at all times with the higher ups. They want the CEO handling their entire case and no one else.

There's the need in such situations to educate the customer to work with someone other than the business owner or founder. One way this can be done is with a group email, such as the Google Groups address feature that is entirely free.

Anyone can send a message to that email, everyone who staffs your account received the info, and someone from your team can then respond.

### 2. When documentation becomes a priority

As an organization scales, knowledge needs to be shared in a repeatable, scalable manner. This is when it becomes important to have processes standardized and documented in detail.

Opinion differs as to when these SOPs become necessary - whether they're essential from day one or whether they can wait till you have five or more team members. But definitely if you intend to bring in someone new, they make the process much simpler for everyone involved. At the very least, even if you're solo, it's good to have frameworks and checklists.

Notion and Loom are tools that can greatly aid SOP creation.

### 3. Making it easier for the new guys

Aside from SOPs, actual training can greatly ease the way for new hires and promotions. Give people clear, up-to-date material to empower them to do their job well. When people on your team are given the tools and resources to succeed, it frees you up to focus on your specialty. It also means you've grown an actual business, one that's not one-man dependent.

Note too: When making wikis or training, don't over create, and don't make things too complicated.

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## 4. Having a roadmap

People don't join an organization with the same mindset or perception. So it can be important to let newcomers to the company know:

(A) What it looks like in the role they're in, in the role that they're going to graduate into, in the role after that, and what they can become in your organization.

And

(B) That you're committed to actually getting them to that status.

A path to promotion document will be very useful in outlining the different roles in your company and the traits or skills that each requires.

## 5. An employer mindset

It takes a certain individual to want not just to be an entrepreneur, but also a business owner who employs other people. The stress and the time require real commitment. It's a big responsibility, not to be taken lightly. And the more you get off the tools in your business, the more your actual job is strategy and looking after team.

## 6. Posting more content

Somebody said, if you don't cringe when you look at your first content, you didn't produce enough. When you're starting out, almost no one is going to see your videos, so go for quantity. When you've got that nailed, look at improving your output.

At the very least, everyone in your network will know what you do and be constantly reminded of it, which can result in leads and referrals.

## 7. Determine a realistic goal

Are you aiming to make \$10 million a year? Try to go deeper - is that really the goal, or is it what you think the goal should be?

On the flip side, that two-year plan to launch a YouTube channel, why not next month, or next week? Why not tomorrow? The consequences of having an imperfect crack at something may not be as dire as you imagine.

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Often a coach can offer an objective, experienced viewpoint on your business goals.

## **8. Systemizing sales**

One of the most important pieces of an organization is sales. Do you have a repeatable method of first, identifying who your target audience is? Just finding and understanding them? And then do you have a method of reaching that target audience?

There are numbers of different growth tactics - outbound prospecting, whether cold emailing or cold calling and the like, can work well if you're starting out, as long as done in an un-spammy manner.

Partnerships are also a great source, because you can close one partner as opposed to one client, and you'll get 10 clients as opposed to one.

Ideally, you're building a business where the more clients and customers you have, the more repeat business you get, the more referrals you get from those customers and it creates a compounding effect.

## **9. Getting hiring down**

Another really important part of effectively scaling is hiring. You can't be everywhere or do everything at once, so knowing how to construct a compelling job description is crucial.

A good platform for hiring is JazzHR. It will allow you to syndicate your job posts to all different job boards, as opposed to having to go one by one on each. Include questions to gauge, how good of a cultural fit are they? How good of a fit are they based off their expertise and their background? From there, you can gradually narrow your funnel.

Resumes, references and interviews are great. But one really effective determiner is seeing someone actually perform work that you give them. This shows how well they follow instructions, how thorough they are, and if they're able to deliver on time.

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