

THE STAGES OF SMALL BUSINESS SUCCESS

STAGE	PRE-1 CREATION	1 CUSTOMER ACQUISITION	2 CUSTOMER LOYALTY	3 PRODUCTIVITY	4 DELEGATION	5 ENDURANCE
EMPLOYEES	1 (Freelancer)	1+ (Contractors)	2-3	4-10	11-25	26-100
REVENUE	<\$50k	\$50K-100K	\$100K-300K	\$300K-1M	\$1M-3M	\$3M-10M+
YEARS IN BUSINESS	<1	1-2	3-5	5+	5+	5+
CONTACTS	<100	100-499	500-999	1K-10K+	10K+	100K+
MARKETING BUDGET	<\$250	\$250-499	\$500-1K	\$1K-10K	\$10-25K+	\$25K+
BIGGEST HURDLE	"Help me turn my passion, idea or expertise into a business"	"Help me get more leads and customers"	"Help me get repeat and referral business"	"Help me run my sales and marketing more efficiently"	"Help me solve the people and systems challenges in my business"	"Help me build a strong leadership team and enduring culture"
TARGET	NOT TARGETING	GOOD	BETTER	BEST	GOOD	NOT TARGETING

We help small businesses succeed

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