

The Ultimate Guide To Small Business Growth



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The world has changed has your small business?

The speed of change over the past decade has been incredible and has impacted every area of our lives, but none more so than in small lead generation and revenue growth. Many small business owners have pivoted to take advantage of these changes and accelerate their business growth, but the vast majority have become over-whelmed, lack clarity on what to do next to grow their business and although they are working harder than ever, they are struggling to build the business they deserve.

Over the past 30 years I have set up and grown eight small businesses, working hard to take the majority of them to seven figures and beyond. I have also worked with hundreds of small business owners, through my digital agency and my current growth consultancy work, helping them put in place a structured methodology to drive predictable growth, no matter what the state of the economy, the market conditions, what industry they are working in or where their starting point is.

I launched my first book "**Remarkable Business Growth**" in 2023, taking it to #1 in Amazon in two categories. In the book I analysed small business growth, to identify the key processes and principles for building a remarkable business that will scale to seven figures and beyond. I feel that now is the perfect time to write this guide and share with you eight secrets that I have found work for every small business owner, no matter where they are now, as they try to grow to £1m and scale from there.

So please take your time to read the following pages and I look forward to hearing of your success.



Richard Mawer

Entrepreneur, Author and CEO of Ignite Growth Consultancy Ltd



The 5 stages of modern business growth

Over the years I have worked with hundreds of small business owners, at varying stages of their business growth, from early start ups to larger businesses pushing to eight figures. I have also taken my own businesses on this journey and the one thing I have seen time and again is the fact that every business goes through the same five stages as they grow, each stage has its own unique challenges to overcome and breakthrough to the next stage, but these are predictable and when you understand them you can plan a strategy to overcome them.

The majority of business owners I work with have got through the start up stage and are in the "wasteland" of organic growth. They have taken on more clients, they have recruited and grown their team to around 4 / 5 people and revenue has slowly grown to around the £350-500k mark, but then they flatline. They are working harder than ever but struggling to grow past this point. Where are you in your growth?



01

Secret #1

Go Be Remarkable



How remarkable is your business?

I want you to stop for a minute and think about every touchpoint you have with your prospects, customers, partners and team. Think about your website, your emails, your branding, your social media posts, your brochures, the stand you use at shows, your business cards, your sales process, your customer engagement, your graphics, your videos and of course your service, product or solution.

Then ask yourself, how many of them are truly remarkable and would leave someone saying "wow" and how many are average or generic. Now imagine if every one of these touchpoints were remarkable, do you think that would differentiate you in the market and give you a huge competitive advantage?

You know it would and that is why it needs to become a priority for you as the business owner to identify and measure every touchpoint until it is remarkable. My advice is to start with your product and service delivery and then work on your digital assets, marketing, sales and service processes.



02

Secret #2

Be a specialist not a generalist



Stop selling to everyone!

The primary problem that small businesses who are struggling to grow suffer from is trying to sell multiple products to multiple people, they develop a wider and wider offering to sell across a broad market. They mistakenly believe that they need to offer everything to everyone rather than focus on being the best at solving one problem for one person better than anyone else.

Don't be a generalist

The reality is that by positioning yourself as a generalist, you are competing with everyone else in the market and the decision will nearly always come down to price. I see this "aha" moment time and time again when talking to clients and looking through their customer successes. We identify what a "good fit" customer looks like, the problems they have and focus on solving for them.

Be a specialist

The specialist is seen as the "go to" person in an industry, the expert and the thought-leader. Price is a secondary consideration when you are the "best" in your industry. People will come to you and want to work with you because they know you are the expert at solving their problems and your solutions are proven to work. Remember in B2B people are paying you for a result or an outcome for them when they use your product, service or solution.

The £1m position of clarity

The final advantage you have by being a specialist is the clarity you have in the marketplace. Your positioning statement is "This is who we help, this is the problem we solve and this is why we do it better than anyone else". Once you can take this position in any market, you focus on only attracting these companies and people with these problems. Any business who does this will grow predictably to £1m and beyond, then they can diversify their offering.



03

Secret #3

Drive a strategy first culture



Strategy drives tactics

Modern business growth is planned and predictable. In every remarkable business you will find a structured strategy driving the daily execution of tactics, with key metrics and KPI's being measured to give clarity on what is working and what is not working. As you can see in the graphic below of my STEPS Growth Methodology, it is the starting point I have with every business I work with or run.



I spend 3 months creating a strategy for every element of growth, I document it, build out processes for execution, identify the key metrics to measure and principles to follow to ensure success.

The deep work we do here is exactly the same as I have done for multiple clients over the years, including one client who I worked with through to a £28m exit to Iris Software and another who was acquired by Price Waterhouse Cooper for £8m.

When I talk about planning out a detailed strategy I do not mean a business plan, marketing plan or sales plan. I mean planning out an effective growth strategy that will predictably take you from where you are now to hitting your revenue goals.

You can find out more about this unstoppable strategy here - [The STEPS Growth Method](#)



04

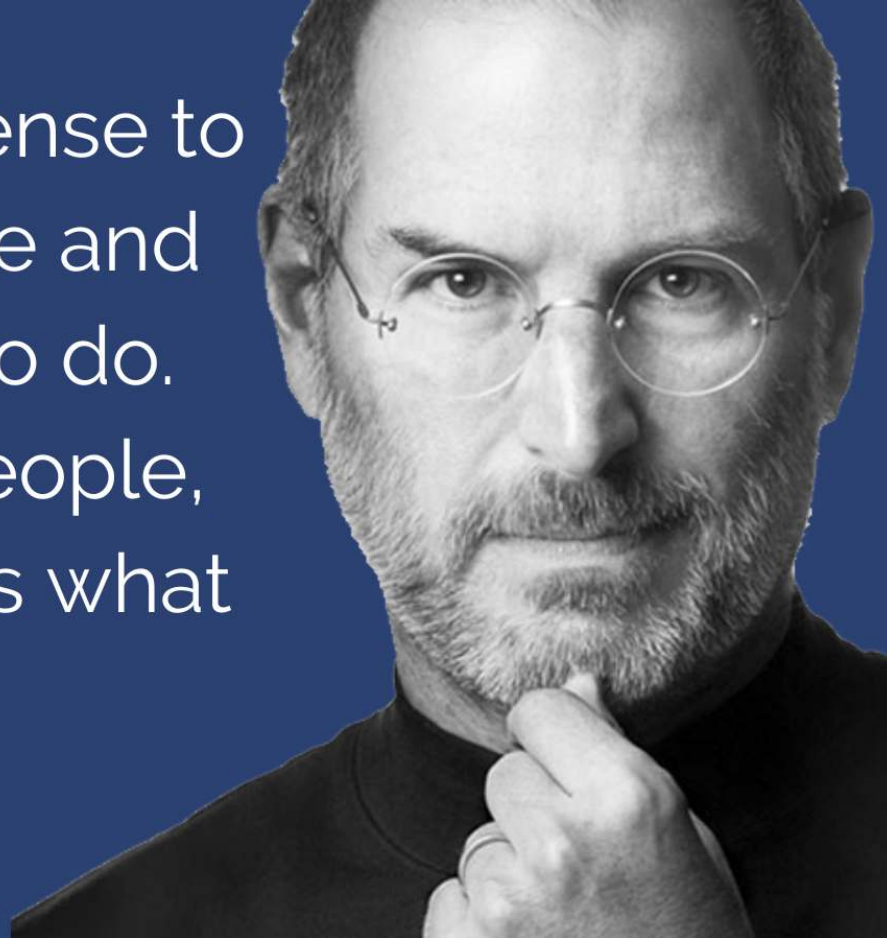
Secret #4

Attract a talented team



It doesn't make sense to
hire smart people and
tell them what to do.
We hire smart people,
so they can tell us what
to do

STEVE JOBS



You can't do it on your own

The biggest factor holding most small business owners back, is that they try to do everything themselves and do not know when to let go. It is the biggest flaw of entrepreneurs, the fact that they can do something does not mean that they should. I regularly meet owners who have run their business for 10 years and are still doing the admin in the business, running the marketing, out making sales and delivering for clients. So no wonder they don't have any time to focus on the high-value strategic work and are constantly stressed out.

You must focus on processing out what you do and what needs doing from your strategy and then attract the best A-players to your business to do this work. You will be building a team of 8 - 12 key people to grow your business to £1m and beyond. As Steve says above, hire smart people so they can drive your business forward with you, as brutal as it sounds, don't settle for anything less. Build a culture, mission and vision that will attract this type of person, it is not all about money in modern recruitment.



05

Secret #5

Build a predictable lead and revenue machine



Unlocking your lead and revenue growth

When I ask most small business owners what would make the biggest difference to their business growth 90% of them will say "I just need more leads".



The reality is that in nearly every case they have plenty of traffic and leads coming into the business - it is rarely "lead generation" that is the problem, it is more than likely a "conversion" issue. I will analyse their website traffic and see how that is being converted into leads in their CRM and I will also analyse each stage of their sales process, to identify how leads are nurtured at each stage of the process and what the conversion % really is.

My advice to you is to spend time optimising your conversion rates for each of your lead / traffic sources and for every stage of your sales process, when these are converting as they should be, then increase the volume of highly targeted traffic you send through them. This will give you a predictable lead and revenue machine that is scalable.



06

Secret #6

Be human, holistic and helpful



Modern sales is all about helping

If you do the work I talked about in Secret #2 and in Secret #5, you will have a deep understanding of exactly who you help, what problem you solve for them and the buying journey they go on when they make a buying decision, also referred to as their customer journey. As a remarkable small business you must focus on aligning how you market and sell with how your buyer researches and buys.

As you can see from the graphic at the bottom of the page, your sales process and pipeline will then have at least 4 stages, of identifying the right good fit prospects to help, connecting with them in a natural and human way, exploring their world, challenges and pain in a holistic manner and then advising them of their options and solutions to help them make the right decision for them and their circumstances. All of this is aligned with the stages of their buyers journey of awareness, consideration and decision making to ensure that they get the right information at the right time.



07

Secret #7

Systemise before you optimise





Processes drive effective growth

The missing piece of the puzzle for many small businesses is the lack of procedures and processes for each area of their business. In Secret #5 I focused on lead generation and sales processes, but the same approach of systemising and optimising needs to happen throughout every facet of your business. Your mindset needs to shift from building a business that relies on you, to one that will work to a high standard without you, giving you back your time.

The processes of how you do what you do are one of the most valuable assets that you will develop in your business and from personal experience I can tell you that they will make your business far more valuable on exit, if that is the direction you go. But more importantly processes are how you will release yourself from the day to day running of the business, allowing you the time to focus on the high-value strategic work that will grow your business to seven figures and beyond.



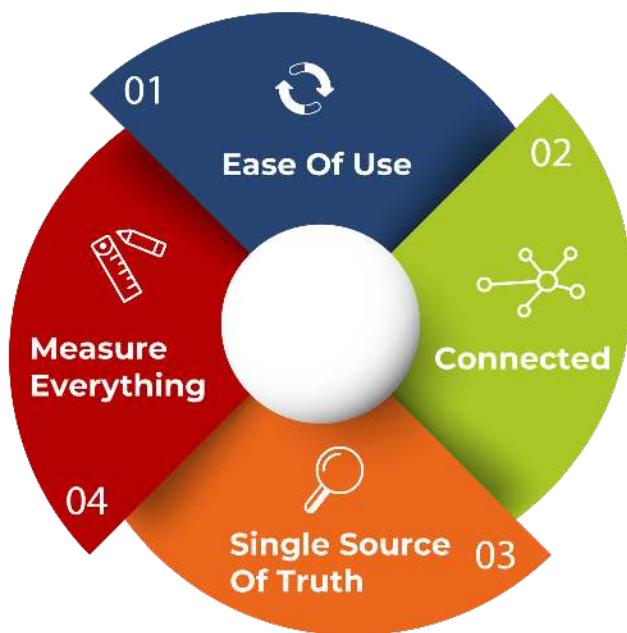
08

Secret #8 Leverage technology for growth



Building your single source of truth

A modern small business needs to think of itself as a media and tech business, with data at the heart of effective decision making. One of your priorities is to build out a system of technology, tools and software that is easy to use, acts as your single source of truth, is fully connected and measures everything, to allow you to replace opinion with data.



Ease of use is a non-negotiable, as a system is only as good as the data in it and this data being constantly updated. So it is vital that everyone in your business uses the system.

A connected system of tools, software and apps is critical, as so many businesses are running systems made up of multiple pieces of software that simply don't talk to each other. You need all your data to sync effortlessly across your systems to allow you to run meaningful reporting and dashboards.

Finally you need a central single source of truth that measures every touch point you have with prospects, customers and suppliers. A modern CRM is perfect for this task and with cloud based software being able to connect to and sync with other pieces of software your CRM can act as your core platform. Your excel spreadsheets need to go and be replaced by a modern CRM. This will be a game-changer for you.



There has never been a better time to grow your business to £1m and beyond....

I genuinely hope these secrets have opened your eyes to what is possible for your small business, I believe that we are living through the best time in history to be an entrepreneur and with the right strategy, process and systems in place anybody can build a £1m business.

If you are frustrated, stressed out, lack the time, the money and the clarity to move forward, then you are not on your own, 70% of small business owners are in the same place. However, you are doing something about it and I can assure you that the future will be far brighter.

A future where you own the seven figure business that you deserve, one that gives you more fun, freedom and fulfilment, whilst allowing you to create a legacy for good, my only question is are you going to go out there and grab it?

I wish you well and look forward to meeting you sometime in the future and hearing of your success. Go be remarkable.

Next steps:

Make sure you do one of these three things (if not all of them):

- #1 - Book a free 1hr Growth Strategy Call with me - [Book a Strategy Call](#)
- #2 - Start planning out your Remarkable Growth Strategy - [Read This Article To Start](#)
- #3 - Buy my book "[Remarkable Business Growth](#)" and read it cover to cover. You will be glad you did :)



About Ignite Growth

Ignite Growth Consultancy is a small business growth consultancy focused on helping business owners to put in place proven strategies, processes and systems to grow remarkable businesses that will scale to £1m and beyond. I have created the unique STEPS Growth Methodology which is a set of principles and processes that ensure that every client will predictably grow to seven figures from wherever they are today.

If you are looking to grow your business revenue in a more predictable way then feel free to get in touch and arrange a free 1 hour personalised Growth Strategy call with me. Simply click this link to book your call - Book Your **1 Hour Growth Strategy Call**

About the author:



Richard Mawer is the founder and CEO of Ignite Growth Consultancy and also the author of the book "**Remarkable Business Growth**"

He works exclusively with small business owners who feel they are stuck around £350 - 500k turnover and want to scale to £1m turnover and beyond. Over the past 30 years he has set up and built eight of his own businesses and helped hundreds of business owners to achieve their business growth goals.

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Connect with us on:

