



## Welcome to Strategically Speaking

Welcome to Strategically Speaking! I'm Sean Atkinson, and I'm thrilled you've opened this newsletter because this week we're talking about capacity and scaling.

In life, we all serve as examples—sometimes it's an example of what to do, like in this success story we're sharing today. You might think it's a strategy only available to big brands with even bigger budgets, but that's definitely not the case. Scaling a business is something that small businesses face too, and there are ways to overcome it.

### Case Study Example: CURLS

#### What They're Doing Right

##### The Strategy

Let's take a look at how CURLS, a Shark Tank contestant, addressed the challenge of capacity and scaling:

1. **Effective Scaling:** CURLS, founded by Mahisha Dellinger, grew to be a major player in the natural hair care market, effectively scaling while

maintaining product quality.

2. **Preparing for Acquisition:** The brand's journey from a startup to being sold showcases how a business can scale effectively and prepare for potential acquisition.

## **Why You Should Care**

These examples show that with the right strategies and mindset, small businesses can overcome common challenges and achieve success. By focusing on effective scaling and preparing for acquisition, you can ensure your business grows sustainably.

## **Apply This Strategy to Your Business**

As a subscriber, you might be wondering how you can apply these strategies. Here are some actionable steps you can take:

### **1. Identify Your Audience:**

- Ask yourself: Who are they, and what do they care about?
- Ways to take action: Conduct surveys or engage with your audience on social media to gather insights.

### **2. Choose the Right Strategy:**

- Ask yourself: How can effective scaling help you?
- Ways to take action: Develop a gradual expansion plan that includes quality control measures.

### **3. Plan Ahead:**

- Ask yourself: What resources do you need, and what is your timeline?
- Ways to take action: Create a detailed financial plan with contingency options to ensure stability during growth phases.

## **Questions to Consider:**

- Ask yourself: What partnerships can you leverage to build credibility?
  - Ways to take action: Look for local businesses or industry influencers who can provide mutual benefits.
- Ask yourself: How can you ensure consistent growth and financial stability?
  - Ways to take action: Implement a robust financial management system and regularly review your financial health.
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## Get Strategy And Implementation Support For Your Business

Through Majority Media, I partner with new and existing businesses to drive the results you dream of. I start with an evaluation of where you're at now and end with a customized strategy based on where you want to be — your goals, your budget, and your timeline.

If you'd like to talk more about these strategies or explore how I can help you gain the clarity you need to take action with confidence, check out the options below:

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### Majority Media

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