

*New York Times*  
Best Selling Author

DONALD  
MILLER

# How to Grow Your Small Business

A 6-Step Plan  
to Help Your  
Business Take Off



A PDF COMPANION TO THE AUDIOBOOK

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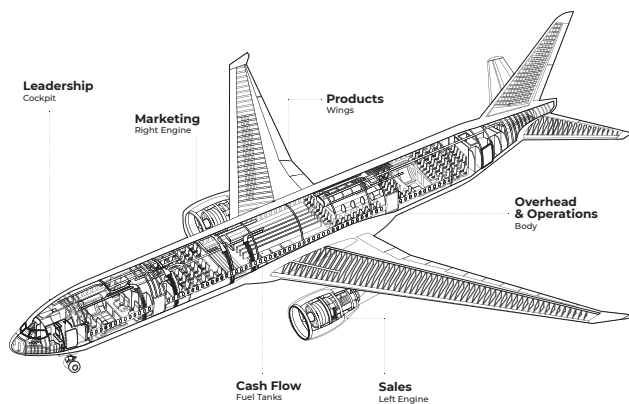
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## The Six Parts of Your Small Business



B2C Example: Wedding Cake Bakery

## Business on a Mission Guiding Principles Worksheet

### MISSION STATEMENT

*We will sell 250 wedding cakes, promote one new flavor every month, and attract 2,500 new leads by the end of the calendar year because everyone deserves to have a cake they can show off at their wedding.*

### KEY CHARACTERISTICS

①

*Creative*

②

*Learns one new  
decorating technique  
per month*

③

*Keeps their  
personal station  
clean and organized*

### CRITICAL ACTIONS

①

*Greets everyone  
with a smile and  
a sample*

②

*Learns new  
decorating  
techniques*

③

*First response  
to a challenge is  
"Thank you, we'll  
find a way."*



Business  
Made  
Simple

*Access a digital, fillable version at [SmallBusinessFlightPlan.com](https://SmallBusinessFlightPlan.com)*

B2B Example: Cybersecurity Solutions

# Business on a Mission Guiding Principles Worksheet

MISSION STATEMENT

*We will conduct 100 new security audits, create security packages for 50 new clients, and retain 250 monthly subscribers by the end of the year because defending your business against cyber attacks shouldn't feel overwhelming.*

KEY CHARACTERISTICS

①

*Think like  
a hacker*

②

*Strong sense  
of justice*

③

*Competitive  
and likes to win*

CRITICAL ACTIONS

①

*Turns their work  
in on time*

②

*Goes above and  
beyond their job  
description*

③

*Fills out their  
Department  
Stand-up every day*



Nonprofit Example: Home Building

## Business on a Mission Guiding Principles Worksheet

### MISSION STATEMENT

We will recruit financial sponsors to build 50 homes, find 50 families to qualify for a new home, and sign with five Diamond Level corporate partners by the end of the fiscal year because every family deserves to feel secure with a roof over their heads and food on their table.

### KEY CHARACTERISTICS

①

Pays attention to families in need

②

Has an eye for excellence in the building and development space

③

Shows up on time and prepared

### CRITICAL ACTIONS

①

Shares our mission with everyone they meet

②

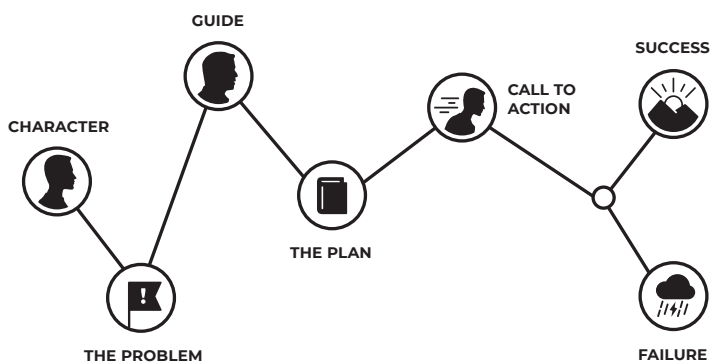
Memorizes families' stories and shares them

③

Boldly asks potential donors to join our mission



## The StoryBrand Seven-Part Framework





**Small Business**

# FLIGHT PLAN

**The 6-Step Plan to  
Grow Your Business**



*SmallBusinessFlightPlan.com*

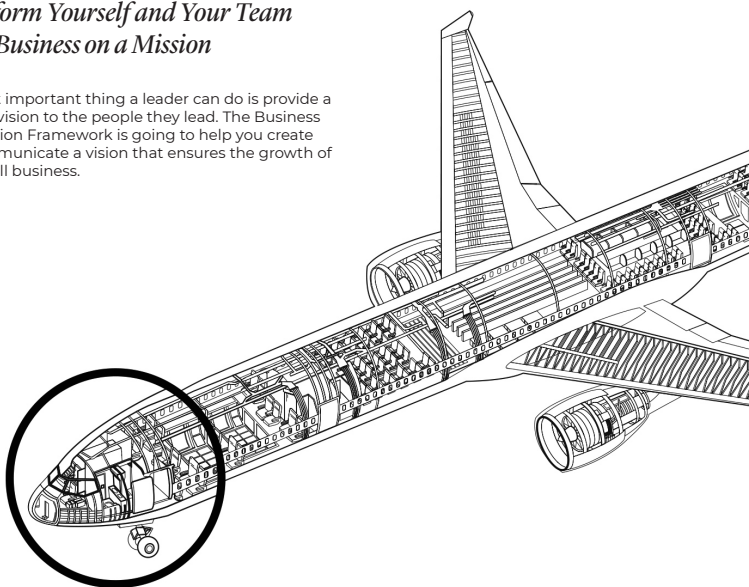
# 01

## Leadership

### The Cockpit

#### *Transform Yourself and Your Team Into a Business on a Mission*

The most important thing a leader can do is provide a unifying vision to the people they lead. The Business on a Mission Framework is going to help you create and communicate a vision that ensures the growth of your small business.



# Business on a Mission Guiding Principles Worksheet

MISSION STATEMENT

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KEY CHARACTERISTICS

①

②

③

CRITICAL ACTIONS

①

②

③



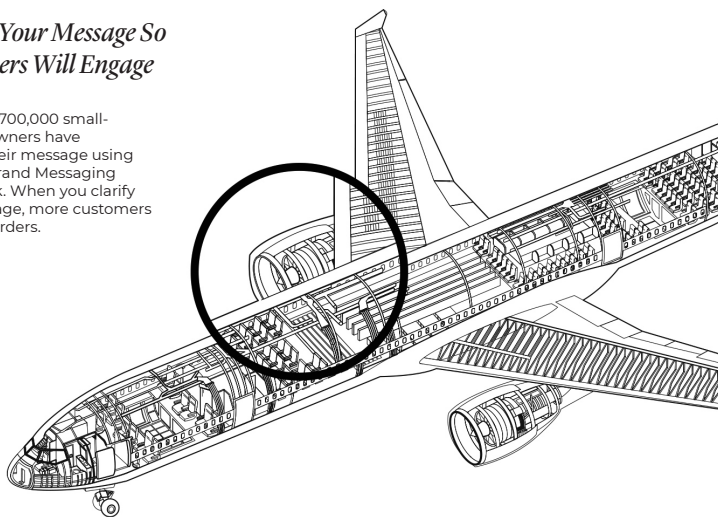
# 02

## Marketing

### Right Engine

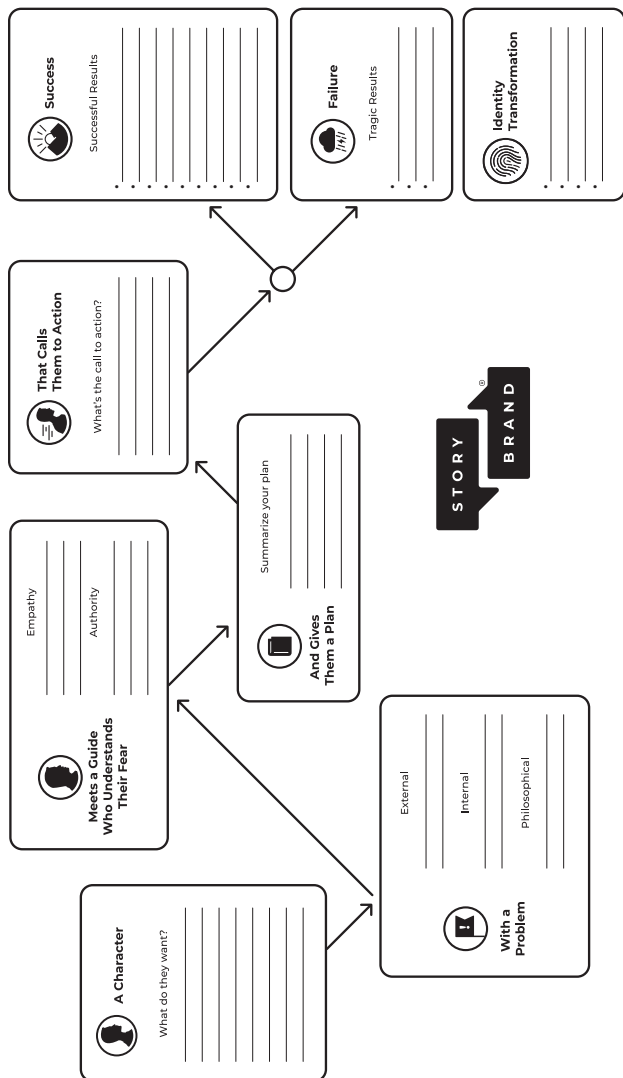
#### *Clarify Your Message So Customers Will Engage*

More than 700,000 small-business owners have clarified their message using the StoryBrand Messaging Framework. When you clarify your message, more customers will place orders.



# Project

THE ONE-PAGE BRANDSCRIPT



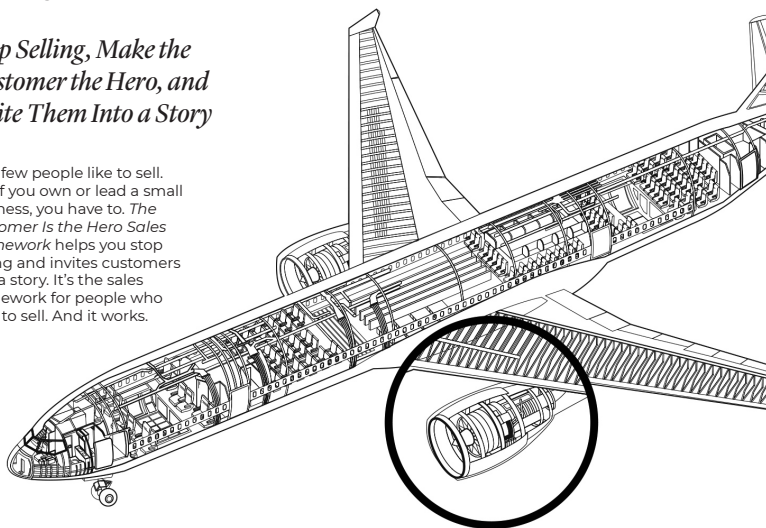
# 03

## Sales

### Left Engine

*Stop Selling, Make the  
Customer the Hero, and  
Invite Them Into a Story*

Very few people like to sell. But if you own or lead a small business, you have to. *The Customer Is the Hero Sales Framework* helps you stop selling and invites customers into a story. It's the sales framework for people who hate to sell. And it works.



# The Customer Is the Hero SalesScript



① Start with a problem

② Position your product as the solution

③ Give the customer a step-by-step plan

④ Paint the stakes (negative)

Paint the stakes (positive)

⑤ Call the customer to action

Use this formula to create sales copy for:

- Sales conversations
- Sales letters
- Proposals
- Presentations

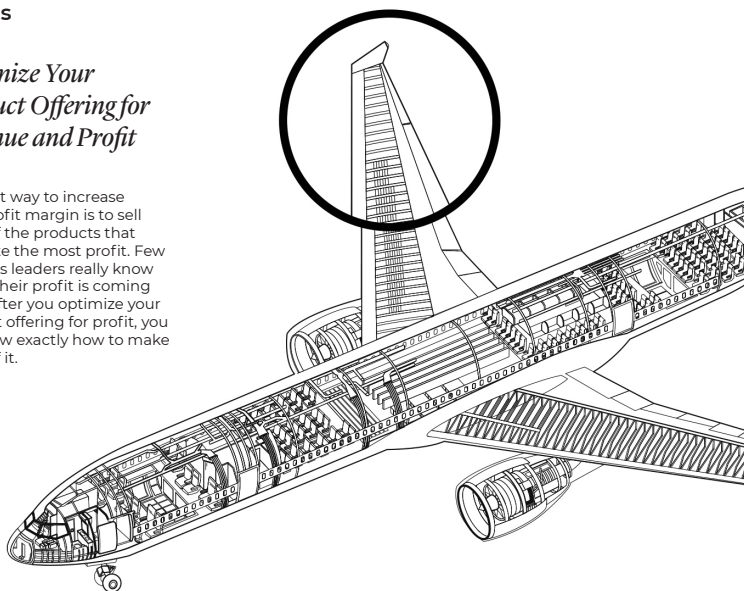
# 04

## Products

### Wings

#### *Optimize Your Product Offering for Revenue and Profit*

The best way to increase your profit margin is to sell more of the products that generate the most profit. Few business leaders really know where their profit is coming from. After you optimize your product offering for profit, you will know exactly how to make more of it.



# Product Profitability Audit Worksheet

| Product Name | Cost to Produce | Cost to Sell and Market | Cost to Distribute | Cost of Additional Support | Total Profit Per Unit |
|--------------|-----------------|-------------------------|--------------------|----------------------------|-----------------------|
|              |                 |                         |                    |                            |                       |
|              |                 |                         |                    |                            |                       |
|              |                 |                         |                    |                            |                       |
|              |                 |                         |                    |                            |                       |
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|              |                 |                         |                    |                            |                       |
|              |                 |                         |                    |                            |                       |

## Product Brief Worksheet

 Business Made Simple

**Project Owner:** \_\_\_\_\_

### PRODUCT NAME

1. What is the product name? \_\_\_\_\_
2. Does it describe the product well and tease the value?  
\_\_\_\_\_
3. Will the name be confusing or create a problem in the marketplace?  
\_\_\_\_\_  
\_\_\_\_\_

### PRODUCT DESCRIPTION

1. What problem does this product solve for our customer?  
\_\_\_\_\_  
\_\_\_\_\_
2. How does the product resolve the customer's problem?  
\_\_\_\_\_  
\_\_\_\_\_
3. Describe the benefits the customer will experience if they use the product:  
\_\_\_\_\_  
\_\_\_\_\_
4. Describe the features of this product and how it's going to help customers:  
\_\_\_\_\_  
\_\_\_\_\_

### CORE MESSAGING

1. Who are we selling this to?  
\_\_\_\_\_
2. Do we have access to the target market for this product, and if so, how?  
\_\_\_\_\_  
\_\_\_\_\_
3. How will we define the customer's problem for marketing collateral?  
\_\_\_\_\_  
\_\_\_\_\_

4. What is our one-liner?

#### **HIGH-LEVEL MARKETING RESEARCH**

1. Is there a proven demand for this product in the marketplace?

2. Have we sent out a customer survey ensuring our customers would want this product?  
What questions did we ask in the survey and what were the results?

3. If we offer this product, who will we be competing with?

a. Are we priced above or below the competition?

b. How are we positioned against the competition? (What makes our product better?)

#### **FINANCIALS**

1. What is the price of this product and how did we determine this price?

2. Will it be profitable?

3. How much will this cost us to build? How much will this cost us to maintain? (Do we need to hire support staff, more tech support, etc?)

4. Who will be responsible for revenue related to this product?

#### **SALES PROJECTIONS (BASED ON CURRENT CUSTOMER BASE)**

1. What are the 30-60-90-day sales goals?

\_\_\_\_\_

2. What's the first-year revenue projection related to this product?

\_\_\_\_\_

3. What's the goal for units sold in the first year?

\_\_\_\_\_

#### **PRODUCT VALIDATION**

1. Will this product cause any problems with existing products?

\_\_\_\_\_

\_\_\_\_\_

2. Will this product upset any existing or future customers? Why?

\_\_\_\_\_

\_\_\_\_\_

#### **KEY DATES**

1. When will this product be launched?

\_\_\_\_\_

2. When will the landing page for this product be created?

\_\_\_\_\_

3. When will the prerelease announcement be made to current customers?

\_\_\_\_\_

#### **SALES AND MARKETING PLAN**

1. When will we check off the key sales and marketing components of this product?

a. One-liner: \_\_\_\_\_

b. Landing page: \_\_\_\_\_

c. Lead generator: \_\_\_\_\_

d. Nurture or sales emails: \_\_\_\_\_

e. Social collateral: \_\_\_\_\_

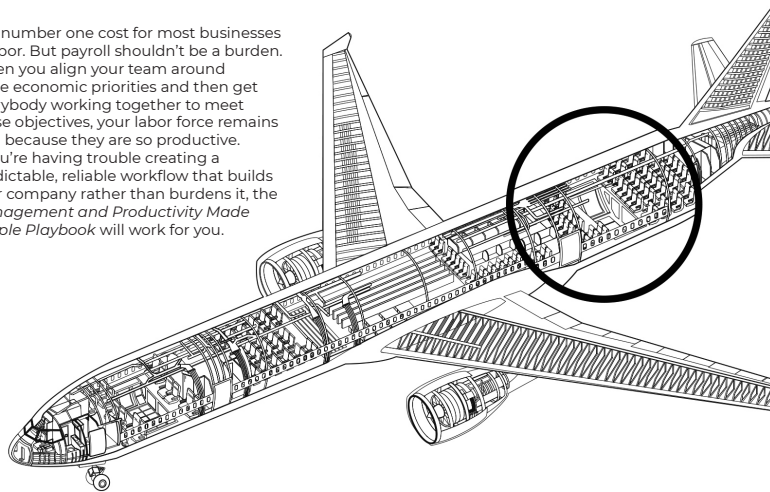
# 05

## Overhead & Operations

### Body

#### *Streamline Your Workflow With Management and Productivity Made Simple*

The number one cost for most businesses is labor. But payroll shouldn't be a burden. When you align your team around three economic priorities and then get everybody working together to meet those objectives, your labor force remains lean because they are so productive. If you're having trouble creating a predictable, reliable workflow that builds your company rather than burdens it, the *Management and Productivity Made Simple Playbook* will work for you.



## All-Staff Meeting

DATE

### COMPANY PRIORITIES

BY \_\_\_\_\_

①

②

③

### DEPARTMENT UPDATES

①

What has our department done or what are we going to do to move us towards our company goals?

How did we add value to our customers last week?

How are we adding value for our customers this week?

②

What has our department done or what are we going to do to move us towards our company goals?

How did we add value to our customers last week?

How are we adding value for our customers this week?

③

What has our department done or what are we going to do to move us towards our company goals?

How did we add value to our customers last week?

How are we adding value for our customers this week?

**Leadership Meeting**

LEADER FOR THIS MEETING

①

What big initiatives are happening this week?

\_\_\_\_\_

Is there anything blocking these initiatives?

\_\_\_\_\_

Who is responsible for completing each task?

\_\_\_\_\_

②

What big initiatives are happening this week?

\_\_\_\_\_

Is there anything blocking these initiatives?

\_\_\_\_\_

Who is responsible for completing each task?

\_\_\_\_\_

③

What big initiatives are happening this week?

\_\_\_\_\_

Is there anything blocking these initiatives?

\_\_\_\_\_

Who is responsible for completing each task?

\_\_\_\_\_

Department Stand-up

NAME

DATE

| !<br>My Five<br>Priorities | ✓<br>What I<br>Completed | →<br>What's<br>Up Next | ⊘<br>Where I<br>Am Blocked |
|----------------------------|--------------------------|------------------------|----------------------------|
|                            |                          |                        |                            |
|                            |                          |                        |                            |
|                            |                          |                        |                            |
|                            |                          |                        |                            |
|                            |                          |                        |                            |
|                            |                          |                        |                            |

## Personal Priority Speed Check

NAME

### COMPANY PRIORITIES

BY

①

②

③

### MY DEPARTMENT'S TOP PRIORITIES

*Time-bound • Measurable • Specific*

1.
2.
3.
4.
5.

### MY PERSONAL PRIORITIES

*Timebound • Measurable • Specific*

1.
2.
3.
4.
5.

### MY DEVELOPMENT PRIORITIES

1.
2.
3.

Quarterly Performance Review

NAME

PERSONAL PRIORITIES

#1:

Comments

EXCEEDED

MET

DIDN'T MEET

☐☐☐

#2:

Comments

☐☐☐

#3:

Comments

☐☐☐

#4:

Comments

☐☐☐

#5:

Comments

☐☐☐

Came prepared to Personal Priority Speed Checks?

☐☐

NEXT OPPORTUNITIES

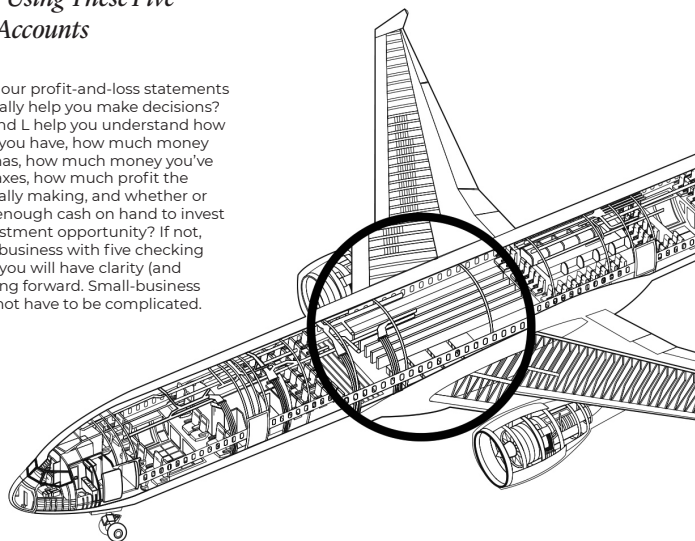
# 06

## Cash Flow

### The Fuel Tanks

#### *Manage Your Small Business Cash Flow Using These Five Checking Accounts*

We've all read our profit-and-loss statements but do they really help you make decisions? Does your P and L help you understand how much money you have, how much money the business has, how much money you've set aside for taxes, how much profit the company is really making, and whether or not you have enough cash on hand to invest in a great investment opportunity? If not, manage your business with five checking accounts and you will have clarity (and security) moving forward. Small-business finance does not have to be complicated.

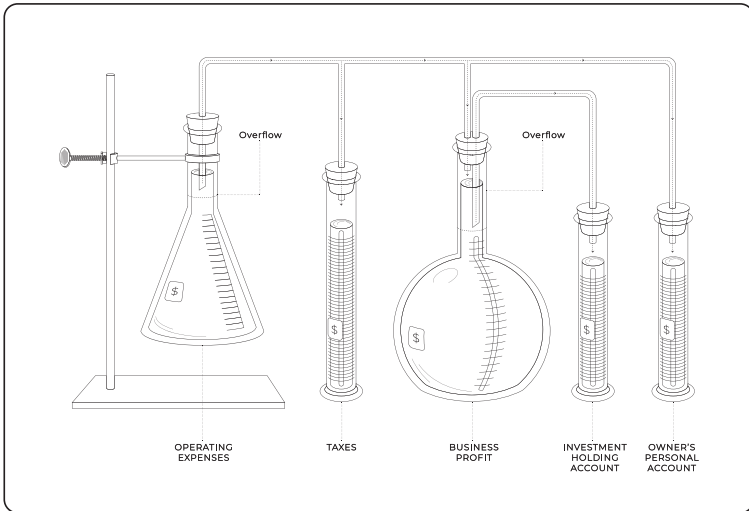


Business Made Simple's

## ***Small Business Cash Flow Made Simple Playbook***

Without cash, a business will crash. And while many small-business owners may know how to make money, they don't always know how to manage it. To ensure your business flies far and fast, install the *Small Business Cash Flow Made Simple Playbook*. When you do so, you will . . .

- Never accidentally run out of money. You will know well in advance whether your overall profit is shrinking.
- Always have the money to pay taxes, even surprise tax bills.
- Always have money for payroll.
- Know how much money YOU can actually take from the business.
- Have cash to invest back into the business which will set you up for growth.



\*Instructions for your Small Business Flight Plan can be found in the book *How to Grow Your Small Business* or through the online platform at **[BusinessMadeSimple.com](http://BusinessMadeSimple.com)**.

### **Operating Account**

This is the account that all money flows into and out from. All revenue will stream into this account and all bills, including the owner's salary, will flow from this account.

### **Personal Checking Account**

This is the owner's personal account. The owner will take a fixed salary from the operating account once or twice a month and move it into the personal account. The owner does not take money from the operating account for personal use.

### **Business Profit Account**

When the operating account goes over a certain predetermined amount, you scrape money off the top to put in your business savings account. Your business profit account will eventually grow to five or six times your monthly overhead. Your business profit account becomes the safety net for the organization.

### **Tax Account**

Whenever you put money into your business savings account, you'll want to put the same amount of money in your tax account. Essentially, you will be splitting the excess money (true profit) your business is making between your savings and tax account. Putting 50% of your profit into your tax account ensures you will always have the money to pay taxes. In fact, because you are putting in 50% and tax rates are lower, you will be saving excess money for taxes and can give yourself a solid return at the end of the year.

### **Investment Holding Account**

Your business profit account also has a pre-set top threshold that is five or six times your monthly overhead. When the business profit account exceeds that threshold, scrape the money off the top and put it into your investment holding account. This, then, is the money that is yours to do with whatever you like. We recommend taking that money and buying investments that make even more money and help diversify your revenue. For instance, you could use this money to fund your SEP IRA, buy property or other assets, or invest in the stock market.