

The 6 Ways to Grow Your Business Guide

A Comprehensive Guide by Steven Rouget, ActionCOACH Business Coach

Introduction

Welcome to the ActionCOACH 6 Ways to Grow Your Business methodology. This proven system has helped thousands of business owners worldwide achieve exponential growth by focusing on six key areas that directly impact your bottom line.

As an ActionCOACH with 23 years of experience, I've seen firsthand how these strategies transform businesses from struggling operations into profitable, efficient enterprises that work without the owner's constant involvement.

The 6 Ways Explained

The beauty of the 6 Ways methodology lies in its mathematical simplicity. When you improve each area by just a small percentage, the compound effect creates dramatic results.

Formula: Leads × Conversion Rate × Number of Transactions × Average Sale Price × Margins = Revenue

Let's explore each way:

Way #1: Leads

Definition: The number of potential customers who show interest in your business.

Why It Matters

More leads mean more opportunities. However, quality matters more than quantity. A steady stream of qualified leads is the lifeblood of any business.

Strategies to Increase Leads:

1. Referral Systems

2. Implement a formal referral program
3. Ask every satisfied customer for referrals
4. Reward referrers with incentives or recognition

5. Digital Marketing

6. Optimize your website for search engines (SEO)
7. Use Google Ads for targeted advertising
8. Leverage social media platforms where your customers spend time

9. Networking

10. Join local business groups and trade associations
11. Attend industry events and conferences
12. Build relationships with complementary businesses

13. Content Marketing

14. Create valuable content that solves customer problems
15. Start a blog or YouTube channel
16. Share expertise through workshops or webinars

Implementation Plan (4 Weeks):

- **Week 1:** Set up referral tracking system
- **Week 2:** Optimize website and social media profiles
- **Week 3:** Join two networking groups

- **Week 4:** Create first piece of valuable content
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Way #2: Conversion Rate

Definition: The percentage of leads that become paying customers.

Why It Matters

Improving conversion rate is often the fastest way to increase revenue without spending more on marketing. A small improvement here can double your profits.

Strategies to Improve Conversion:

1. Sales Process Improvement

2. Develop a structured sales presentation
3. Handle objections professionally
4. Create urgency without being pushy

5. Trust Building

6. Display testimonials and reviews prominently
7. Offer guarantees or warranties
8. Show credentials and certifications

9. Follow-Up Systems

10. Contact leads within 5 minutes of inquiry
11. Have a structured follow-up sequence
12. Use multiple communication channels (phone, email, text)

13. Value Demonstration

14. Clearly articulate your unique value proposition
15. Use before/after examples
16. Quantify the benefits you provide

Implementation Plan (4 Weeks):

- **Week 1:** Analyze current conversion rates
 - **Week 2:** Develop sales scripts and presentations
 - **Week 3:** Implement follow-up systems
 - **Week 4:** Test and refine processes
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Way #3: Number of Transactions

Definition: How often customers buy from you in a given period.

Why It Matters

It's much easier and cheaper to sell to existing customers than to find new ones. Increasing transaction frequency builds customer loyalty and lifetime value.

Strategies to Increase Transactions:

1. **Regular Communication**
2. Send monthly newsletters
3. Make courtesy calls to check satisfaction
4. Provide maintenance reminders
5. **Seasonal Promotions**
6. Create offers tied to seasons or events
7. Develop maintenance packages
8. Offer complementary services
9. **Customer Education**
10. Teach customers about additional services
11. Explain the benefits of regular maintenance
12. Share industry insights and tips

13. Loyalty Programs

- 14. Reward repeat customers
- 15. Create VIP customer tiers
- 16. Offer exclusive deals to frequent buyers

Implementation Plan (4 Weeks):

- **Week 1:** Segment customer database by purchase frequency
 - **Week 2:** Create monthly communication plan
 - **Week 3:** Develop seasonal promotion calendar
 - **Week 4:** Launch first loyalty initiative
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Way #4: Average Sale Price

Definition: The average amount each customer spends per transaction.

Why It Matters

Increasing average sale price improves profitability without increasing costs. It's about maximizing the value you provide to each customer.

Strategies to Increase Average Sale:

1. **Upselling**
2. Offer premium versions of your service
3. Suggest additional features or upgrades
4. Bundle complementary services
5. **Cross-selling**
6. Identify related services customers need
7. Train staff to recognize opportunities
8. Create package deals

9. Value-Based Pricing

10. Price based on value delivered, not just costs

11. Communicate ROI to customers

12. Position yourself as a premium provider

13. Payment Options

14. Offer financing for larger projects

15. Create payment plans

16. Accept multiple payment methods

Implementation Plan (4 Weeks):

- **Week 1:** Analyze current average sale prices
 - **Week 2:** Develop upselling and cross-selling strategies
 - **Week 3:** Train team on new sales techniques
 - **Week 4:** Implement and track results
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Way #5: Margins

Definition: The profit percentage on each sale after all costs are deducted.

Why It Matters

Higher margins mean more profit from the same amount of work. This is crucial for business sustainability and growth funding.

Strategies to Improve Margins:

1. **Cost Management**
2. Negotiate better supplier terms
3. Reduce waste and inefficiencies
4. Automate repetitive tasks

5. Pricing Strategy

6. Regularly review and adjust prices
7. Understand your true costs
8. Don't compete solely on price

9. Efficiency Improvements

10. Streamline processes
11. Invest in better tools and equipment
12. Train staff for higher productivity

13. Value Enhancement

14. Add services that command premium pricing
15. Improve quality to justify higher prices
16. Create unique selling propositions

Implementation Plan (4 Weeks):

- **Week 1:** Calculate true costs for all services
 - **Week 2:** Identify cost reduction opportunities
 - **Week 3:** Review and adjust pricing
 - **Week 4:** Implement efficiency improvements
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Way #6: Frequency

Definition: How often your customers return to buy from you.

Why It Matters

Frequent customers are your most valuable assets. They provide predictable revenue and often become your best advocates.

Strategies to Increase Frequency:

1. **Exceptional Service**

2. Exceed customer expectations consistently
3. Resolve issues quickly and fairly
4. Follow up to ensure satisfaction

5. **Relationship Building**

6. Remember customer preferences
7. Celebrate customer milestones
8. Provide personalized service

9. **Convenience**

10. Make it easy to do business with you
11. Offer online booking and payment
12. Provide flexible scheduling

13. **Added Value**

14. Provide ongoing support and advice
15. Share industry insights
16. Offer exclusive benefits to regular customers

Implementation Plan (4 Weeks):

- **Week 1:** Survey customers about their experience
 - **Week 2:** Implement customer relationship management system
 - **Week 3:** Develop convenience improvements
 - **Week 4:** Create added value initiatives
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The Compound Effect

Here's the power of the 6 Ways in action:

Example: A trades business with current performance: - 100 leads per month - 20% conversion rate = 20 customers - 1.5 transactions per customer per year - \$500 average sale price - 30% margin - **Annual Revenue:** \$180,000 - **Annual Profit:** \$54,000

After 10% improvement in each area: - 110 leads per month - 22% conversion rate = 24 customers - 1.65 transactions per customer per year - \$550 average sale price - 33% margin - **Annual Revenue:** \$290,000 - **Annual Profit:** \$95,700

Result: 77% increase in profit from just 10% improvement in each area!

Getting Started

1. Measure Your Current Performance

2. Track each of the 6 Ways for your business
3. Establish baseline metrics
4. Identify your biggest opportunities

5. Focus on One Way at a Time

6. Don't try to improve everything at once
7. Master one area before moving to the next
8. Measure results before implementing changes

9. Implement Systematically

10. Use the 4-week implementation plans provided
11. Track progress weekly
12. Adjust strategies based on results

13. Get Support

14. Consider joining Project BETA for ongoing guidance

15. Work with an ActionCOACH for personalized strategies
 16. Connect with other business owners for accountability
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Conclusion

The 6 Ways to Grow Your Business isn't just theory—it's a proven methodology that has transformed thousands of businesses worldwide. The key is consistent implementation and measurement.

Remember, small improvements in each area create exponential results. Start with the area that offers your biggest opportunity and work systematically through each way.

Your business success is not a matter of chance—it's a matter of choice and consistent action.

About Steven Rouget

Steven Rouget is an ActionCOACH Business Coach with 23 years of experience helping trades and service businesses in Victoria, Australia. He specializes in helping business owners gain more control, more profit, and more free time through proven business strategies.

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For more resources and to join Project BETA, visit our website or book a free consultation.

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