# Worksheet 165 - Everything you need to know about maximizing your business

Maximizing your business and bringing in new clients.

It sounds great right?

But actually achieving those goals is a lot harder than it sounds.

That why we focus so intensely on it in **Phase 6** of the BLL.

It comes at the end of the consolidation phases and before expansion.

Expanding is incredibly exciting **but you have to make sure the business is ready for it!**

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## Maximize, maximize, maximize

The first thing you have to consider is what kind of business you're operating.

If you're running a factory maximizing might mean bringing on several new employees.

If you're running a professional services company maximizing might mean finding a few new, higher-paying clients.

You're the person that knows your business best.

**Do you need to maximize your revenue?  Your productivity?  Your client base?**

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**Think about what kind of business you're operating and what maximizing means for you.**

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# Finding new investors

Finding new money is a critical part of expanding your business.

But deciding on *where* to get that money isn't always easy.

Remember that you don’t want to rush into this.

Get as much advice as you can.

**Your lawyer and your accountant should be consulted all the way through this process.**

**What are some potential sources of investment available to you?  What are the risks and benifiets to each?**

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## Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

*How to successfully set up your business*

*Why and when you need to pay attention to the legal aspects of your business*

*Who you should consult with along your business journey*

**BusinessLegalLifecycle.com.au**