



Worksheet 055 – Top 6 ways to maximize your business

As we work our way through **Phase 6** there are some basic principals you need to remember.

Your time is the most important commodity you have.

Use it wisely!

Too often we waste our time on tasks that others could be doing for us.

Or we waste our time on clients who are giving us very little revenue.

There are some simple rules that will help you to maximize your business right now.



Converting one-time clients

Most small businesses spend a huge amount of their time trying to drum-up new business.

There's nothing wrong with that but there are some people you may be forgetting.

That one-time client you did some work for last year is still out there.

Give them a call and try and turn them into recurring clients.

It's hugely less expensive to get new work this way - up to 90% cheaper.

That's especially true when you think about the time and expense of using marketing and advertising to find new clients.

Calling someone from your contact list is dramatically cheaper than using a Facebook ad.

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Write down a list of one-time clients you could convert into recurring clients.

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Categorize your existing clients

The easiest clients tend to be the ones that produce most of your revenue.

It's the difficult time-wasters that tend to chew up all your energy and give very little back in return.

Have you ever sat down and figured out who is who?

Develop a list of all your clients and slot them into three categories A, B and C.

A's are your most profitable clients. B's are the ones that have potential to grow and C's are the time-wasters.

Now that you have your clients categorized – ditch the C's. Your time is too important to waste.

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Slot your clients into three categories – A,B and C.

Show notes for this episode can be found here.

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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**



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