



# The 10X Business Growth Plan

*A blueprint for fast & sustainable growth*



Have you ever  
wished you had a  
business growth  
plan to emulate?

That's exactly what you get in **The 10x Business Growth Plan**. The 10x Business Growth Plan walks you through an example template of a completed **Small Business Flight Plan** – the companion tool to my new book, *How to Grow Your Small Business*.

**The Small Business Flight Plan** is your small business operations manual and step-by-step playbook all in one.

Even though the small business in **The 10x Business Growth Plan** PDF is fictional, I believe following this Flight Plan would lead to 10x growth. I recommend that you continually refer back to this PDF to feel more confident as you create your own Flight Plan.

The Flight Plan is what took my small business from a team of four working out of my basement to a \$15 million company in just six years.

When you learn the frameworks in *How to Grow Your Small Business* and create and install your Flight Plan, your business will grow.

You can start creating your Flight Plan right now at [smallbusinessflightplan.com](http://smallbusinessflightplan.com).

To your success,





## Guiding Principles

# Pawsome Dog Company

### Mission Statement

We will sell 1,000 dog food subscriptions, partner with 100 veterinarian offices, and reach 500 pet owners with our online dog training program because all pet owners deserve easy access to quality care and resources for their furry friends.

*Here is the formula for a mission statement that will help your small business make more money:*

*"We will accomplish X by Y because of Z"*

### Key Characteristics

Loves dogs- big, small and in-between

Enjoys a fast-paced environment

Is always looking for ways to improve the work we're doing

### Critical Actions

We let every customer know that we are obsessed with giving their dog the best life possible.

We collect the email address of every potential customer that is a good fit for our products.

We always double check our work because professionalism is important to us.

*Here are two rules for creating critical actions:*

*1. If nearly every member of your team performed them every day, would you be more likely to grow the revenue of your small business?*

*2. Can nearly every person on your team perform your critical actions?*

### Core Values

Believes that dogs deserve to have the fullest lives

Brings fun into their work while also maintaining professionalism

Is dedicated to continuous improvement



# Pawsome Dog Company

## A Character

What do they want?

They want a well-behaved dog they can be proud of.

## With a Problem

External

Their dog barks, pulls, and generally does not listen to commands.

Internal

They feel out of control and embarrassed when it comes to their dog's behavior.

Philosophical

Dog ownership should be blissful: not stressful. Dog owners deserve a path for stress-free dog ownership.

## Meets a Guide

Empathy

As dog owners ourselves, we know how stressful it can be when your dog doesn't behave like you want.

Authority

Dog owners who enroll their dogs into Perfect Pooch have a 98% success rate with correcting leash pulling, doorbell barking, and not coming when called.

## Who Gives Them a Plan

Summarize your plan

1. Enroll in the online training
2. Work with your dog for 2-3 hours per week
3. Watch your dog's behavior improve

## And Calls Them To Action

What's the call to action?

Enroll in the online training program

*Here you want to convey that you understand and have experienced your customer's problem.*

## Identity Transformation

From

Out of control and stressed

To

A dog owner who feels in control of their dog and peaceful about their dog's behavior- both at home and out and about.

## Success

Successful results

- Relief
- Stress-free relationship with their dog
- A well-behaved companion

## Failure

Tragic results

- Continued stress
- Hesitation to invite friends over
- Unable to take dog out places
- Risk of a fight with another dog

*The internal problem tends to be the strongest messaging when it comes in the problem. Interview your current customers to make sure this is accurate and resonates.*



# Pawsome Dog Company

## 1 Start with a problem

It's embarrassing when your dog barks, pulls, and generally just doesn't listen to commands. It can make you feel out of control when your dog won't listen to you, especially when you know they're a good dog.

*Use language that you've heard directly from customers, like that they "know their dog is a good dog."*

## 2 Position your product as the solution

The Perfect Pooch Online Dog Training Program has proven dog training curriculum that helps you feel in control and peaceful about your dog's behavior- both at home and out and about.

## 3 Give the customer a step-by-step plan

First, enroll in the online training program. Once you're in the program, you'll watch the courses and work with your dog for 2-3 hours per week. After each course, you'll watch your dog's behavior improve more and more.

*Make the plan simple and easy to follow. Although there are likely more steps in the literal process, that's not what this is for.*

*The point of giving the customer a step-by-step plan is to provide clarity or decrease the feeling of risk.*

## 4 Paint the stakes (negative)

Without proper training, you'll continue to feel stressed. If your dog is still barking, jumping and not listening, you'll be hesitant to invite friends over. It will also continue to be difficult to take your dog out places- anywhere they might be stimulated and misbehave. Additionally, a dog that doesn't listen and also barks poses a risk of getting into a fight with another dog.

## Paint the stakes (positive)

A well-trained dog means relief and peace for you. After training, you can have a stress-free relationship with your dog and a well-behaved companion.

*Negative stakes can feel uncomfortable to discuss, but remember- people are motivated by loss aversion. And without negative stakes, the story you're telling falls flat.*

5 Call the customer to action

Take the first step by enrolling in the Perfect Pooch Online Dog Training Program. You can start the process today at [PerfectPoochDogTraining.com](https://PerfectPoochDogTraining.com).



## Product Profitability Audits

# Pawsome Dog Company

For this, I calculated the lifetime value of one vet certification customer. This is at a 70% renewal rate.

Remember, your number doesn't have to be exact. Look at the actual hard costs of the raw materials or the price for which you're paying to buy and ship the product wholesale.

This could include the cost of your raw materials, the price for which you're buying the product wholesale, and/or the cost of labor to produce the product.

At least a 20% profit margin is considered healthy.

Calculate the amount it takes to run advertising and pay your sales & marketing teams. We're looking for a rough estimate, so think of your marketing and sales staff salaries in percentages. Approximately what percentage of their time is spent focusing on this product? Then divide your labor costs by the number of units sold (or predicted to sell) in a year.

Product Name		Gross Revenue	Total Profit
Pawsome Veterinarian Certification		\$10,000	\$9,920
Cost to Produce	Cost to Sell	Cost to Distribute	Cost to Support
\$0	\$2,222	\$0	\$888
Snoot & Tie Senior Dog Food		\$60	\$43
Cost to Produce	Cost to Sell	Cost to Distribute	Cost to Support
\$5	\$2	\$10	\$0
Wags to Riches Dog Food		\$50	\$33
Cost to Produce	Cost to Sell	Cost to Distribute	Cost to Support
\$5	\$2	\$10	\$0

Product Name		Gross Revenue	Total Profit
Bone Appétit Puppy Food		\$40	\$23
Cost to Produce	Cost to Sell	Cost to Distribute	Cost to Support
\$5	\$2	\$10	\$0

Product Name		Gross Revenue	Total Profit
Perfect Pooch Online Dog Training Program		\$500	\$468
Cost to Produce	Cost to Sell	Cost to Distribute	Cost to Support
\$0	\$20	\$12	\$0

This could include shipping, warehouse fees, the costs of returns, etc.



## Product Brief

# Weight loss dog food: Pawsome Life Weight Management

### Product Owner

Jan Shepherd

### Product Name

#### What is the product name?

Pawsome Life Weight Management Dog Food

#### Does it describe the product well and tease the value?

Yes. It clearly states that the food is for helping dogs manage their weight, while also teasing the success of a quality life for your dog.

#### Will the name be confusing or create a problem in the marketplace?

No. While there are several competitors for weight management dog food, there are none with or close to this specific name.

### Product Description

#### What problem does this product solve for our customer?

When a dog becomes overweight, dog owners typically have to switch to a new food from a different brand that has completely different ingredients. This is a slow, tedious process for the dog owner and can cause digestive issues for the dog.

Use this section to fill out your BrandScript later!

**How does the product resolve the customer's problem?**

With our new diet food, dog owners can easily switch from their favorite Pawsome food to this food without causing themselves extra work and issues with their dog. They can also switch back to non-diet food easily when their dog has met their weight goal

**Describe the benefits the customer will experience if they use the product:**

- Time saving of researching and selecting a quality diet dog food that will work
- No stress about digestive issues their dog might experience with a new food from a different brand.
- They can get the new diet food delivered through their existing subscription service, saving them time and hassle.
- Time saving of researching and selecting a quality diet dog food that will work.

**Describe the features of this product and how it's going to help customers:**

- Contains the same healthy, tasty ingredients as all other Pawsome Dog Foods.
- Helps dogs lose weight, extending their lifespan and increasing their quality of life.
- Delivered straight to your door exactly when you need it.

**Core Messaging**

**Who are we selling this to?**

Existing customers of Pawsome whose dogs need to switch to a diet food

**Do we have access to the target market for this product, and if so, how?**

Yes. Our existing customers are very engaged with us and responsive to new product launches. This is also an in-demand product from this group.

**How will we define the customer's problem for marketing collateral?**

It's stressful to find the right food for your dog when he needs to lose weight. There are so many options and opinions out there about what brands and ingredients to trust. It's hard to know where to turn and time-consuming to spend time researching all the options.

**One-liner:**

It's stressful to find the right food for your dog when he needs to lose weight. There are so many options and opinions out there about what brands and ingredients to trust. It's hard to know where to turn and time-consuming to spend time researching all the options. Pawsome Life Weight Management Dog Food is a healthy, trusted option that your dog already loves. Spend less time picking a food and more time getting your dog back to a healthy life.

### Core Messaging

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

Yes. Research shows that 60% of dog owners know their dog needs to switch to a food for weight loss but they have been unable to select one for them.

**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?**

Yes. 87% of customers surveyed liked the product idea and its branding. 40% of customers surveyed said this product would help them solve a problem and they would purchase.

*It's tempting to skip sending out a survey because of the time commitment. But obtaining information from your customers is crucial to know if the product will succeed. If the feedback isn't positive, consider stopping here and reevaluating if this product is worth it.*

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

Hill's, Blue Buffalo, and Purina are our biggest competitors in this space.

**Are we priced above or below the competition?**

Below. Using the cash flow calculator, we determined we do not have to charge a premium price to make a healthy profit. Competitors are spiking the price of their weight loss dog foods.

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

Unlike most weight loss dog foods, our product does not have a premium price tag. We believe dog owners should not have to increase their spend in order for their dog to have a happy, healthy life.

## Financials

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

\$50 for a 30 lb bag.

**Will it be profitable?**

Yes.

**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?)**

The creation of the formula for the food will cost approximately \$10k. There are no additional manufacturing costs to produce this on an ongoing basis. No additional staff is needed.

**Who will be responsible for revenue related to this product?**

Jan Shepherd- Vice President of Products

*Use the Cash Flow Calculator  
in your Flight Plan to  
complete this question.*

### Sales Projections (Based on Current Customer Base)

#### What are the 30-60-90-day sales goals?

- 30 days: 100 units sold
- 60 days: 150 units sold
- 90 days: 200 units sold

#### What's the first year revenue projection related to this product?

\$30k

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

600 units sold

### Product Validation

#### Will this product cause any problems with existing products?

No. It does not compete with any of our existing products.

#### Will this product upset any existing or future customers? Why?

Unlikely. This expands our product offering to meet a need for a demographic of our customers.

### Key Dates

#### When will this product be launched?

June 1, 2023

**When will the landing page for this product be created?**

May 1, 2023

**When will the pre-release announcement be made to current customers?**

May 15, 2023

### Sales and Marketing Plan

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

**One-liner:**

Complete

**Landing page:**

Wireframe submitted by April 5. Designs received by April 14. First draft sent on April 25. Final page complete on May 1.

**Lead generator:**

Lead generator complete by July 1 (after product launch).

**Nurture or sales emails:**

Email outlines complete by April 5. Email copy written by April 14. Emails designed and loaded in Hubspot by April 25. Emails sent for QA by April 26. Feedback sent by May 5. Emails sent on June 1.

**Social collateral:**

Content conceptualized by April 5. Videos shot and graphics designed by April 28. Content scheduled into Sprout Social by May 5. Content posted from June 1-June 15.

*Ask the team members who will be executing the items to fill out this section. They will be able to more accurately tell you what is realistic with the other projects in their queue.*



## ☰ All Staff Meeting

# Pawsome Dog Company

### Mission Statement

We will sell 1,000 dog food subscriptions, partner with 100 veterinarian offices, and reach 500 pet owners with our online dog training program because all pet owners deserve easy access to quality care and resources for their furry friends.

*It takes repeating something at least 8 times before people commit it to memory. Share your company priorities at every staff meeting to make sure everyone knows what they should be focusing their work around.*

### Company Priorities

#### Company Priorities Completed By

January 1, 2024

#### Priority 1

Sell 1,000 Dog Food Subscriptions

#### Priority 2

Partner With 100 Veterinarian Offices

#### Priority 3

Reach 500 Pet Owners With Online Dog Training Program

### Announcements

1. Our buy-one-gift-one offer for the Dog Training Program goes live this week.
2. Our new employee, Christa, starts next Monday!
3. We have staff lunch on Wednesday.

## Department Updates

### Which department is presenting first?

Marketing Team

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

Marketing Team launched a new PDF lead generator (5 Ways to Improve Your Dog's Health) and hosted a webinar on 3 Tips to Get Your Dog to Stop Barking at the Door.

### How did this department add value to our customers last week?

They hosted a free webinar to educate customers on the importance of grain-free dog food. 342 people attended, and we've already seen an increase in subscriptions.

### How will this department add value for our customers this week?

They will be sending out early bird buy-one-gift-one offer for the new Online Dog Training Program to our current dog food subscribers.

### Which department is presenting second?

Sales Team

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

The Sales Team made outbound calls to 10 veterinarian offices and created two new partnerships. Nancy will be meeting with both offices this week.

### How did this department add value to our customers last week?

They hosted a Q&A call with veterinarians to answer any questions about what it looks like to partner with us.

### How will this department add value for our customers this week?

They will be reaching out to current veterinarian partners to offer them the buy-one-gift-one offer for the new Online Dog Training Program.

**Which department is presenting third?**

Media Team

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

The Media Team filmed a new promo video for the Online Dog Training Program and finished editing all modules for the course.

**How did this department add value to our customers last week?**

They produced the webinar and Q&A call last week. Customer Service has received many messages about how great the quality was for both.

**How will this department add value for our customers this week?**

They will be creating videos for Instagram to give our customers a sneak peek of what's inside the Online Dog Training Program.

*There is no perfect formula for how many departments should present at each All-Staff Meeting. Just be cautious not to present too much information in one meeting to avoid overwhelming your team. I recommend making each All-Staff Meeting no more than one hour.*



## Leadership Meeting

# Pawsome Dog Company (4/15/23)

### Leader For This Meeting

Ted Barker

#### Agenda Item

Review product brief for new weight loss dog food

#### What's the Update?

We are launching a new weight loss dog food product in the fall to boost Q3 revenue. We need to be aligned around the specifics of this new product.

#### Where are we blocked?

Leadership needs to agree on pricing, timing, and sales goals before marketing can start working on campaigns.

#### Who is doing what, next?

- Leadership reviews product brief
- Ted will send the approved product brief to marketing team
- Product launch dates are locked in

*This question gives you the ability to delegate tasks and ask people to take responsibility for the little things that need to get done in order to close out this project.*

#### Agenda Item

Promote early bird offer for online dog training program

### **What's the Update?**

We are offering the early bird offer for the new Online Dog Training Program to all existing veterinarian partners this week. The Media team is also editing video for social media that will provide an inside look at the program. These will go live on social this week.

### **Where are we blocked?**

We are waiting on the development team to set up the early bird offer code.

### **Who is doing what, next?**

Development team needs to set up the early bird offer code by end of day Wednesday.

### **Agenda Item**

Raising monthly subscription price

### **What's the Update?**

We have not raised the price for our monthly training subscription in three years. We need to weigh the pros and cons of raising the monthly price.

### **Where are we blocked?**

Need to decide if increased revenue from a subscription price increase is worth the expected increase in cancellations.

### **Who is doing what, next?**

- Leadership reviews revenue and cancellation projections
- Determine if we want to move forward with the subscription price increase
- Ted will communicate decision to marketing and product teams

*There will always be announcements and other stuff that gets covered in these leadership meetings, but if you use this template, amidst all the whirlwind of activity that is necessary when running a small business, you are guaranteed to get things done.*



## Department Standup

# Marketing Team

This meeting is called a stand-up to let folks know this isn't a time to sit down and talk through issues. Instead, it's about affirming the objectives of the business and the objectives of that specific department.

The goal of this meeting is to make sure the entire department is on the same page about what everybody is working on.

Date

April 15th

Each team member fills this out before the stand-up.

My Five Priorities

What I Completed

What's Next

Blockers

Write copy for 2 lead generators by April 28th

Finished content outline for lead generator #1

Start writing the copy for lead generator #2

Waiting on topic for lead generator #2 from content team

Write email copy for webinar #1 by April 20th

N/A

Need to get webinar content from content team

Waiting on content from content team

Write email copy for webinar #2 by May 1st

N/A

Need to get webinar content from content team

Waiting on content from content team

Write 6 Instagram captions for Online Dog Training Program by April 22nd

Finished writing captions for Instagram

Deliver captions to social media manager

None

Write email copy for Online Dog Training Program by May 5th

Wrote the first two emails

Need to finish writing the last four emails

None



## Personal Priority Speed Check

# Josh, Email Marketing Manager: Q2

*The personal priority speed check is filled out by the direct report, rather than the director.*

### Company Priorities

Company Priorities Completed By

January 1, 2024

#### Priority 1

Sell 1,000 Dog Food Subscriptions

#### Priority 2

Partner With 100 Veterinarian Offices

#### Priority 3

Reach 500 Pet Owners With Online Dog Training Program

*The idea here is that the team member identifies their priorities and runs those priorities by their director to make sure they're working on tasks that are the highest return opportunities.*

#### My Personal Priorities

Time-bound • Measurable • Specific

#### Priority #1

Execute email campaign for webinar "3 Tips to Get Your Dog to Stop Barking at the Door," generating 200 registrations

#### Priority #2

Increase sales email conversion rate for dog food subscribers from 2% to 3.5% by end of Q2

#### Priority #3

Create email sales campaign for new contacts from lead generator "5 Ways to Improve Your Dog's Health" with 15% open rate

*Ideally, each personal priority should align with a department priority. However, the measurement on each personal priority should be specific to the team member's work.*

**Priority #4**

Go live with bi-weekly nurture email campaign for dog owners by May 1, increasing contact engagement by 20%

**Priority #5**

Audit and optimize sales email campaign to veterinarians, increasing Sales Qualified Leads by 5%

**My Department's Priorities**  
Time-bound • Measurable • Specific

**Priority #1**

Execute webinar "3 Tips to Get Your Dog to Stop Barking at the Door," increasing Marketing Qualified Leads by 10%

**Priority #2**

Increase dog food subscribers from 200/month to 250/month

**Priority #3**

Generate 500 new leads from new lead generator "5 Ways to Improve Your Dog's Health" in Facebook ads

**Priority #4**

Enroll 50 new dog owners into dog training program by end of Q2

**Priority #5**

Generate 25 veterinarian applications by end of Q2

**My Development Priorities**  
Time-bound • Measurable • Specific

**Priority #1**

Find a mentor in the email marketing space by end of Q2.

**Priority #2**

Complete a Hubspot Academy email marketing course by May 1.

**Priority #3**

Read How to Grow Your Small Business by June 1.



## Quarterly Performance Review

# Josh, Email Marketing Manager: Q2

This is filled out by each team member and sent to their supervisor before the performance review. The supervisor should review before the meeting and note what is the most important to discuss for the employee and team's growth.

### Personal Priorities

### EXCEEDED

### MET

### DIDN'T MEET

#### Personal Prioritie #1

#### Increase sales email conversion rate for dog food subscribers from 2% to 3.5% by end of Q2

Conversation rate is now 4.2%. Tested a new offer- \$25 off. Wrote new copy for emails 1 & 2 that better emphasizes the problem customers experience.



#### Personal Prioritie #2

#### Create email sales campaign for new contacts from lead generator "5 Ways to Improve Your Dog's Health" with 15% open rate

Open rate is currently 14.5%. Tested 4 subject lines and found a winner that got us to our target open rate.



#### Personal Prioritie #3

#### Execute email campaign for webinar "3 Tips to Get Your Dog to Stop Barking at the Door," generating 200 registrations

Generated 284 registrations. Sent 5 emails emphasizing the problems the webinar would help solve for the customer.



EXCEEDED

MET

DIDN'T MEET

**Personal Prioritie #4**

**Go live with bi-weekly nurture email campaign for dog owners by May 1, increasing contact engagement by 20%**

Contact engagement is currently 10%. Currently researching iOS's impact on engagement rates across different industries and working on setting a new goal.

**Personal Prioritie #5**

**Audit and optimize sales email campaign to veterinarians, increasing Sales Qualified Leads by 5%**

Increased SQLs by 2%. Rewrote emails 3 & 5 which did increase our SQLs but not to our goal of 5%. Considering other opportunities.

YES

NO

**Came Prepared to Personal Priority Speed Checks?**

**Opportunities to Improve**

I think there are opportunities to improve efficiency between team members' tasks when it comes to executing an email campaign.

*Give team members the freedom to be honest and express both opportunities where they can improve themselves and how the company and their team can improve.*

**Additional Notes**

There are further opportunities for marketing to assist sales in booking calls with veterinarians through email. Would like to discuss initiatives for next quarter.



## Cash Flow Calculator

# Pawsome Dog Company

The five checking accounts you're going to use to manage your small business work together to make your life easier. They look like this and flow in and out of each other.

Are you paying yourself a salary? If not, decide on one and pay yourself once or twice each month.

Monthly Income

\$0

Monthly Expenses

\$0

Owner's Monthly Salary

\$0

\$0  
Monthly Net Income

Operating Account Threshold

\$0

Business Savings Account Threshold

\$0

Tax Withholding/Pre-paid Taxes

\$0

\$0  
Yearly Net Income

Establish a high-water mark for your operating account. When you have money in excess of your high-water mark, transfer half that money into business profit and the other half into taxes.

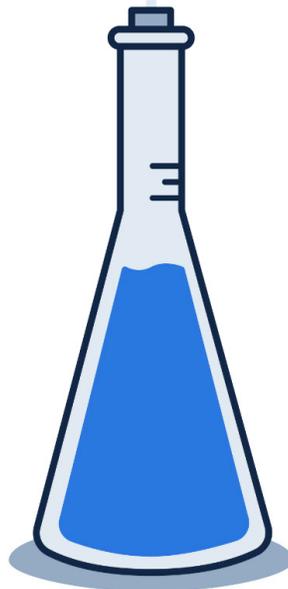
### Vision Casting

Select from months 1 - 12 below to forecast how much money you'll have in each bank account.

← 1 →

### Tax Rate

← 50% →



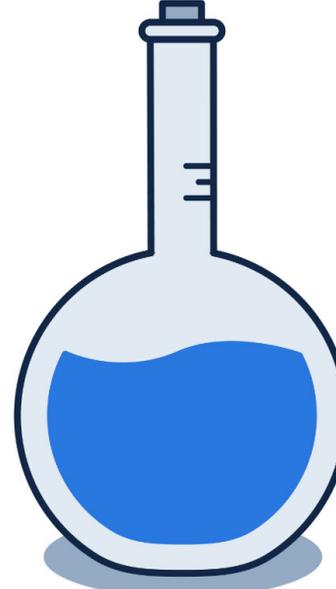
\$0

Operating Account



\$0

Taxes



\$0

Business Savings



\$0

Owner's Investment



\$0

Owner's Personal



# Create Your Flight Plan at [SmallBusinessFlightPlan.com](https://SmallBusinessFlightPlan.com)

