

TOP TEN TIPS *for* SCALING YOUR BUSINESS

- You've got to spend money to make money
- Be a lifelong learner
- Get tech savvy for wider reach
- Beware of tech overload and wasting time
- Learn to manage your time with laser precision
- Outsource tasks you're not good at doing to third party resources (eg. HR, Social Media, Accounting, Delivery)
- Hire slowly, have probation periods, let go of bad apples
- Work your tail off. Then work even harder.
(*Pro tip: put your friends and family on notice that you wont see them much for a couple of years.)
- Don't lose sight of your business' core competency and don't water down your offering by being all things to all people.
- Don't copy anyone, ever. Innovate.

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