

How-to
GROW YOUR
PARTY
Business

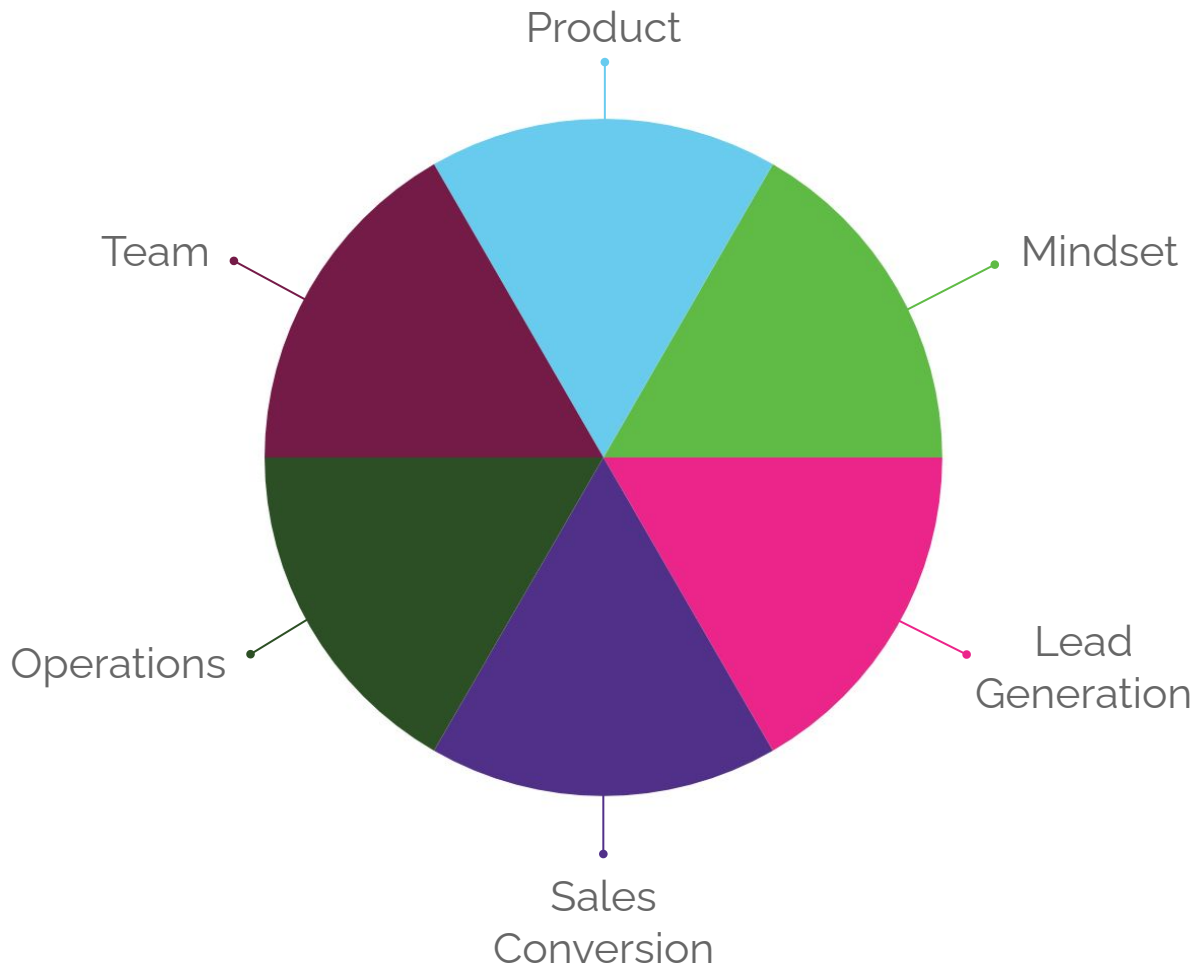
- SELF EVALUATION TOOL -

Discover EXACTLY what
your next step should be
to **GROW** your business!



PARTY BUSINESS
GROWTH
SOLUTIONS

SIX Centerpieces of Growth



SIX Centerpieces of Growth



Your Product

- **Without a great service/product, nothing else matters**
 - What makes you special?
 - Expected vs Value-Add
 - Focus on the destination



Your Mindset

- **Must have an *entrepreneurial* mindset**
 - Passion
 - Focused on the right tasks
 - 'ON : IN' ratio
 - Work/life balance



Lead Generation

- **Getting your name out there, and getting people to show interest**
 - Word-of-mouth by design
 - Strategic partnerships
 - Email and Social Media marketing
 - SEO and Paid ads
 - And more!



SIX Centerpieces of Growth



Sales Conversion

- **Closing the sale. Getting the gig.**
 - Booking process
 - Website that sells
 - Unique value proposition
 - Peace-of-mind



Operations

- **Are you running your business, or is your business running you?**
 - Simplify
 - Establishing systems
 - Using the right tools



Your Team

- **Do you have a reliable, loyal and passionate team?**
 - Recruitment
 - Training (on the *what and how*)
 - Morale boosting
 - **Even if you are a solo entertainer!**



Self-Evaluation

Give your business a rating out of 10
for each centerpiece.

Product = ___ / 10

Mindset = ___ / 10

Lead Generation = ___ / 10

Sales Conversion = ___ / 10

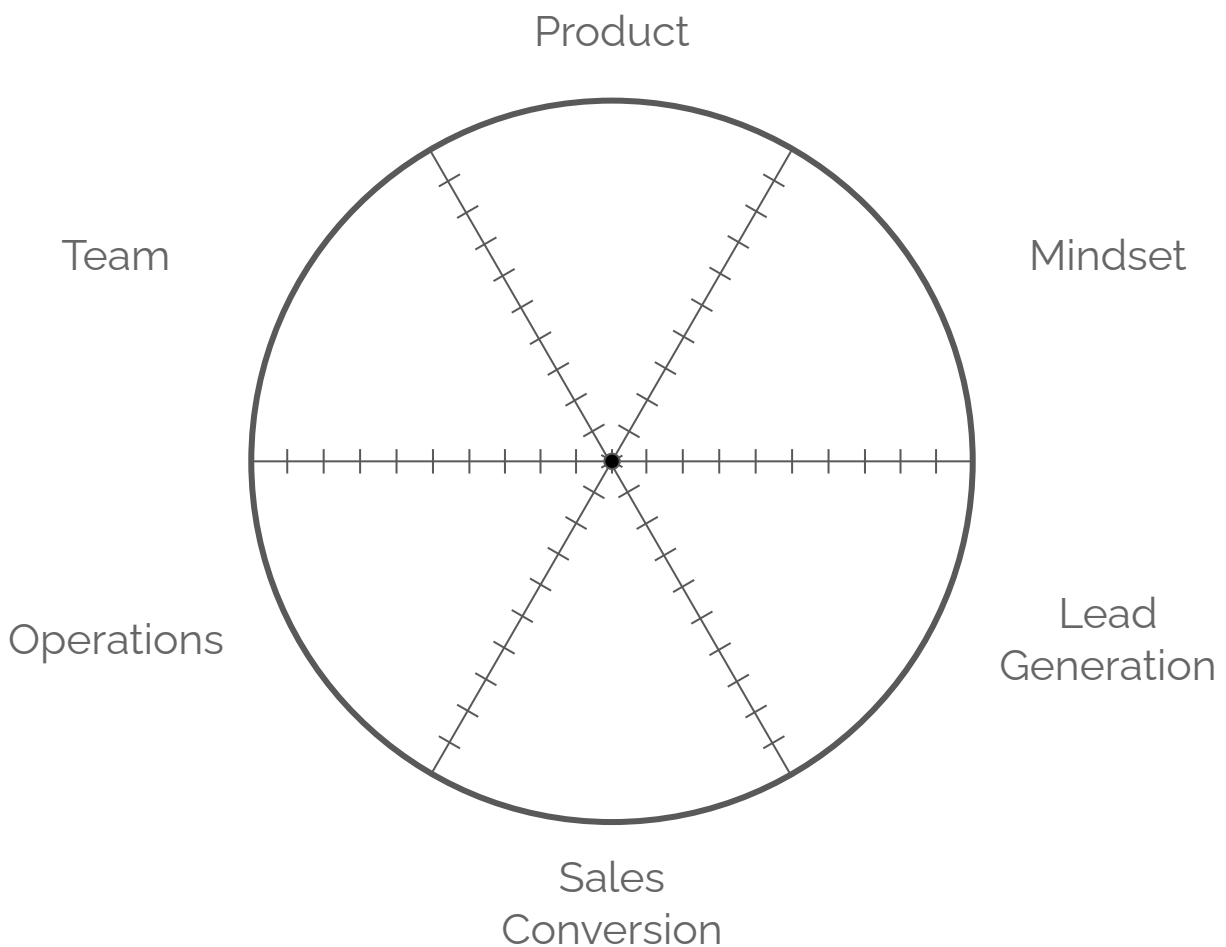
Operations = ___ / 10

Team = ___ / 10



Party Business Growth Wheel

Plot your ratings on this pie chart.



Take the
Party Business
Growth Quiz!

 PartyBusinessGrowth.com/quiz

