

CEO MUST-DO LIST AND MATURITY MAP: START-UP PHASE

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Ready to ditch the overwhelm and know exactly what you should be focusing on **right now** in order to get your business to the next level? I created the CEO Must Do List after working with tens of thousands of entrepreneurs who were all struggling to grow their businesses because they were (1) trying to do everything at the same time; and (2) focusing on the wrong things for the stage of business they were at. At the Start Up Level, your main priorities are all about your offer - building it, talking about it and selling it.

	START-UP	RAMP-UP	SCALE-UP	CEO-UP
SIGNS	<p>You have all the ideas but might feel stuck in action paralysis.</p> <p>You haven't made many (or any) sales of your offer yet</p>	<p>You've actually sold a few offers (and are solid on what your offer is and who it's for), but every sale or inquiry still feels like a bit of a surprise.</p> <p>You're flying by the seat of your pants to keep up with working in your business (delivering your offers) and on your business (marketing, admin, strategy).</p>	<p>You have consistent sales of your offers.</p> <p>You're beginning to realize the limitations of your time and that you'll need to bring on team members to scale.</p>	<p>You've got a great business and a team you trust to help you run it, but you're starting to question what your role in the business is now.</p> <p>You find yourself needing to step up as the leader in your business to help guide your team so they can buy into your vision and all the reasons you started your business.</p>
MAIN FOCUSES	<p>When you are at this stage of business growth the focus is on your offer and starting to sell it before you feel 100% ready.</p>	<p>When you are at this stage business growth the focus needs to shift to creating a repeatable system for selling and delivering your offer.</p>	<p>When you are at this stage of business growth the focus will shift to building a team so that you can start stepping into the role of a CEO and grow your business.</p>	<p>When you are at this stage of business growth the focus will shift to creating space in your schedule for high-level thinking and visioning work.</p>
KEY MINDSET SHIFT	<p>Start before you're ready - The number one goal at this phase is to simply sell your offer and gain customers. You're going to learn so much through the "doing" of your offer that it's important you don't get so caught up in planning and preparing your offer that you never get around to selling it.</p>	<p>Slow down to speed up - The number one priority during this phase is to create a solid foundation for your business (selling and delivering your offers). It might feel like you're slowing down to create your systems and processes, but it's a necessary step that'll allow you to speed up and go bigger in the long-run!</p>	<p>Trust and be open to the possibility of what is to come - You might be feeling stuck at a particular revenue level while also believing that there's no way to exceed it because you're only one person and you're already working as many hours as you can in a day. The mindset shift for this phase is to let go of some of the control by hiring the right people even if it feels like you're taking a hit in profit margins at first to do so.</p>	<p>Free yourself - Keep sacred time in your day-to-day schedule for CEO work. Learning to value this new type of work that you need to do is part of the challenge for CEOs who are so used to wearing all the hats in their business. There's a lot of mindset work in this phase needing to be done at this phase around leadership and detachment.</p>

MORE ABOUT THE START-UP PHASE

A M B E R M C C U E

DAILY MUST-DO LIST

Talk to one person every day about your offer (one to one, on social media, etc.)

Think through and refine one aspect of your offer every day (whether that's your sales page, pricing, features/benefits, transformations)

Figure out your point of sale for your offer (salespage, consultation call, in-person) and measure how many people are getting there and turning into customers weekly

Learn and implement marketing - set aside some time every day to learn more about marketing your offer as well as time for implementing what you've learned

With the full power and awareness of the stage of business you are currently at, you will now be able to focus on what matters to you at this exact moment in time. Focus is power. Focus will enable you to master business growth, one step at a time. Growing a business is one of the greatest personal development challenges you will experience in this lifetime. I promise you, the experience will be worth it. You will connect with people in ways you never imagined.

Whatever challenges you are going through, know you are not alone. Whatever successes you celebrate, you do not celebrate alone. I am cheering you on every step of the way and am excited to take the next step with you.

Love,

Amber

Quick Wins

Send out a note to the people you already know (or post on your personal profile) announcing your business - you never know who could have a great connection or referral for you.

Mastery (how you know you've mastered this phase)

You've made your first 5 offers and have gotten positive feedback from your clients or customers.

Check out your next step

Stay tuned for all-new, The Modern CEO Way training series where we'll share how you can continue to grow your business without working 10x harder.

In the meantime, join us in our [Facebook group](#) to share your stage.