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CHEATSHEET: HOW TO GROW YOUR BIZ TO 8 FIGURES

My 11 tips to growing your business to 8 figures (and
beyond)

11 actionable tips I used to grow Sumo to 8 figures

Step 1: Create a clear goal (and plan how to achieve)

- ☐ Make a high-level 5-year roadmaps
- ☐ Make a detailed 12-month roadmap
- ☐ Pick 3 KPI goals that push forward your 12-month roadmap (your goal should scare you a bit — otherwise, it's not big enough)
- ☐ Create a list of all the things you could do to hit your 3 KPIs
- ☐ Prioritize the list based on what will be easiest to implement AND have highest impact in the next 3 months
- ☐ Review weekly if you're on track. Adjust accordingly.

Step 2: Build complimentary products

- ☐ Make your current customers happier

Step 3: Create recurring revenue

- ☐ Recurring revenues helps give you predictability

Step 4: Find the right pricing structure

- ☐ Analyze the tools people specifically bought
- ☐ Analyze which type of customers churned the least
- ☐ Analyze revenue vs cost of different customer segments
- ☐ Align your pricing with value

Step 5: Set up simple frameworks

- ☐ HIGHLY encourage you to create a Standard Operating Procedure (SOP) for EVERY position in your company

Step 6: Focus on your sweet spot

- ☐ What are you really good at?

Step 7: Hiring is everything

- ☐ Hire people better than you
- ☐ Every hire should level up your business. No compromises

Step 8: Do more of what's working

- ☐ When something works do more of it

Step 9: List all of your problems

- ☐ Once you've listed all your problems then brainstorm three solutions for every single issue

Step 10: You need more people

- ☐ Scale your team to scale your growth

Step 11: Iterate the way you communicate

- ☐ Team calls
- ☐ Quarterly anonymous surveys



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