

# DAWN MCGRUER

**The Business Growth Coach**<sup>®</sup>  
Helping CEO's to Scale & Grow 

I HELP CEO'S TO SCALE TO £100K MONTHS & BEYOND...KEEP MOMENTUM & PICK'N'MIX SUPPORT

## 6 TOP-PRIORITY STRATEGIES TO BUILD A MILLION-POUND BUSINESS WITH AN 80% PROFIT MARGIN

To build a million-pound business with an 80% profit margin from scratch and scale quickly, here are my 6 top-priority strategies:

**1.) Identify a Lucrative Niche:** Conduct thorough market research to identify a niche with high-profit potential and a strong demand for your product or service. Look for underserved or emerging markets where you can establish a competitive advantage.

This could be as simple as just not following in the steps of others and zigging when others zag and thinking about your strategy whereby you are fully **prepared to do what 80% of business owners won't and don't - step out of saturation and do your own creation!**

**2.) Develop a Unique Value Proposition:** Clearly define what sets your business apart from competitors. Craft a compelling value proposition that resonates with your target audience and communicates the unique benefits of your offerings.

**Don't be VANILLA** - When you look around what makes you really different to other people and be prepared to showcase your super powers.

Just because everyone does something doesn't make it right for YOU. **Stop selling how everyone else SELLS - What really lights up your clients and lifts your soul - DO THIS!**

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**3.) Implement an Aggressive Marketing Strategy:** Use a combination of digital marketing, content marketing, social media advertising, and search engine optimisation (SEO) to aggressively promote your brand and generate leads.

Consider partnerships, influencer collaborations, and targeted advertising to maximise exposure.

My strategy is to stay visible and showcase what I am doing to grow and scale - be an inspiration in your marketing and messaging.

Being aggressive to ME is to be consistent and ensure I have a good flow around my communication strategy to really shine online. ***I feel people are the hub of my success so I focus on networking but not perhaps in the most traditional sense but through conversations each and every day.***

**4.) Invest in Scalable Systems and Infrastructure:** Build scalable systems and invest in automation to streamline operations, increase efficiency, and handle growth without exponential increases in costs.

This includes robust customer relationship management (CRM) systems, efficient logistics, and scalable technology infrastructure.

Operations make my world go round but I don't drive those my team do and we automate what will drive the customer experience and do the exact opposite when it comes to customer service and communication - We personalise everything and do as much IRL and live with interaction and engagement as possible. **We speak to our clients not email them.**

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**5.) Focus on High-Value Sales and Upselling:** Concentrate on driving high-value sales and upselling to maximise the profitability of each customer transaction. Identify opportunities to offer complementary products or premium services to increase average order value.

**I have always sold with a focus on 80% of effort goes to 80% of my profit and that works AMAZINGLY well** - I feel free and clarity reigns in my strategy and actions. I know my 3 do or die tasks each day that drive my business and make money.

**I SAVE and SELL everyday!!!** I only sell 80% of my offerings to existing clients - new clients come in through a simple proposition - NO funnel just a strategy to get more eyes on me and what I do and have more conversations.

**6.) Strategic Partnerships and Alliances:** Forge strategic partnerships with complementary businesses, industry influencers, or distribution channels that can extend your reach and drive rapid growth. Leveraging existing networks and alliances can accelerate your market penetration.

**And THIS IS IT the pinnacle of success - I have partnerships across my clients, suppliers and networks - I call it my infrastructure of growth.**

What can I DO with the people I know...how can we help each others and ALWAYS collaboration before competition.

I like to have fun and have a short attention span so I love how others light me up and spending time with people gives me energy and creativity. Don't get me wrong I am an introvert - so I love my own space but don't have to be the centre of attention so happy for others to take the floor if that is what makes them happy.

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### IF YOU LIKED THIS THEN CHECK OUT MY MASTERCLASS

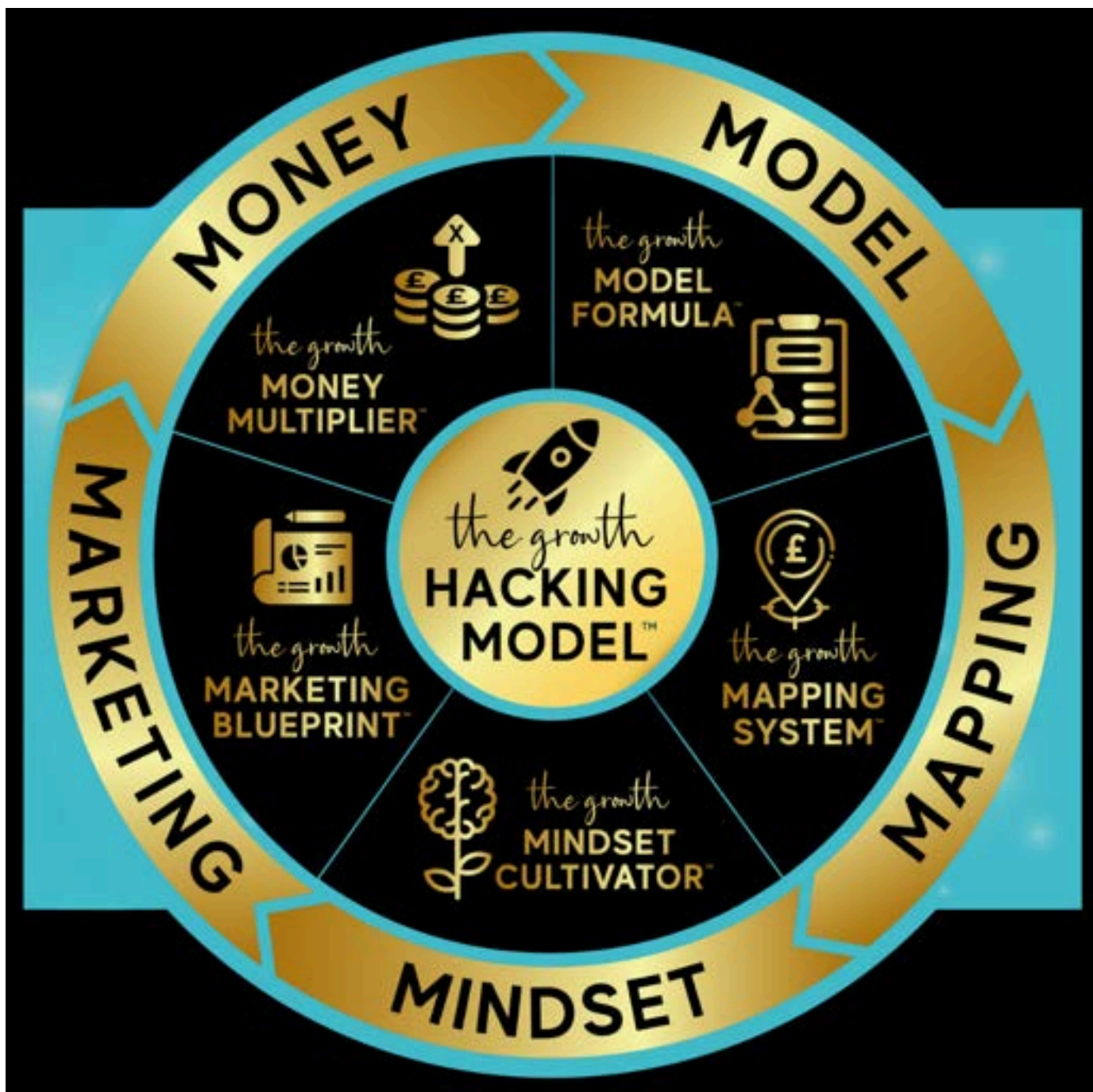
I share 5 critical areas required to scale your business and share lots of tips and stories of my wins and fails too.

You'll also get a free growth report from ME with personalised actions steps to scale your business.

I guess my business is very much driven from my deep values and the belief of Do un to others as have done to yourself.

I have very little issues in business because I go with my gut and believe success comes from our soul :)

### WATCH NOW & GET FREE REPORT



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"Have the belief  
that success is  
possible for you"

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*Dawn McGruer*



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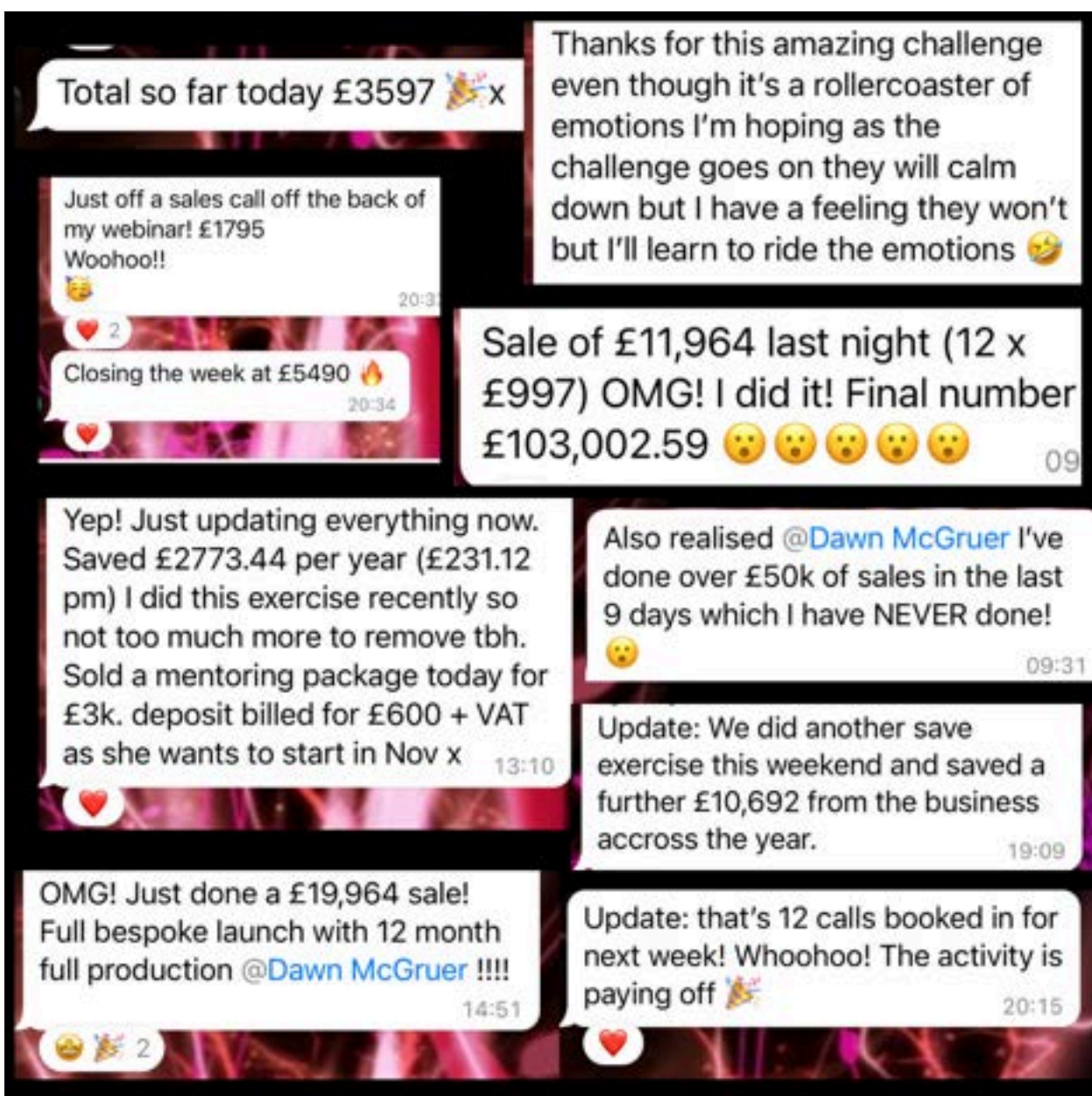
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