



REAL ESTATE

SHOULD YOU GROW BEYOND YOURSELF?

THE BUSINESS - GROWTH STRATEGIES



RealEstateMediaCourses.com

SHOULD YOU GROW A BUSINESS?

GROWTH STRATEGIES

Let me start by saying growing beyond yourself is a personal decision. And just because entrepreneurship has been put on a pedestal over the last several years doesn't mean building a multiperson operation is right for you.



1 | STAY INDEPENDENT

You can make a great living in this industry by yourself as long as you deliver a great customer experience. I made over \$10,000 a month within six months of starting my business, so making a good living is definitely within reach as long as you work hard.



\$10,000 PER MONTH

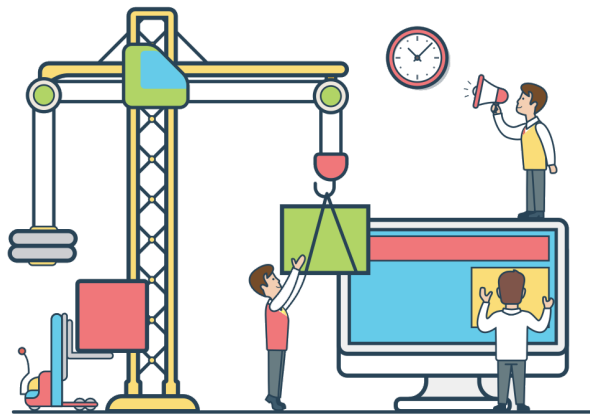
2 | MAKING A BUSINESS

I made more money my first year by myself, then the next two years of working to scale my business, it took way more effort to make a lot less money. But, to me, the sacrifice was worth it because I was more passionate about business building than photography. So I did everything in my power to make the transition to focus solely on the business.

Some might think that hiring another person will double your income. But that's not the case. There are a lot more expenses and changing business dynamics that go along with bringing on additional people. One thing to remember is if you decide to grow beyond yourself, it will take a lot of hard work and dedication every day from you, at least for a few years.

I took no weekends or holidays off. And I didn't have much personal life for a year because I was so dedicated to delivering a great customer experience.

If you decide not to grow beyond yourself, one thing to think about is if you start to get really busy, you can always increase your prices, and your best customers will likely stick around, and you'll be able to make more money while working fewer hours.



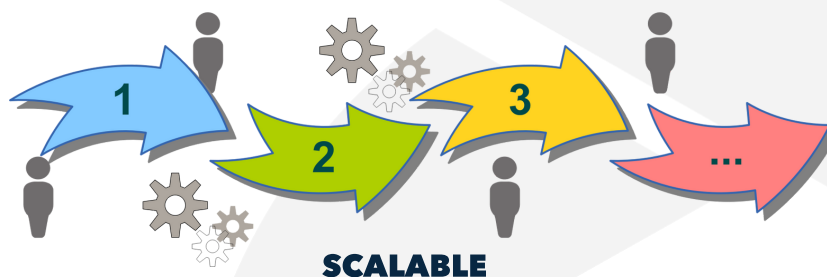
LONG TERM



MORE MONEY!

RAISE PRICES

Sometimes raising your prices is a better solution than hiring more people. If you look around, the majority of photographers operate by themselves. The biggest reason for this is they don't make their business processes scalable and simple enough to teach others. This is what I was thinking to myself when I was working single-handedly. I would ask myself, how will I train other people to do what I'm doing. And I was able to figure it out. That's what's nice about our current processes is that you can easily train others.



SCALABLE

FIRST HIRE

In the creative space, I believe this is the number one obstacle to business growth. So, in my opinion, your first few hires are going to be your most crucial to business growth.

I got lucky with my first hire, he was a very hard worker, and we were on the same page. You want to spend time training and ensure that you get good hires, especially at the beginning.



CONCLUSION

As I was growing the business initially, some of the times made me think of whether or not it was worth the effort, especially in the middle of big problems. Nonetheless, I love the process of building businesses, and it's a lot of fun for me, even with all the issues that come along with it.

So if you enjoy problem-solving, then growing beyond yourself may be right for you.

Anyways, these are my thoughts on whether you should scale beyond yourself or not. It's going to be a personal decision. There is no right or wrong answer. I think it's important for you to look yourself in the mirror and figure out what success looks like for you.

