



# Are These Common Mistakes Holding You Back?

Many small businesses struggle to grow because they overlook key areas that drive success. Use this checklist to assess where you stand and take action toward sustainable growth!

## 1. Strategic Investments

- Do you currently have a system in place to track your finances? If so do you know what percentage of your revenue do you allocate to marketing and branding?

- Have you ever delayed a business investment due to cost concerns? If so, what was the impact?

- What's the last major business investment you made? Did it yield results?

## 2. Building Capacity

- How many hours per week do you spend on tasks that could be delegated?

- What's your biggest hesitation when it comes to hiring or outsourcing?

- Do you have documented processes in place for onboarding new team members?

### 3. Keeping Your Brand Fresh

- When was the last time you updated your brand messaging or visuals?

- How frequently do you engage with your audience through content, PR, or campaigns?

- Do you track brand awareness or customer sentiment in any way?

### Bonus: Quick Self-Assessment

- If you checked all or most of the boxes, you're on the right track!
- If you missed several, it may be time to rethink your approach.

Let's talk about how you can scale smarter! Book a strategy call with us today:

<https://boguesgroup.com/contact/>



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