



10 WAYS TO JUMPSTART YOUR BUSINESS NOW

2026 REVISED EDITION

*Timeless strategies to build visibility, relationships,
systems and sustainable growth*

**A practical business-growth guide for entrepreneurs,
consultants, creators and multipreneurs.**

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A NOTE FROM LARISA

The ideas still work. The tools have changed.

The original version of this guide was built around a simple belief: sustainable business growth rarely comes from one flashy tactic. It comes from relationships, visibility, systems, good decisions and consistent follow-through.

That philosophy still holds. This revised edition keeps the strongest ideas from the original and updates them for the way we actually work now - across in-person relationships, digital platforms, AI-assisted workflows, multiple income streams and increasingly crowded markets.

Use this as a reset, not a reading assignment. Pick the two or three ideas that would create the biggest movement in your business over the next 30 days, schedule the actions, and start there.

YOUR 30-DAY CHALLENGE

Choose three strategies from this guide. Put one concrete action for each on your calendar before you close this document.

1. Build Strategic Alliances

Growth gets easier when you stop trying to create every opportunity alone. Strategic alliances can expand your reach, reduce marketing costs and introduce you to audiences you might not reach on your own.

- Identify businesses or professionals who serve the same audience without directly competing with you.
- Look for mutually useful ways to collaborate: co-hosted events, guest appearances, referrals, shared content or bundled offers.
- Be clear about what each partner brings, what the audience gains and how success will be measured.

BOOSTER MOVE

List three people or organizations whose audience overlaps with yours. Invite one of them to explore a simple collaboration.

2. Make It Personal, Not Transactional

People still prefer to do business with people they know, trust and understand. Your expertise matters, but so does the experience of interacting with you.

- Ease up on constant selling. Teach, answer questions and become useful before you ask for the business.
- Let your personality and point of view show. Generic expertise is easy to ignore.
- Create a client experience people want to talk about - from the first inquiry through follow-up.

BOOSTER MOVE

Review your last five customer or prospect interactions. Where could you add more warmth, clarity or usefulness?

3. Never Network Without a Next Step

Networking only becomes valuable when a contact turns into a relationship. Whether you meet someone at an event, online, through a podcast, in a professional group or over coffee, create a reason to continue the conversation.

- Follow up within a day or two while the interaction is still fresh.
- Connect on the platform where the relationship makes the most sense.
- Offer an introduction, resource, invitation or useful piece of information instead of a generic 'great meeting you' note.
- Schedule periodic touchpoints with the relationships that matter most.

BOOSTER MOVE

Choose five dormant contacts worth reactivating. Reach out to two this week with something useful, not a pitch.

4. Dig Your Well Before You're Thirsty

Do not wait until you need a referral, customer, collaborator or favor to begin nurturing relationships. Build social capital before you need to spend it.

- Share opportunities and referrals generously.
- Celebrate other people's wins and milestones.
- Keep notes on important contacts so follow-up is thoughtful rather than random.
- Build a reputation for being connected, helpful and dependable.

BOOSTER MOVE

Make one introduction this week between two people who should know each other.

5. Build Your Own Advisory Circle

Business owners need people who can challenge assumptions, hold them accountable and see what they cannot see from inside the business.

- Include different kinds of thinkers: a peer, mentor, subject-matter expert, financially savvy person or trusted operator.
- Use the group for perspective - not permission.
- Bring specific questions and real numbers when possible.
- Create a regular rhythm for check-ins instead of waiting for a crisis.

BOOSTER MOVE

Name three people whose judgment you trust. Ask one to become a periodic sounding board or accountability partner.

6. Keep Learning - but Turn Learning Into Action

Continual learning keeps you relevant, but information alone does not move a business. The advantage comes from applying what you learn faster and more consistently than the average person.

- Choose learning that supports a current business priority.
- Use books, podcasts, courses, workshops and AI as inputs - not substitutes for decision-making.
- Capture one action from every learning experience and put it on your calendar.
- Periodically stop consuming and implement what you already know.

BOOSTER MOVE

Identify one idea you have learned but not implemented. Give it a deadline.

7. Turn Your Expertise Into Visibility

Speaking, teaching and publishing are still among the most effective ways to demonstrate expertise. Today, one useful idea can travel through a workshop, podcast, LinkedIn post, short video, email, article and downloadable resource.

- Create or refresh your speaker sheet and a short list of signature topics.
- Pitch associations, podcasts, community groups and professional networks where your audience already gathers.
- Teach generously. Let the quality of the insight do the selling.
- Repurpose strong ideas across multiple formats instead of constantly starting from scratch.

BOOSTER MOVE

Choose one signature topic and turn it into three formats this month: a talk, a short post and a downloadable tool.

8. Systemize Before You Scale

If every task lives in your head, growth creates chaos. Documenting how work gets done protects quality, makes delegation easier and creates a business that is less dependent on your constant presence.

- Start with repeatable processes: lead follow-up, onboarding, billing, content creation, customer service and reporting.
- Document the simplest workable version first; improve it over time.
- Use templates, checklists, automations and AI thoughtfully to reduce repetitive work.
- Assign ownership so every process has someone responsible for maintaining it.

BOOSTER MOVE

Document one process that currently depends too heavily on you. Aim for a one-page checklist, not a masterpiece.

9. Create a 12-Month Visibility & Revenue Calendar

A business calendar helps you stop marketing only when sales feel slow. Plan campaigns, content, events, launches and relationship-building activity before the month gets away from you.

- Choose one primary business objective for each quarter.
- Map major promotions, events, launches and seasonal opportunities.
- Layer in visibility activity: speaking, partnerships, email, social content, media or community presence.
- Review results monthly and adjust rather than blindly following a plan that is not working.

BOOSTER MOVE

Open your calendar and mark the next 90 days with one revenue priority and one visibility priority per month.

10. Get the Help Your Next Level Requires

Doing everything yourself may feel economical, but it can become expensive when it costs you quality, energy or opportunity. The right support helps you spend more time in the work that actually requires you.

- Delegate work that is repeatable, trainable and outside your highest-value role.
- Bring in specialized help when the learning curve would cost more than the expertise.
- Use coaches, consultants or peer advisers when you need perspective and accountability.
- Revisit your support needs as the business grows; yesterday's structure may not fit today's goals.

BOOSTER MOVE

Make two lists: ONLY I CAN DO and SOMEONE ELSE CAN DO. Move one item from the second list off your plate this month.



A LITTLE SOMETHING EXTRA

3 Modern Business Boosters

Use AI as Leverage - Not Autopilot

AI can speed up brainstorming, research, first drafts, analysis and routine workflows. Your judgment, experience, brand voice and responsibility still belong to you.

TRY THIS

Pick one repetitive weekly task and test whether AI can help you complete the first 60-80% faster while you retain final review.

Create Once. Repurpose Intelligently.

Your best ideas should not disappear after one use. A workshop can become a checklist. A podcast can become an article. An article can become several posts. A client question can become a FAQ or lead magnet.

TRY THIS

Choose one strong piece of existing content and turn it into at least three smaller assets.

Track a Few Numbers That Matter

You do not need a dashboard with 47 metrics. You do need enough visibility to know whether your activity is producing the results you want.

- Revenue or sales pipeline
- Leads or inquiries
- Conversion rate
- Audience/list growth
- One operating metric tied to your current priority

TRY THIS

Choose three numbers you will review monthly. If a metric will not change a decision, question whether you need to track it.



Your 90-Day Jumpstart Plan

Use this page to turn good intentions into scheduled action. Keep it simple enough to finish.

MONTH	REVENUE MOVE	VISIBILITY MOVE	SYSTEM / RELATIONSHIP MOVE
Month 1			
Month 2			
Month 3			

FINAL CEO QUESTION

If you implemented only three ideas from this guide over the next 90 days, which three would make the biggest difference?



Build the business you can actually sustain.

Growth is not just about doing more. It is about becoming more intentional about the relationships you build, the value you create, the systems you strengthen and the opportunities you choose.

Start where the friction is greatest. Fix one thing. Build one relationship. Create one system. Make one visible move. Then repeat.

MAKE IT. MIND IT. MULTIPLY IT.

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