# Stage 1 – Exploration & Start--up

## FOCUS: Defining business & creating revenue streams

## REVENUE: Up to 6-figures

This is the “figuring things out stage” of business – where you are defining exactly who you serve and what you are offering. Who you need to hire at this stage is usually someone to help with specific projects – setting up your website/shopping cart, general administration and such. This could be a Virtual Assistant or other kind of specialist such as a web designer, etc.

*If* *you* *are* *in* *this* *stage* *of* *your* *business* *you* *want* *to* *make* *sure* *you* *have* *a* *strategist* *(coach* *or* *mentor)* *–* *someone* *to* *help* *you* *work* *through* *all* *these* *big* *picture* *decisions.* *It* *is* *usually* *too* *premature* *to* *look* *at* *hiring* *an* *Online* *Business* *Manager* *yet.* *As* *I* *like* *to* *say,* *if* *you* *want* *to* *hire* *an* *OBM* *you* *need* *to* *have* *a* *business* *for* *them* *to* *manage* *–* *which* *leads* *us* *to* *the* *next* *stage…*

# Stage 2 – Foundation & Growth

## FOCUS: Building on a strong foundation, adding revenue streams and increasing client base

## REVENUE: Low to mid 6-figures

You have a clearly defined business model, know who you are serving and what you are offering.

You have steady, proven income streams as a foundation for the business and now it’s time to focus on growth.

*This* *is* *a* *GREAT* *time* *to* *bring* *an* *Online* *Business* *Manager* *onboard* *–* *so* *they* *can* *manage* *all* *the* *day-to-day* *stuff* *that* *will* *otherwise* *bog* *you* *down* *(and* *prevent* *you* *from* *truly* *focusing* *on* *growth* *activities.)*

# Stage 3 – Leverage

## FOCUS: Systems are in place, revenue is flowing, business becomes bigger than just the owner

## REVENUE: Mid 6-figures to 7-figures

The business is growing by leaps and bounds, systems are in place, revenue is flowing in and everything is “set.” At this stage some business owners may actually want to actually pull themselves out of the business and maybe focus on new projects/businesses (or take some time off!).

*An* *OBM* *is* *still* *a* *key* *player* *at* *this* *stage,* *and* *some* *businesses* *will* *want* *to* *consider* *hiring* *full-time* *dedicated* *employees* *for* *their* *business.* *Not* *all* *businesses* *will* *go* *this* *route,* *but* *we* *are* *starting* *to* *see* *this* *happen* *on* *a* *more* *regular* *basis* *in* *this* *virtual* *online* *world.*

# Organizational Charts for Each Stage Here

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