

# Growth checklist

Marketing is not just advertisement anymore. Nowadays, everything revolves around growth. To be successful, you need a novel approach, new milestones to pursue. Growthcasts' growth checklist lays out all the necessary steps to set up a systematic and sustainable growth marketing plan for your business. Forget your business model canvas and start designing your growth strategy.

## How to use the checklist?

Copy this Google doc (File » Make a Copy » 'edit rights') to have an editable version for yourself. By *clicking* on a milestone, you'll find an example where you can add your own notes for every step of the list.

1. **Problem Statement**
2. **Current Scope**
3. **Power Law of Channels**
4. **Sketch the Growth Loop**
5. **Sales funnel architecture**
6. **Onboarding / activation strategy**
7. **Slippery-slide selling**
8. **Riskiest Assumption**
9. **Forget about your vision**
10. **Cut all the features**
11. **Dumb it down**
12. **Pricing**
13. **Growth modelling**
14. **Increase cycle time**

## 15. Cadence & velocity

### **Problem Statement**

The foundation. The only reason a business exists, is to create value to someone. What problem do you solve? What change do you bring about? And... for who?

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*Write your own problem statement in this space*

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### **Current Scope**

What's the aim of your marketing, right now? Do you need 100,000 new users, or will 100 do, for now? When do you need them? Your scope determines what strategies are fitting.

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*Write your company's current scope here*

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## Power Law of Channels

Statistically, over 80% of your customers will come from only 1 marketing channel. Which one would that be, for you? Pick one primary acquisition channel... and then ignore the rest!

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*Find the channel that works best for you and lay it out here*

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## Sketch the Growth Loop

Can you sketch out a growth loop that fits with your product, your channel, and your revenue strategy? On the back of a napkin, you should be able to draw the main growth dynamic.

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*Make a draft of your complete growth loop here*

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## Sales funnel architecture

How do you convert people from your chosen acquisition channel into users/leads, and then paying customers? Outline your basic sales funnel structure.

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*Now you can start designing your sales funnel, draw it out here*

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## Onboarding / activation strategy

Just a signup is not enough. How do you make sure people become active, and unlock the full potential of your product? How do you make sure they stay around?

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*This is the space for you onboarding/retention strategy*

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## Slippery-slide selling

Okay, you've got your funnels (#5 and #6 above)... but does it all make sense from a user's perspective? Remember the 'radical empathy' reframe? Remove any points of friction, and resolve any potential bottlenecks.

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*Map out all the points in your funnel where the biggest magic or friction happens*

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## Riskiest Assumption

What assumptions do you make that could kill your business model? How can you front-load those risks, and cut them out early?

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*List the risks of your company, from highest 'till lowest*

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## Forget about your vision

Go from “solve world hunger”, to “make a sandwich for Bob”. Start somewhere. Start smaller. Start simpler. Start cheaper. What can you do right now to solve someone’s real problem (see #1 above), and pay you (that’s #8)?

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*Write down the easiest value you can deliver for your customers, right now*

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## Cut all the features

Almost all products are over-featured and under-designed. Cut 80% of the features, until only the essence remains. How can you get Bob his sandwich right now?

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*What is left of your product is the bare-bones featureless version of your product, write down what that would be right here*

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## **Dumb it down**

Cut out all the “10 dollar” words, and explain everything in 8th grader language. Assume people are busy, confused and unfocused. Talk about the customer, and about his problems. Then explain in plain terms how you can offer a solution.

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*Now formulate the problem you're solving and how you will do that, as easy and clearly as you possibly can*

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## **Pricing**

With your offer down, it's time to slap a price on it. Pricing is a complex topic on its own, but you want to optimize pricing to feed that growth loop. For now, just pick any pricing, and adjust later. It's easier than you think.

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*Pick a price, maybe use some anchor (market, early sales, ask some people), or just go with your guts*

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## Growth modelling

You've sketched a growth loop, but now add the numbers to it. Those numbers are guesstimates (hypotheses) right now, that you can validate (Lean! See #8 above!). If you want, you can turn this into a full-fledged financial model.

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*With your price, you now fill in the numbers in your growth loop draft*

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## Increase cycle time

Now that you have the growth model drafted up, think through how you can increase the cycle velocity. The faster it cycles, the more explosive your growth.

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*Write down strategies for making your growth loop work faster to increase your growth rate*

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## Cadence & velocity

Talking of cycles... there's also a process cycle in your business. High-tempo testing. Concept > test > data > conclusions > concepts > etc.. Figure out how you can increase your cadence & velocity in rolling out experiments.

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*Write your own problem statement in this space*

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