

What You Must Know To Own A 7 & 8 Figure Business – With Preston Stapley

The article presents an illuminating interview with seasoned operations and marketing consultant Preston Stapley. His expertise revolves around the significance of organizational restructuring, hiring strategies, and having separate heads for marketing and operations.

It provides critical insights for entrepreneurs and businesses on effective strategies to enhance operational efficiency and marketing effectiveness, offering the potential to save money and enable growth.

The activities will benefit readers by aiding the assimilation and application of Preston's insights to their businesses and professional lives, promoting informed decision-making and effective work etiquette that magnify ROI.

Quote to remember from the Interview

"Too often people are hiring experts and consultants thinking that they are managing marketing and the operations side, you need to get one person who takes the lead in each." - Preston Stapley

What You'll Learn From the Activity

The activities are designed to facilitate a deep understanding of the important takeaways from the article, which spans organizational structure, hiring, marketing strategies, operational efficiency, and the importance of swift action. The questions will promote critical thinking and allow you to evaluate your current practices, identify gaps, and inspire improvements.

Activity

What are the key roles Preston suggests should be handled separately in the business?

According to Preston, what common mistake do companies often make when hiring?

Reflect on your current business structure. Are you delegating separate roles for Marketing and Operations?

How can having separate heads for marketing and operations benefit your business?

Explain in your words the significance of partnering with competent individuals.

Recall a situation when working with an unknowledgeable partner affected your business negatively.

Describe a time when working with a competent individual produced efficient results for your business.

According to Preston, what activities yield the highest ROI?

Reflect on the strategies in your business. Which one do you consider to have the highest ROI?

Why does Preston insist on swift action?

What steps could you implement within the next 24 hours to improve your business efficiency?

Explain the importance of sharing knowledge and resources with other entrepreneurs.

Is there any part of the interview that you would want to directly share with a friend or colleague? If yes, why?

True or False: Hiring a single person to handle marketing and operations roles can hamper the company's efficiency.

List three key takeaways from this article that resonated with you.
How might you change your hiring strategies based on Preston's advice?

Preston mentions that if it hurts a little, then you're making the right decision. What could be your interpretation of this?

Are there any activities that you are currently delaying which could contribute to your business growth? If yes, list them down.

How can you ensure that the people you hire or work with have competence within their roles?

Think about your marketing strategy. Are there any adjustments you could make based on Preston's advice?

How does the sharing of knowledge benefit your network and the entrepreneurial community?

Review your organizational structure. Are there any areas that need improvement to enhance efficiency?

Based on this interview, what will you do to save your business from the pitfall of wrong choices?

Fill in the blank: Preston advocates for _____ action to maximize results.

What elements of Preston's approach could you implement in your own business?

Why might it be costly to hire non-experts in your field?

How might you discern unknowledgeable individuals in the hiring process?

What might be the potential pitfalls when both marketing and operations roles are handled by the same person?

Reflect and write a brief action plan for what you'll do differently in your business based on these insights.

On a scale of 1-10, how valuable did you find this article's insights for your own business, and why?

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