

THE FIVE Small Business Stages

THE REALITIES & BIGGEST HURDLE IN EACH STAGE



STAGE*	1 SOLOPRENEUR		2 NEW EMPLOYER	3 STEADY OPERATION	4 7-FIGURE BUSINESS	5 GROWTH COMPANY
	SIDE JOB	SELF-EMPLOYED				
EMPLOYEES	1	1	2-3	4-10	11-25	26-100
SALES	\$0-4K monthly	\$4-10K monthly	\$100-300K annual	\$300-1M	\$1-3M	\$3-10M
# IN U.S.	16M	6M	1.7M	1.9M	700K	300K
TEAM	OWNER	OWNER + CONTRACTOR(S)	PARTNER OR ASSISTANT	ONE TEAM	MULTIPLE TEAMS & LEADERS	MANAGEMENT TEAM
BIGGEST HURDLE	TIME	LEADS	SALES	MARKETING & SERVICE	PEOPLE & SYSTEMS	LEADERSHIP & CULTURE
	 START 1 \$0-100K		 RUN 2-10 \$100K-1M		 SCALE 11-100 \$1-10M	

Many business owners choose to settle into a particular stage. These five stages are intended to describe the small business landscape, not prescribe what business owners should do.

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