

A woman with voluminous dark curly hair is smiling broadly, looking upwards and to the right. She is wearing a brown, button-down shirt. The background is a clothing store with racks of blue jeans visible on the left.

# How to grow your business

Exclusive tips from two inspiring female founders

# About Simply Business

We're one of the UK's largest business insurance providers. Since we started life in 2005, we've helped three million small businesses and self-employed people find the protection that's right for them, from builders to bakers and personal trainers (we cover landlords, too).

## How does it work?

Answer a few questions about your business and we'll show you quotes from a range of insurers. After you buy, our Northampton-based team will be with you through every step of your cover, whether you have questions about your policy or you need to make a claim.

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# 5 tips to grow your business

## 1. Branding is key

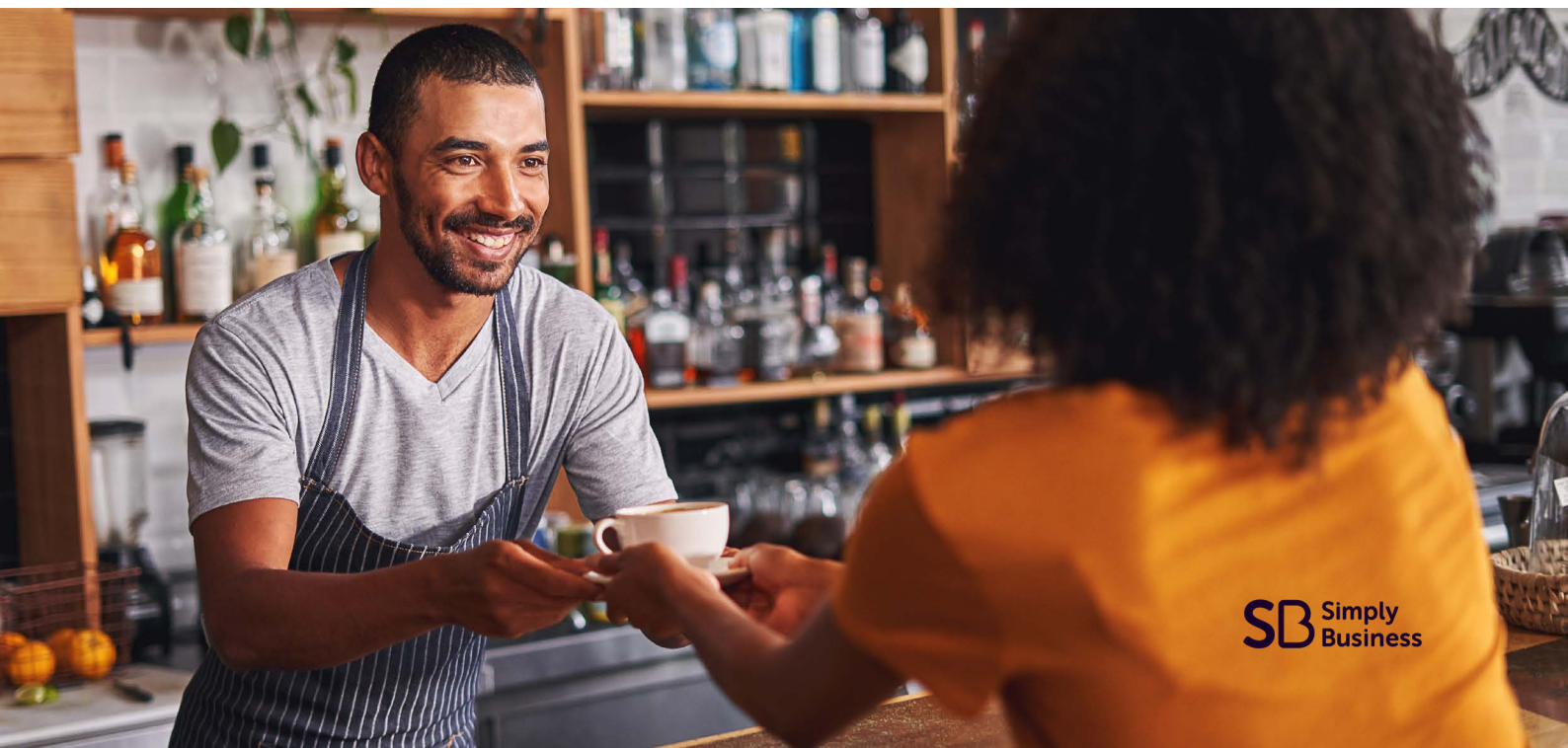
Harpreet worked with a branding agency who helped with the creation of her Oh So Yum brand, from typography to the colours and a logo. Make sure you do your research and set a budget for [branding your business](#).

## 2. Create a digital marketing strategy

Make sure you're reviewing your digital marketing beyond your [business website](#). For example, you might be able to reach more customers with an app or shopping platform.

## 3. Keep your customers happy

Show your customers the real you behind the business, and help them feel valued through loyalty schemes or discounts. This helps with [customer retention](#).



## 4. Automate your systems

Technology can help you with your business. See what systems you can automate and what will save you time so you can focus on what's important.

## 5. Build your network

Small businesses want to support each other, so find ways you can learn from other businesses and network.

"If you're finding one person inspiring, trust me when I say that people also find you an inspiration, because it takes courage to set up a business."

– Harpreet Kaur



# How the right mindset can supercharge your business

Harpreet shared her three mindset tips for success:

- **self-belief is important** – remember that it takes work but don't forget to give yourself credit for how far you've come
- **set goals** – know where you want to go with your business and go and get it
- **choose your priorities** – you can't do everything, so find the balance of what works for you right now

“Goal setting is going to set your life on fire. If there's anything you want to achieve personally or professionally, write it down, and visualise it.”

– Harpreet Kaur

Read more: [Tips for setting goals for your business](#)

## Harpreet Kaur

Harpreet Kaur came to the spotlight after winning BBC's The Apprentice in 2022 which included a £250,000 investment from Lord Alan Sugar for her dessert parlour business, Oh So Yum. Harpreet completed her diploma in Marketing & Advertising Management in 2010 and received a degree in Leadership & Management in 2013. Prior to setting up Oh So Yum with her sister, Gurvinder, Harpreet worked at several high street banks before leaving the industry to devote her full focus to her passion project. Harpreet eclipsed 15 other hopefuls to win The Apprentice to be appointed Lord Sugar's business partner.



# Building a brand

Lucy Hitchcock gives her tips for creating a content strategy to help you grow your business into a successful brand.

## Tell your story

The goal of telling your brand story is to connect with your audience so they understand more about your business than just what you sell. Think about ways you could explain how and why you started your business in a compelling way.

“The basis of any good marketing strategy is storytelling.”

– Lucy Hitchcock

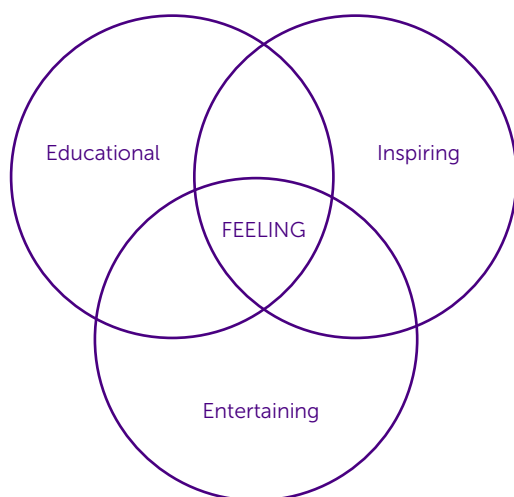




## Build a community

Help people feel something when they see your social media posts, blogs, and videos.

If people relate to your content then they'll want to share it with others. That's how you create a community.



## Create content pillars

Think of a 'content pillar' as a category that helps structure your content. Choose three or four that you can use as a basis for your storytelling in your marketing.

For example, Lucy's content pillars for Partner in Wine are:

- Wine
- Small businesses
- Her products and services

This means that all the content she creates relates to one or more of these pillars.

Doing this for your business will give you a way to structure your content on social media and elsewhere.

## What should you create content about?

Lucy shared a few things to consider when making your content:

- **show your knowledge** – find ways to teach people something about your industry
- **show your product** – don't be afraid to talk about your product
- **tell your story** – consider 'behind the scenes' photos and videos to show who you are as a business owner
- **be authentic** – people want to see the real you
- **entertain your followers** – staying up to date with trends can help with ideas on what to post about on social media

"People like real, not always curated content."

– Lucy Hitchcock



## Lucy Hitchcock

Lucy Hitchcock is an entrepreneur, and Founder of Sassy Digital and Partner in Wine. After leaving her job at 23 years old to work with small businesses on their digital marketing, branding and website and e-commerce design, she's helped hundreds of small businesses make more sales online. During the pandemic Lucy started Partner in Wine, an insulated wine bottle and tumbler which is now sold in retailers such as Selfridges, Oliver Bonas, Urban Outfitters and Liberty. Lucy was recently included in the Telegraph's list of '100 Female Entrepreneurs to Watch.



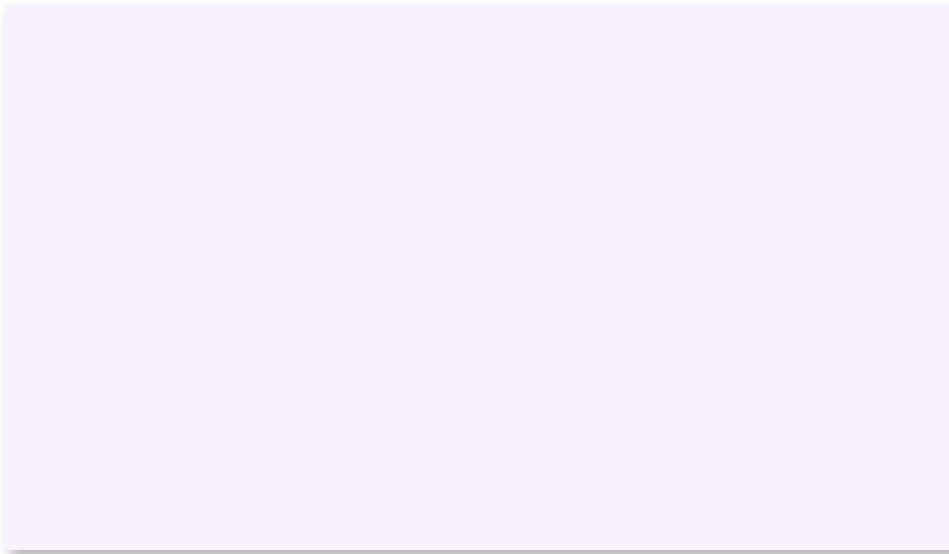
# Business planner

Use this section to help you create a story for your business and create a content plan.

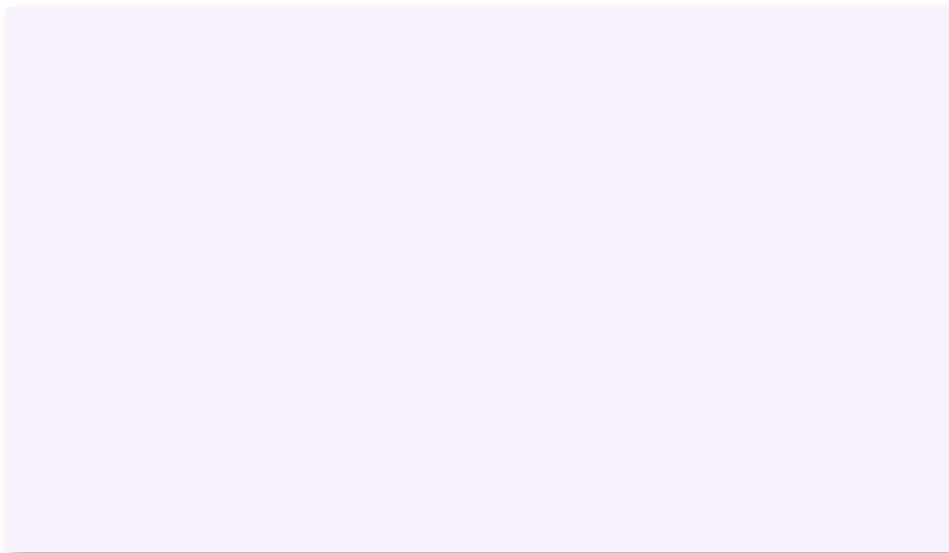
What's your small business story?  
How did it all begin?



Where is your community? Who's your target audience and where are they consuming content?



What are your content pillars for your business?



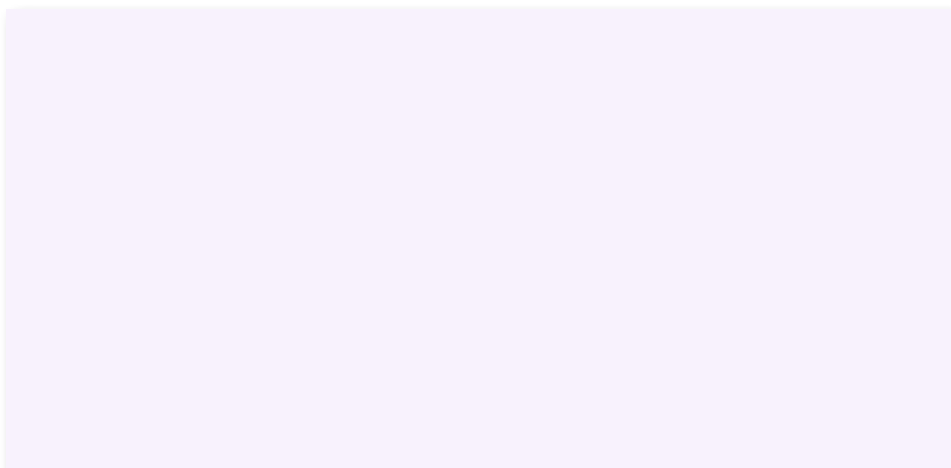
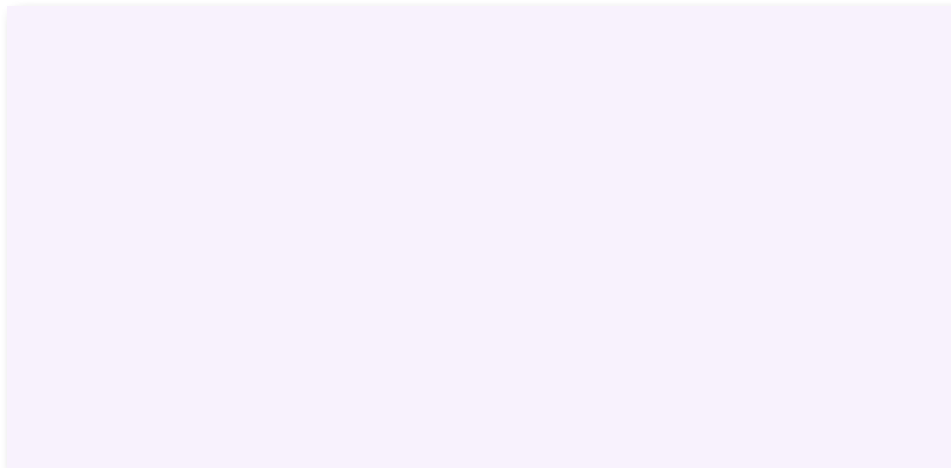
What key moments in your business diary could you start talking about on social media?



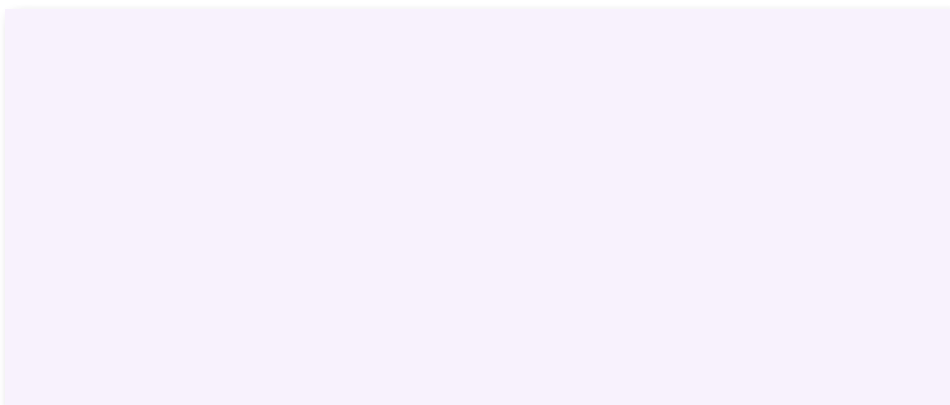
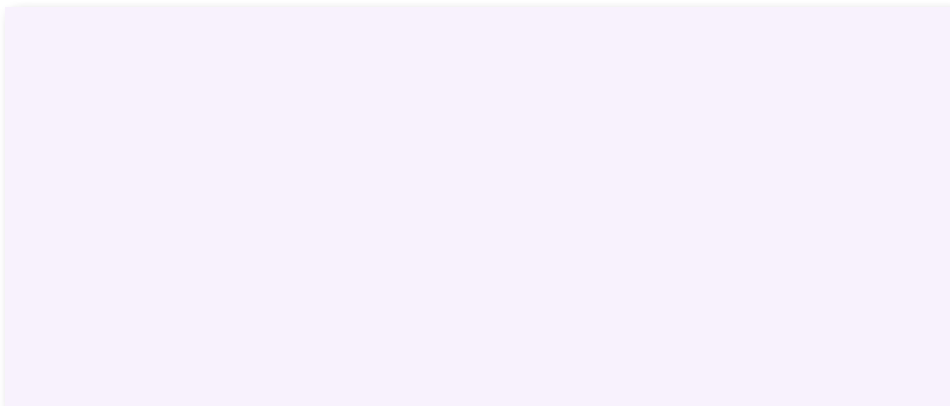
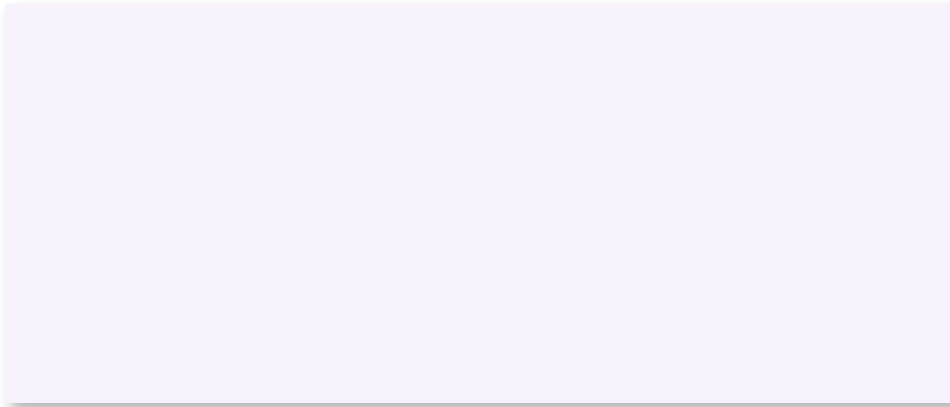
# How to develop a growth mindset

Use this section to explore some of your goals and plans for your business. This will help you decide what to focus on.

Where do I want to take my business this year? Think short term (next 12 months) and longer term (five years).

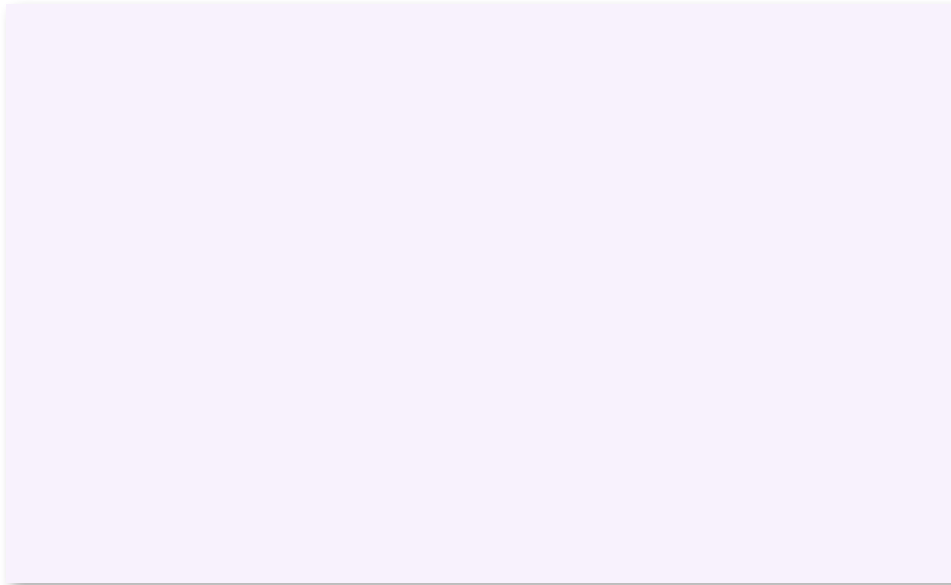


What three things do I need to prioritise this week / month / quarter to achieve my goals?

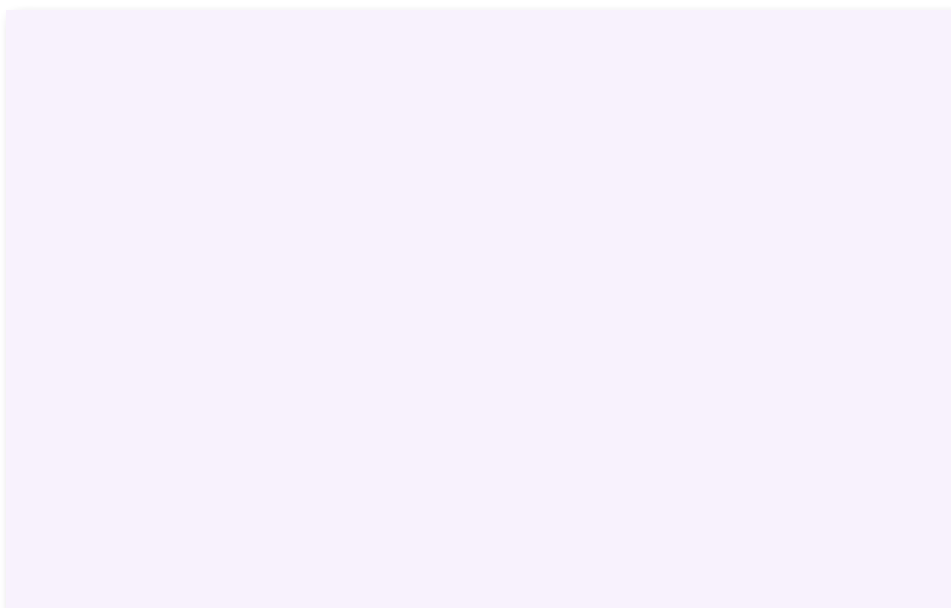




What do I enjoy most about running my business?



What drains my energy? Is there a way I can do less of this?



# More resources to help you run your business

- [Watch all our webinars and videos on our YouTube channel](#)
- [How to write a business plan – and free template](#)
- [How to advertise your small business – expert marketing tips](#)
- [Join our small business networking group](#)
- [What is business insurance?](#)

Join our small business community



**Article last updated:** February 2023

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