1. More First: Scale What Already Works

More (proven) -> Better (one step) -> New (last, filtered). Start with more.

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1 Your proven activity

The one thing that reliably brings customers at a cost you can afford. Example (Amara's bakery, Lagos): sample boxes to office managers.

Mine:

2 Volume your goal needs

Item	Example (Amara)	Mine
New customers wanted (goal)	20 office clients in a quarter	
Conversion (1 in ...)	1 in 5 (20%)	
Activity needed (goal / conversion)	100 sample boxes	
Weeks in the period	13 (a quarter)	
Per week	about 8 (not 5)	
10x today would look like...	50 boxes a week	

3 Cost it out and check it is worth it

Item	Example (Amara)	Mine
Cost per unit	$6 ingredients + packaging	
Units x cost	100 x $6 = $600	
People / helper	part-time helper $300	
Total spend	$900	
Value of new customers	20 x $120 = $2,400 a week, $30,000+ a quarter	

4 Remove blockers and set a quota

Blocker found and removed (e.g. sample baking moved to Tue & Thu afternoons)	[ ] Yes [ ] No
Weekly quota written (e.g. "8 boxes out every week, calls within 2 days")	[ ] Yes [ ] No
Quota kept for months, not weeks	[ ] Yes [ ] No
Capacity checked so quality does not drop	[ ] Yes [ ] No

Examples only; results vary. General business education, not financial, legal or tax advice.
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2. Better, Then New (with a filter)

Better = improve one step of what works. New = only if it passes all three gates.

1 Find the step that loses the most people

Step	Step	Step	Step
Example: box delivered	Follow-up call (biggest drop)	Trial week	Weekly order

Example fix: a note in each box with a QR code to order a free trial week. Conversion about 18% -> 24%.

2 One improvement per function per quarter (keep one, delete one)

Function	Change	Before	After	Keep / delete
Sales				
Delivery				
Marketing				

3 Three gates for every new idea

Idea	1 Finger off what we do?	2 Fixes a genuine limit?	3 Our one new bet this year	Result
Juice bar	No			FAIL
Mobile app		No		FAIL
Breakfast pastry tray	Yes	Yes	Yes	PASS

4 Avoid

Starting "new" because "more" feels boring	[ ] Yes [ ] No
Several improvements at once (you cannot tell which worked)	[ ] Yes [ ] No
Adding without removing, until the business is too complicated	[ ] Yes [ ] No

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3. Your Numbers and This Week

Track the quota every week. Park every idea that fails the gates.

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1 Weekly quota tracker (13 weeks)

Week	Quota	Done	New customers	Notes
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				

2 Worked examples (illustrative)

Before	5 boxes a week, 1 in 5	Goal: 20 clients	20 / 20% = 100 boxes
Cost	100 x $6 + $300 = $900	Value	20 x $120 = $2,400 a week
Result	96 boxes -> 17 clients	Weekly sales	about +$2,000 (17 x $120)
Better: QR note	18% -> 24%	New: tray	9 x $40 = $360 a week

3 Do this this week

[ ] Write down your one proven activity
[ ] Calculate the volume your next goal needs, and what it costs
[ ] Set a weekly quota
[ ] List every new idea and run it through the three gates; park everything that fails
[ ] Put your quota into Systex, so it runs the same way every week

Amara, Raj and their figures are illustrative. These are examples, not promises. Results vary. General business education, not financial, legal or tax advice.