

DIGITAL GROWTH CHEAT SHEET

Find Your Business Growth Stage and
Discover the Right Digital Solution in **10 Minutes.**



LAUNCH

Be found.
Be trusted.



GROW

Be discovered.
Be remembered.



SELL

Convert interest
into revenue.



AUTOMATE

Remove yourself
as the bottleneck.



SCALE

Build beyond
yourself.



EMEKE ODILI

Digital Growth Strategist | Business Consultant

Digital Growth Cheat Sheet

Find Your Business Growth Stage and Discover the Right Digital Solution in 10 Minutes

Emeke Odili / Softerboom Technologies www.softerboom.com/business-growth

PAGE 1 — WHY THIS CHEAT SHEET EXISTS

Most business owners don't have a digital problem.

They have a sequence problem.

They invest in websites, social media, AI tools and ads — not because those solutions are wrong, but because nobody ever sat them down and asked the one question that determines whether any digital investment will work:

Where is your business right now — and what does it actually need at this stage?

That question is what this cheat sheet answers.

In the next ten minutes, you will identify your exact stage in the Digital Business Growth Framework — and know precisely which digital solutions belong there, and which ones to leave alone until you are ready for them.

How to use this cheat sheet:

Work through each stage in order. Answer the checklist questions honestly — not based on what you are planning to do, but on what is actually in place right now. Your current stage is the first one where you tick No to any question. Everything after that is your roadmap forward.

Let's find your stage.

PAGE 2 — THE FIVE STAGES AT A GLANCE

Digital business growth is not random. It is sequential. Each stage builds on the one before it — and each one has a specific set of digital solutions that belong there.

Stage	Name	The Goal
☐ Stage 1	LAUNCH	Be found. Be trusted.
☐ Stage 2	GROW	Be discovered. Be remembered.
☐ Stage 3	SELL	Convert interest into revenue.
☐ Stage 4	AUTOMATE	Remove yourself as the bottleneck.
☐ Stage 5	SCALE	Build beyond yourself.

The rule that changes everything:

The right tool at the wrong stage delivers the wrong result — almost every time. A business at the Launch stage investing in automation is building on a foundation that doesn't exist yet. A business at the Grow stage investing in custom software is skipping three stages of work that determine whether the custom software will have anything useful to do.

Find your stage first. Then invest.

Your current stage is the first one where you find a gap in the checklists that follow.

Ready? Start with Stage 1 on the next page.

PAGE 3 — STAGE 1: LAUNCH

☐ **STAGE 1: LAUNCH Be Found. Be Trusted.**

Before any other digital investment will work, your business needs a professional online presence that makes you findable and builds trust the moment someone arrives.

Digital solutions that belong here: Website · Landing Page · Business Email · Domain & Hosting

Checklist — answer honestly:

- ☐ I have a professional website or landing page that is currently live online
- ☐ My digital presence clearly communicates what I do and who I serve within the first five seconds of someone arriving
- ☐ There is a clear, visible call to action on my digital presence telling visitors exactly what to do next
- ☐ I have a professional business email using my own domain name — not Gmail, Yahoo or any free email provider
- ☐ My website loads fast on a mobile phone without making visitors wait

Your result:

✗ If you ticked No to any of the above questions, Then Launch is your current stage. Your next digital investment belongs here — before anything else.

✓ **Ticked Yes to all five?** Your Launch foundation is solid. Move to Stage 2.

💡 *Most businesses that struggle online have a Launch gap they haven't fixed yet — even the ones that have been running for years.*

PAGE 4 — STAGE 2: GROW

☐ **STAGE 2: GROW Be Discovered. Be Remembered.**

Having a digital presence is not enough. You need a system that consistently attracts the right people, captures their interest and stays in front of them until they are ready to buy.

Digital solutions that belong here: Lead Generation · CRM · Email Marketing · WhatsApp Marketing · Conversion Optimization

Checklist — answer honestly:

- ☐ I have an active lead generation mechanism in place — a structured way to capture visitor contact details before they leave
- ☐ When someone enquires or opts in, they receive an automatic, timely response without depending on my personal availability
- ☐ I have a CRM or structured system for tracking leads — who they are, where they came from and when they were last contacted
- ☐ I communicate with my audience regularly through a channel I own and control — an email list, WhatsApp broadcast or equivalent
- ☐ I know my current conversion rate — the percentage of visitors who take the action I want them to take

Your result:

✗ Ticked No to any of the above? Grow is your current stage. Focus your digital investment here before moving forward.

✓ **Ticked Yes to all five?** Your Grow systems are working. Move to Stage 3.

💡 *The most expensive gap in digital marketing is not low traffic — it is traffic that arrives, finds nothing to engage with and leaves forever.*

PAGE 5 — STAGE 3: SELL

☐ **STAGE 3: SELL Convert Interest Into Revenue.**

A growing audience that cannot buy from you easily is an opportunity your business is not capturing. You need digital infrastructure that converts interest into revenue — consistently, and without requiring your involvement in every transaction.

Digital solutions that belong here: E-commerce Store · Online Course Platform · Membership Platform · Payment Systems

Checklist — answer honestly:

- ☐ Customers can purchase my products or services online without requiring my direct personal involvement in the transaction
- ☐ My business generates revenue outside of my working hours — including nights, weekends and when I am unavailable
- ☐ My payment process is smooth, trusted and completed in under five steps from decision to confirmation
- ☐ I have at least one digital product or packaged service offer that generates revenue independently of my time
- ☐ A first-time buyer who does not know me personally would feel confident enough to complete a transaction on my platform

Your result:

✗ Ticked No to any of the above? Sell is your current stage. Build the infrastructure that turns your audience into consistent revenue before investing in automation or custom systems.

✓ **Ticked Yes to all five?** Your Sell infrastructure is solid. Move to Stage 4.

💡 *Every sale that requires your personal involvement is a sale that cannot happen without you. The Sell stage removes that ceiling.*

PAGE 6 — STAGE 4: AUTOMATE

● STAGE 4: AUTOMATE Remove Yourself as the Bottleneck.

When your business is growing but your time is not stretching to match it, manual processes have become your ceiling. Automation removes that ceiling — handling repetitive tasks reliably, instantly and without your involvement.

Digital solutions that belong here: AI Chatbots · Booking Systems · Workflow Automation · CRM Automation

Checklist — answer honestly:

- ☐ My most frequently repeated business tasks — follow-ups, confirmations, appointment reminders — run automatically without my daily involvement
- ☐ My business could handle three times its current enquiry volume without tripling my personal workload
- ☐ My digital tools are connected and share data automatically — I am not manually transferring information between platforms
- ☐ Appointment booking and scheduling is handled by a system, not by manual back-and-forth messages
- ☐ I could step away from daily operations for one week and my business would continue running without me

Your result:

✗ Ticked No to any of the above? Automate is your current stage. The manual processes consuming your time are the most urgent thing to address before any further growth investment.

✓ **Ticked Yes to all five?** Your automation is solid. Move to Stage 5.

💡 *Automation does not replace you. It replaces the version of you that spends three hours a day answering the same questions.*

PAGE 7 — STAGE 5: SCALE

☐ **STAGE 5: SCALE Build Beyond Yourself.**

You have outgrown what standard tools can do. The next level of growth requires digital infrastructure built specifically for your business — not adapted from something designed for everyone.

Digital solutions that belong here: SaaS MVP Development · Customer Portals · Custom Business Software · Mobile Ordering & Delivery Apps

Checklist — answer honestly:

- ☐ I have genuinely exhausted what standard, off-the-shelf digital tools can do for my specific business operations
- ☐ My business generates consistent, predictable revenue that justifies a significant custom development investment
- ☐ I have a specific, clearly defined problem that custom software or a mobile application would solve directly
- ☐ My Launch, Grow, Sell and Automate foundations are all solid and working
- ☐ I have a proven product or service with demonstrated customer demand that is ready to be taken to the next level

Your result:

✗ Ticked No to any of the above? You are not yet at the Scale stage — and that is completely fine. Return to the earlier stage where gaps remain. Scale built on a weak foundation delivers weak results.

✓ **Ticked Yes to all five?** You are genuinely ready for Scale-stage investment. Custom digital infrastructure will deliver its full potential at this point.

💡 *Most businesses are not ready for Scale. The ones that succeed there are the ones that resisted the temptation to jump to it before they were ready.*

PAGE 8 — YOUR RESULT + NEXT STEP

You've Found Your Stage. Now Here's What to Do With It.

Your stage is the first one where you ticked No.

That is not a setback. It is the most valuable piece of strategic clarity your business can have right now — because it tells you exactly where your next digital investment belongs, and exactly where it doesn't.

A quick summary of what each stage means for your next move:

- ☐ **You're at Launch:** Build your professional digital foundation before anything else. A website, a landing page, a business email. Everything else depends on this.
- ☐ **You're at Grow:** Build the system that captures interest and stays in front of potential customers. Lead generation, CRM and consistent audience communication come before selling infrastructure.
- ☐ **You're at Sell:** Build the digital infrastructure that converts your growing audience into consistent revenue — without requiring your personal involvement in every transaction.
- ☒ **You're at Automate:** Replace manual processes with systems. Your growth ceiling right now is not your market — it is your capacity. Automation removes that ceiling.
- ☐ **You're at Scale:** Build the custom infrastructure that takes a working, growing, automated business to levels that standard tools cannot reach.

One thing this cheat sheet cannot tell you:

Which specific solutions within your stage are the right fit for your particular business, your market, your budget and your timeline.

That level of specificity requires a conversation.

FREE BUSINESS GROWTH ASSESSMENT

A focused one-to-one session where we look at your specific business, confirm your stage and map out exactly which digital solutions to prioritize — and in what order.

✓ No cost ✓ No sales pressure ✓ No generic advice — only recommendations specific to your situation ✓ Confirmed within 24 hours on WhatsApp

👉 **Book yours at www.softerboom.com/business-growth**



Emeke Odili Founder, Softerboom Technologies, Digital Business Consultant ·
Software Developer · Digital Marketer

📞 +2347035180310 www.softerboom.com/business-growth

© Softerboom Technologies softerboom.com
