

# THE STAGES OF SMALL BUSINESS

## What is a small business?

Ask 10 different people and you'll get 10 different answers. Here's our breakdown of the Stages of Small Business and the 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
	<b>START</b> 1 \$0-100K		<b>RUN</b> 2-10 \$100K-1M		<b>SCALE</b> 11-100 \$1-10M	

\* Many business owners choose to settle into a particular stage. These 5 Stages are intended to describe the small business landscape, not prescribe what business owners should do.