167: Painful Lessons Growing an 8 Figure Business

10 Point Checklist

Rand Fishkin

Want to gain as much knowledge as possible out of The Optimized Geek? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

The **OPTIMIZED GEEK**

HOSTED BY STEPHAN SPENCER

"Transparency and honesty are more important than preserving the status quo."

RAND FISHKIN

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- [ ] Don't fall into a trap that there's only one path to becoming a venture-backed company. Focus on building value and opportunities for my clients.

- [ ] Be honest and transparent. At the end of the day, my success is defined by the relationships that I build.

- [ ] Hire people that shares and displays the same values and culture of my company. Honesty is non-negotiable and so as humility.

- [ ] Do my research. Don't just believe what's being presented to me but strive to know the numbers.

- [ ] Be patient. Build a sustainable business with proven results of scaling my companies' growth even if it takes time.

- [ ] Develop a healthy lifestyle. My best investment is myself, therefore, I should learn how to properly take care of myself.

- [ ] Manage my time wisely. Being busy doesn't mean I'm being productive. Strategize and use tools that are effective and drives efficiency.

- [ ] Beware of startup companies that promote growth hacking and pivoting. Following the trend is not always the best route.

- [ ] Identify the right metrics for my business that are impactful and effective. Without over optimizing things, find the balance between a short-term goal and a long-term goal.

- [ ] Grab a copy of Rand's book called Lost and Founder and the book that he co-authored called The Art of SEO.

To view the transcript, resource links and listen to the podcast, visit:

https://www.optimizedgeek.com/painful-lessons-growing-an-8-figure-business-with-rand-fishkin/