ONE SMART MOVE™

Growth Action Guide

A simple weekly system for turning activity into measurable growth.

Designed for One Smart Move™ Signal Finder — GROWTH results

CLARITY → PRIORITY → ACTION → MEASURE → IMPROVE

Use this action guide when your business is moving, but growth feels scattered, inconsistent, or harder to measure than it should.

The goal is not to do more. The goal is to identify the one system, activity, or bottleneck most likely to move your business forward — and work it consistently.

Created by Robert Williams

Founder, One Smart Move™ | AI Cashflow Strategist

Your Growth Mission

Build a simpler, more consistent business by choosing one measurable growth priority at a time, executing it for a defined period, and using the results to decide what to improve next.

ONE GROWTH PRIORITY → ONE WEEKLY RHYTHM → ONE SCORECARD → ONE NEXT DECISION

1. Choose This Week's One Smart Growth Move

Before adding another tool, campaign, or strategy, choose the single move most likely to improve your next measurable result.

My primary growth goal for this week:

_____

The number I want to improve:

_____

The one action most likely to improve it:

_____

What I will NOT add or change this week:

_____

2. Daily Growth Dashboard

- ☐ Begin with your purpose and today's One Smart Move.
- ☐ Review one measurable business goal.
- ☐ Spend 60–90 focused minutes on a revenue- or growth-producing activity.
- ☐ Follow up with prospects, leads, customers, or subscribers who already showed interest.
- ☐ Improve one existing asset only if it supports this week's growth priority.
- ☐ Record what happened: reach, leads, replies, conversions, sales, and lessons.

3. Your Weekly Growth Rhythm

Use a rhythm you can repeat. The exact days and channels can change; the purpose of each activity should stay clear.

Growth Step	Purpose
PLAN	Choose one growth priority and the number you want to improve.
CREATE	Publish, send, or improve one useful message, offer, page, or asset tied to that priority.
CONNECT	Start or continue meaningful conversations with people who may benefit from what you offer.
FOLLOW UP	Revisit interested people instead of constantly searching for new ones.
MEASURE	Review what happened and identify the first meaningful bottleneck.
DECIDE	Keep, adjust, or replace the move based on evidence — not distraction.

4. Weekly Non-Negotiables

☐ Complete one primary growth move before adding another.

☐ Start at least 5 meaningful prospect, customer, or audience conversations.

☐ Follow up with people who already raised their hand.

☐ Improve one existing conversion or delivery asset when the data points to it.

☐ Review your numbers once each week.

☐ Write down the lesson you want to carry into next week.

5. Weekly Growth Scorecard

Reach / Visits	Leads / Replies	Conversions	Sales / Revenue	Best One Smart Move

6. Monthly Growth Review

What produced the strongest measurable result?

_____

_____

Which message, offer, page, or activity created the most engagement?

_____

_____

Where did interested people stop or drop off?

_____

_____

What should I stop doing because it is creating activity without useful results?

_____

_____

What should I repeat because it is working?

_____

_____

What is next month's One Smart Growth Move?

_____

_____

7. Your 90-Day Growth Path

PHASE 1 — CLARIFY
Choose one audience, one offer or outcome, and one primary growth metric.

PHASE 2 — STABILIZE
Build a repeatable weekly rhythm for visibility, conversations, follow-up, and measurement.

PHASE 3 — IMPROVE
Use your scorecard to strengthen the first meaningful bottleneck instead of rebuilding everything.

PHASE 4 — SCALE
Increase what is already working through better follow-up, stronger conversion, recurring systems, or more qualified reach.

The One Smart Growth Question

“Is this the one smart move most likely to improve the result that matters most right now?”

Your next move is not to do everything in this guide.

Choose one growth priority, work it consistently, measure what happens, and make your next decision from the evidence.