



SWADHA **NOVA**
SOLUTIONS



BUSINESS GROWTH **PLAYBOOK**

A practical 13-page guide for founders and small business owners

2026 EDITION

by Swadha Nova Solutions · www.swadhanova.com

What's Inside

Ten short chapters. Read one over chai each morning.

1	Know Where You Stand	3
	A 5-minute health check to find what's actually holding you back.	
2	Say What You Do Clearly	4
	Write a positioning line customers instantly understand.	
3	Get Found Online	5
	Simple SEO habits that keep bringing free traffic every month.	
4	Turn Visitors Into Leads	6
	Website tweaks that double enquiries without more ad spend.	
5	Pick the Right Marketing Channels	7
	Where to spend your first ₹50,000 — and where not to.	
6	Qualify Leads Faster	8
	A one-page scorecard so you only chase people ready to buy.	
7	Run Paid Ads Without Wasting Money	9
	Five rules we use before spending a single rupee.	
8	Build a Team That Runs Itself	10
	Simple people-ops that stop everything depending on you.	
9	Stay Compliant, Sleep Peacefully	11
	The India payroll & compliance checklist we swear by.	
10	Your Next 90 Days	12
	A week-by-week plan you can start on Monday morning.	

01 Know Where You Stand

Most owners feel busy but not sure whether they are growing. This chapter gives you a quick way to see the truth in numbers, so you know what to fix first.

Pick any recent month and write down four things: how many enquiries came in, how many became paying customers, what an average customer paid, and how many stayed on for a second purchase. That is your baseline.

Compare it with the same month last year. If enquiries are up but sales are flat, the problem is in your sales process. If sales are up but customers don't return, the problem is delivery. This one comparison usually reveals the real bottleneck in five minutes.

QUICK WIN

block 30 minutes on Friday to write these four numbers on a sticky note. Repeat every week. You cannot improve what you don't measure.



02 Say What You Do Clearly

If a stranger asks what you do and you take more than one sentence to answer, you have a positioning problem — not a marketing problem. Clear beats clever every time.

A good positioning line has three parts: who you help, what you help them do, and what makes you different. Example — 'We help small D2C brands in India run profitable Instagram ads without hiring an agency.' Anyone reading that knows in five seconds if they should talk to you.

Write your version. Test it on three friends who are not in your industry. If they can repeat it back correctly, you're done. If not, simplify again.

QUICK WIN

put this one line on your website homepage, WhatsApp bio, LinkedIn headline and email signature. Same message, everywhere.

03 Get Found Online

SEO sounds technical but the basics are simple. You want Google to understand what your business does, and you want happy customers to leave signals that you are trustworthy.

Start with the three or four phrases a customer would actually type — not what you would type. 'HR consultant in Delhi', 'payroll help for small companies', 'affordable digital marketing agency'. These are your keywords.

AT A GLANCE



Use each phrase in one page title, one heading, and once in the first paragraph. Add a short FAQ at the bottom with real customer questions. Ask five happy clients for a Google review this month. That's it — no jargon needed.

QUICK WIN

claim and complete your Google Business Profile today. Add photos, working hours, services and one post per week. Free traffic starts here.

04 Turn Visitors Into Leads

Getting people to your website is half the job. The other half is making it easy for them to raise a hand.

Look at your homepage on a phone. Can a visitor see what you do, why it matters, and how to contact you — without scrolling? If not, fix that first. Add a big WhatsApp button, a short lead form (name, phone, need) and one clear call-to-action per page.

Trust builds conversions. Add real client photos, real quotes, real logos, and a face of the founder. People buy from people, not from logos.

QUICK WIN

shorten your enquiry form to three fields. Every extra field cuts leads by about 10%.

05 Pick the Right Marketing Channels

You don't need to be on every platform. You need to be on the one or two where your buyers already spend time.

For local services (HR, accounting, coaching): Google Business + WhatsApp + referrals. For product businesses: Instagram + Meta ads. For B2B services and software: LinkedIn + SEO + a monthly newsletter. Pick your lane based on where your best customers came from last year.

Give each channel 90 days before you judge it. Marketing is not a slot machine. It's a habit that compounds.

QUICK WIN

list your last 10 customers and ask each one, 'how did you first hear about us?'. That single question tells you where to double down.

06 Qualify Leads Faster

A qualified lead is not just someone who filled a form. It's someone with a real need, a real timeline and a real budget. Chasing everyone else wastes your best hours.

Use a simple scorecard. Give one point each for: they told you a specific problem, they need it within 90 days, they have a budget in mind, and they are the decision maker. Three or four points means call today. One or two means send a helpful email and move on.

This one habit protects your time and dramatically improves your close rate — because you're only spending energy on people ready to buy.

QUICK WIN

add three questions to your enquiry form — 'What are you trying to solve?', 'By when?', 'Any budget in mind?'. Every lead now comes pre-qualified.

07 Run Paid Ads Without Wasting Money

Paid ads are the fastest way to lose money and the fastest way to grow — depending on how you start. Follow these rules before you press 'Boost Post'.

One — never advertise a product page. Advertise a specific problem. Two — always send clicks to a page built for that ad, not your homepage. Three — start with a small daily budget for two weeks before scaling. Four — track cost per lead, not likes. Five — turn off any ad that isn't producing enquiries within 7 days.

If cost per lead is below one-tenth of your average sale value, scale. If it isn't, fix the offer, not the budget.

QUICK WIN

install Meta Pixel and Google Analytics before you spend even ₹1,000. Data is your safety net.

08 Build a Team That Runs Itself

Every founder eventually hits the ceiling of 'everything depends on me'. The way out isn't hiring more people — it's writing things down.

For every task you do more than twice a month, spend 20 minutes writing a one-page SOP: what to do, in what order, and what 'done' looks like. Record a screen video the next time you do it. Now anyone on the team can follow.

Add a simple 15-minute Monday standup — three questions per person: what did you finish, what will you finish this week, what's blocking you. That single meeting replaces 90% of the back-and-forth on WhatsApp.

QUICK WIN

write SOPs for your top three repeatable tasks this month. Your future self will send you thank-you notes.

09 Stay Compliant, Sleep Peacefully

In India, compliance mistakes are quiet — they only bite at audit time or when a good employee leaves upset. A monthly checklist keeps you calm.

Every month check: PF and ESIC filed on time, TDS deducted and deposited, salary slips issued, professional tax paid where applicable, and one signed acknowledgement from every new joiner about company policies.

Every quarter check: appointment letters on record, leave balances updated, and one policy note refreshed. Every year: statutory bonus if applicable, gratuity provisioning, and Form 16 to all staff by 15th June.

QUICK WIN

put these dates on a shared calendar with reminders 3 days before. Compliance is 90% remembering, 10% doing.

10 Your Next 90 Days

Reading is easy. Doing is what changes results. Here's exactly how to use the next 90 days.

Days 1-30 — Fix the foundation. Rewrite your positioning line, tidy your homepage, claim your Google profile, install analytics, ask 5 clients for reviews.

AT A GLANCE



Days 31-60 — Turn on one growth channel. Pick the one channel your best customers came from and go deep. Post 3 times a week. Talk to 5 prospects a week. Test one paid campaign with a small budget.

Days 61-90 — Systemise. Write SOPs for your top 3 tasks, run weekly 15-minute team check-ins, and review your four baseline numbers from Chapter 1. You now have a growing, less chaotic business.

That's it. No magic. Just steady, kind, focused work — and a team beside you when you need help.



Ready to grow?

Book a free 15-minute Strategy Call.

We'll pick one thing from this playbook and help you start.

GET IN TOUCH

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