



# SCALE UP

**APRIL STALLWORTH**  
**CHIEF OF STAFF - TD JAKES ENTERPRISES**



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# WHAT DOES IT MEAN TO SCALE UP?

- To increase the size, number, or importance of something. To climb higher.



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Scaling a business means

# setting the stage

to enable and support growth in your company.

It means being able to grow without being hampered.

It requires planning and process.



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# What do I do?



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# Prepare Prepare Prepare



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# Partnerships



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# Marketing



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# Influence vs. Affluence



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# Influence

*Influence is the capacity to affect the character, development, or behavior of someone or something. It is not solely about power or authority but about building relationships, trust, and credibility.*

*We all have a sphere of influence.*



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# Affluence

**Affluence** refers to a state of having an abundance of wealth or possessions, often accompanied by a comfortable standard of living. It typically implies having more than enough resources to meet one's needs and desires, allowing for a lifestyle marked by luxury, comfort, and financial security.



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# Affluence

***Affluence** can manifest in various forms, including material possessions, financial assets, access to high-quality goods and services, and opportunities for leisure and recreation. It is often associated with prosperity, success, and social status.*



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# Affluence ↔ Influence



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# Is it time and how do I know?



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# Start. Stop. Continue.



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# ONE MORE THING BEFORE YOU GO...

Scan the QR code to take a quick survey!



Did you miss the offering?  
Text to sow a seed.

## Online

Text TDJM and amount to 28950  
(Ex: TDJM50 – for a donation of \$50)

## In-Person

Text PHC and amount to 28950  
(Ex: PHC50 – for a donation of \$50)

