



Guide to Growth

A COMPLIMENTARY GUIDE

Thoughtful ways to grow, without losing
what made you start.

EATNOURISHLOVE.COM

WHAT'S INSIDE

Two chapters, one twelve-week goal, and a four-point audit to run this quarter.

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How to read this guide

Read the lead paragraph of each chapter first. If you only have five minutes, those sentences are the guide. Come back for the detail when you're ready to act on it.

What you'll leave with

An honest picture of where your week goes, one growth goal with a date on it, and a decision about what you'll protect as you get bigger.

WELCOME

A NOTE FROM CAROLINE

I've watched a lot of businesses grow themselves into something their founder no longer recognises, or enjoys.



Growth isn't automatically good. The question worth asking isn't "how do I get bigger?" It's "how do I grow in a way that still feels like me?"

Over thirty years I've grown things quickly and I've grown things slowly, and I've learned that the businesses that last are the ones that grow on purpose, not by accident. This guide is about doing that properly.

*You don't need to do everything
yourself for it to still be
your business.*

CAROLINE CARY · FOUNDER, EAT NOURISH LOVE

Caroline x

BEFORE YOU BEGIN

Start with an honest answer about the business you already have, not the one you're planning.

Who is it for?

Founders, creatives and small-business owners at the point where growth stops being obviously good and starts needing a decision. You don't need a team, a plan or a spare quarter.

How long will it take?

Fifteen minutes to read. Five days to track your time. Twelve weeks to move one thing properly.

Quick-start idea

Answer honestly: if your business doubled in size next year exactly as it runs today, would you be excited, or quietly dreading it? Your answer tells you what actually needs to change before you grow.

Caroline's tip

Every time I've added structure to ENL, I've asked one question first: does this make it better for the people already here, or just bigger? If the answer is only bigger, I slow down.

GROW ON PURPOSE, NOT BY ACCIDENT

You can't grow deliberately if you don't know what you're currently spending your hours on.

Know where your time actually goes

Ask any founder how they spend their week and you'll get a rough guess. Track it properly and the guess is almost always wrong.

TRY THIS

Track five days

Track five working days in thirty-minute blocks. At the end of the week, sort into four piles: earning, building, admin, and everything else. Most founders are startled by how small the first two piles are.

Think in twelve-week cycles, not twelve-month vagueness

A year is too long to hold real focus. Twelve weeks is short enough to stay urgent and long enough to actually finish something.

Pick one growth goal, give it twelve weeks of proper attention, then choose the next.

Ask yourself

If I could only focus on one thing to grow this business over the next twelve weeks, what would move the needle furthest?

GROW WITHOUT LOSING WHAT MADE YOU START

More often than not, the better move is to strengthen what's already there.

Review before you add anything else

When something isn't growing fast enough, the instinct is almost always to add. Another offer, another platform, another idea.

QUICK WIN

List everything you currently offer or do. Circle the one thing that brings in the most revenue for the least effort. Do more of that before you launch anything new.

Protect the parts that shouldn't scale

Some things that make your business good, the personal reply, the handwritten note, the way you actually know your customers, don't scale neatly.

Decide in advance what you'll protect even as you grow, rather than letting growth quietly erode it.

Write down what you'll protect

Delegate what isn't yours to do

Growth stalls when a founder is still doing every single task themselves.

A tool like Claude, alongside real delegation to people, is often the fastest way to free up the hours growth actually requires.

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SAVE THIS

A quick growth audit

- ☐ I know exactly where my time goes each week.
- ☐ I'm strengthening what already works before adding something new.
- ☐ I've decided what I'll protect, even as I grow.
- ☐ I've let go of at least one task that wasn't mine to keep doing.

If you can't tick all four, that's this quarter's real work.

TWELVE WEEKS, ONE GOAL

Choose one twelve-week growth goal from page 5. Write it down with the date it ends.

- ☐ Break it into what needs to be true this month.
- ☐ Then what needs to be true this week.
- ☐ Then today. Start today's piece before you close this guide.

If you only remember one thing

The businesses that last are the ones that grow on purpose, not by accident.
Strengthen before you add.

About Eat Nourish Love

Eat Nourish Love and the ENL Collective exist to help founders grow thoughtfully, with clarity and the right people around them.

Thank you for spending this time with me and this guide. I hope even one part of it helps.

Caroline x



MORE FROM EAT NOURISH LOVE

COME AND JOIN US

I'd love to have you with us.

The ENL Collective is our curated community for founders, brands and people who want to grow through connection as much as strategy. We run events through the year, share ideas, and open doors for each other wherever we can.

Come and say hello on Instagram, and if you'd like more like this straight to your inbox, pop your email in at eatnourishlove.com to join the list.

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