

Drone Business Growth Roadmap

Use this roadmap to visualize the stages of growth as you scale from solo operator to drone media business owner. Check off each stage as you build your brand and team.

1. Solo Hustler

Focus: Learn, shoot, and deliver everything yourself. Build experience and collect testimonials.

Key Tools: Canva, Google Drive, Instagram, Email

Milestones:

- Complete 5+ paid drone jobs
- Set up Google Drive delivery folders
- Create a simple online portfolio
- Start collecting client reviews

2. System Builder

Focus: Create repeatable workflows and automate admin tasks. Build for efficiency.

Key Tools: Dubsado, Zapier, Notion, QuickBooks

Milestones:

- Create reusable intake and delivery templates
- Automate email replies and scheduling
- Track income/expenses professionally
- Batch social content using templates

3. Team Builder

Focus: Hire help (editors, VA, second shooters) and delegate repeatable tasks.

Key Tools: Upwork, Fiverr, Slack, Dropbox

Milestones:

- Hire and test a freelance editor
- Train a VA to handle client follow-up
- Add a second shooter for big jobs
- Create onboarding docs for new hires

4. Media Brand

Focus: Develop a real brand with packages, a niche focus, and streamlined systems.

Key Tools: Squarespace, Stripe, CRM tools, Airtable

Milestones:

- Design a professional logo and website
- Offer 2-3 bundled service packages
- Create case studies or project reels
- Build a referral network and testimonials