

THE STEP CHANGE TO SIGNIFICANT BUSINESS GROWTH

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The 10 essential steps that will give you control, confidence and consistency to run your business like clockwork and make more money

1. Know and analyse your starting point

2. Making the time for your priorities

3. Your mission, vision, goals and objectives

4. Know your ideal customers

5. Positioning your business

6. Your marketing tactics

7. How to win more customers

8. Make your numbers work

9. Maximise your people investment

10. Making your business work like clockwork

Is your business ready?

<p>Customer base – market potential, research</p>	
<p>Team - Your organisational chart Inc' your people, subcontractors, advisers, stakeholders,</p>	
<p>Premises</p>	
<p>Your offering</p>	
<p>Your competitor analysis</p>	
<p>Skills – you and your team</p>	
<p>Mindset</p>	

Interruptions and distractions

WHO?

WHY?

Our vision and objective is...

What do we need to achieve?

How will we deliver this?

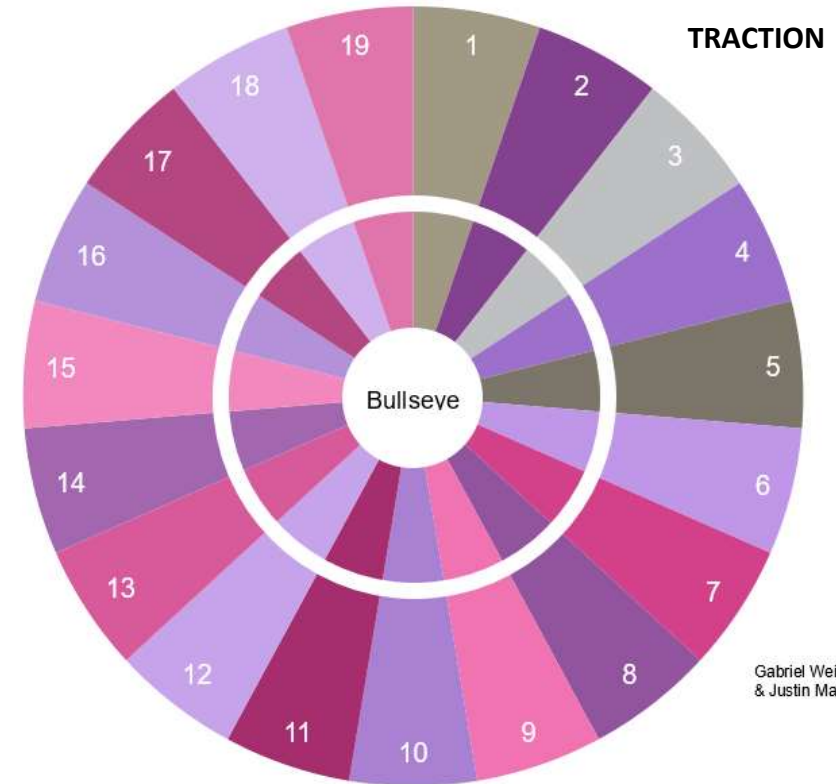
Your ideal customer

<p>Demographics Location, size, age, life cycle stage,</p>	<p>Describe</p>	<p>Pain, problem, fear</p>
<p>Niche / Vertical Market</p>	<p>Describe</p>	<p>Pain, problem, fear</p>
<p>Buyer Profile Sex, age, interests,</p>	<p>Describe</p>	<p>Pain, problem, fear</p>

Your **Unique Selling Point** that gives you a **differentiation** to create your **Value Proposition**

<p>What is unique about your business offering and why would customers buy from you?</p>	
<p>Why?</p>	
<p>Why?</p>	
<p>Why?</p>	

1. Targeting Blogs
2. Publicity
3. Unconventional PR
4. Search Engine Marketing
5. Social and Display Ads
6. Offline Ads
7. Search Engine Optimisation
8. Content Marketing
9. Email Marketing
10. Viral Marketing
11. Engineering as marketing
12. Business Development
13. Sales
14. Affiliate Programs
15. Existing Platforms
16. Trade Shows
17. Offline Events
18. Speaking Engagements
19. Community Building



Top 5 Marketing Tactics to build traction for your business?

1	
2	
3	
4	
5	

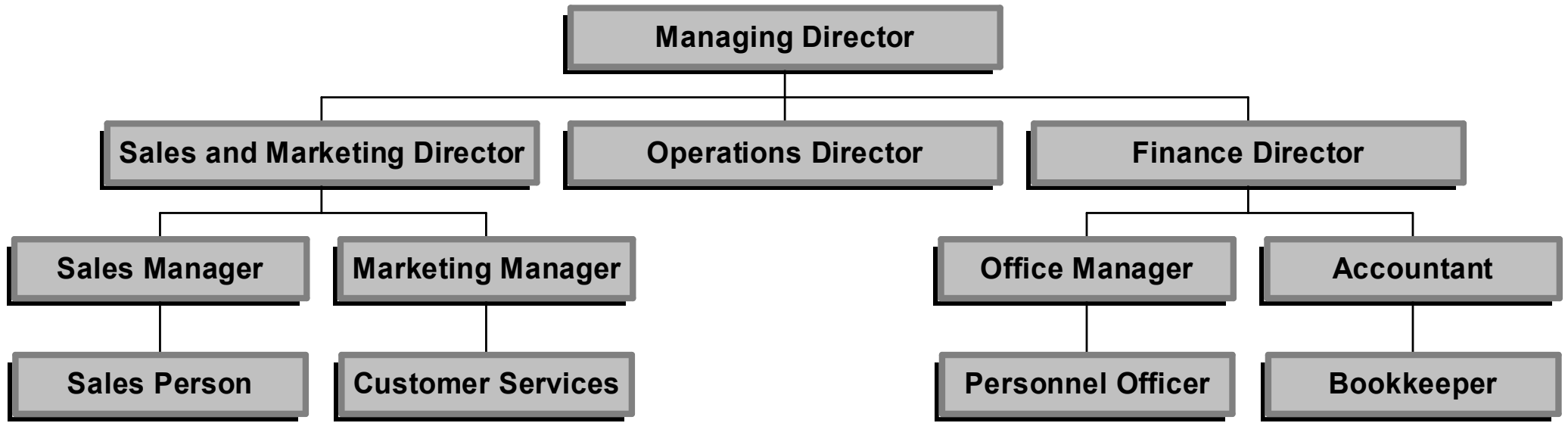
Your Sales Process – from enquiry to after sales

Pre-Enquiry	Enquiry stage	Quote / Proposal	Onboarding	Delivery	After Sales

Your Real Numbers – your Top 5 numbers

The Measure	Why?

Example organisational chart



Yours?

7 Steps to grow your business revenue

	Now	10% improvement
No. of leads		
Conversion rate		
Number of sales		
Average Sale Value pa		
Margin		
Buy more often		
Increase Lifetime		
Annual Gross Profit		

The Business Model Canvas

Key Partners What can partners do better or cheaper than us	Key Activities What are our key activities? How hard are they to copy?	Value Proposition Which one of our customers problems / needs are we solving? Why us	Customer Relationships What relationships do customers expect?	Customer Segments For whom are we creating value by turning a need into demand? Who are our most important customers?
	Key Resources What are our key resources? How hard are they to copy?		Channels How will we reach our customer segments?	
Cost Structure What is the cost structure of the business?			Revenue Streams What value are customers willing to pay for? How will they pay for it?	

Adapted from Business Model Generation. Osterwalder & Pigneur