

Build and Maintain a Thriving Business and Avoid the Overwhelm

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Can You Avoid the Overwhelm?



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What does a *Thriving Business* mean to you?

- What is my **purpose**?
 - In work? Life?
- What is my **vision**?
 - Where do I want to be?
- How will I **define success**?

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Let's examine HOW!

- **Create the Plan: Set Goals**
 - Create roadmap with milestones
- **Develop Business**
 - Build consistent flow and growth
- **Build & Implement Structure**
 - Process, People, Tools
- **Reward Myself**
 - Regularly and often

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The PLAN

- Start with the **“end game”**
Refer to your **vision, defined success**
- What will my business look like in
 - 1 year?
 - 3 years?
 - 5 years?

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Set goals
Create Plan & Follow Through

- 1st review history and data
- Create fact-based context



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Business Development

- What feelings and thoughts arise when you hear that word *Marketing*?
 - It's distracting?
 - A problem?
 - Not necessary?
 - Don't like selling?

But don't like stress of business/revenue ebb & flow



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Marketing Pitfalls and Potholes

- I'm too busy delivering work
- I don't need more work right now
- Get enough work from referral partners
- Play it safe
- I can't afford a Marketing budget

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Business Development: Taking Control of my Destiny

- Creating a Marketing Plan
- Set & wisely spend an annual marketing budget (3%-5% of your revenue goal)
Invest in my business = investing in myself

Spend \$\$ to make \$\$



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Marketing A-B-C's – "A"

- **A**sk:
 - What are my core services?
 - What is most satisfying to me?
 - Where is my best niche?
 - Where do I **WANT** to be?
 - Most profitable?
 - What is my competitive position
 - Am I settling? Relying on what comes to me?

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Marketing A-B-C's – "B"

- **B**e on the lookout for IDEAL clients
 - Reach higher?
 - What makes them **ideal** to me?
 - What is their profile?
 - How do I go after them?
 - How do I bring them to me?



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Marketing A-B-C's – "C"

- **C**reate my marketing message
 - My unique profile or brand
 - Thought starters:
 - Proudest moments of my business have been...
 - Favorite clients? Projects/Cases?
 - Memorable experience, value of my contribution?

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My Value Proposition: My Brand

More thought starters:

- What do people appreciate about working with you?
- Compliments often received?
- Clients' experience of my work is...
- **Don't just guess, ask!**
- *Suggestion from audience: Uses outside survey firm*
 - *Great way to get more honest feedback a phone call may not elicit*

© Adapted from "Creating a Quantum Leap in Business and Life" by Lynn Scheurell, 2009

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Networking for Business Development

- 30 second networking introduction
- *Intention: "Tell me more"*
 - My name
 - Problems I solve, pain/fear I eliminate, change I help clients create
 - Best referrals & other helpful connections/intros
 - **REPEAT, REPEAT** your name and company name
 - Leave time to ask some of other person(s)
- Evaluate its response, revise and repeat
- Keep practicing it with energy and a smile

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Networking: The Foundation of Business Development

- Select the right networking events & activities
- Where do you network now? Do you....
 - Attend new group or meeting – not done before?
 - Get out of your comfort zone
 - What meetings /events do my best clients attend?
 - Or those who connect with them?
 - Other groups that can spark ideas and support?

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Networking: The Foundation of Business Development

- Prepare for an Event
 - Research & target
 - Initiate call/email prior to event or post event
 - Use social media (pre, during, post event)
 - Who can I invite? “Rule of 2 and 3”
 - Icebreakers:
 - www.theNierenbergGroup.com
 - www.theBusinessFox.com
 - **Focus and ask questions. Actively listen**

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The Other “F” Word: Follow-Up

- Organize Your Contacts -- Build your List
 - Categorize, Add notes
 - Software suggestions?
 - Ask best way to follow-up
 - Use for touch points

Networking minus Follow-up =
Lost time & lost opportunity

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Follow-Up Stay Top of Mind

- All about value to them: WIIFM
 - “What’s in it for me”
- Touch point/follow-up can be: **Inform Introduce Invite**
- Touch points: Magic Number is “7”
 - In order to “stick” and person to act (we are overwhelmed with info)
 - Social Media, Speaking, Announcements,
 - Newsletter, Blog, Postings, Publications
 - Call, Note, Card, Congrats
 - Reference “selling”
 - Message is consistent, accurate, memorable

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Business Development = Consistency

Daily Scheduled Activity

- Put in calendar – Best times?
- **Quality:** Reaching higher - Where you want to be
- **Perseverance:** It's not personal

Track Activity and measure

Monitor your image/info

- I am responsible for what's out there about me
- The digital age increases exposure – good & bad
- Track regularly for accuracy & placement (yourself or delegate)

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The Pay-Off

Free up just 10 minutes per day for marketing

- 2 more contacts a day
- 10 more contacts per week
- 40 more per month
- 400+ NEW activities per year!!



Think of the results!

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How Can I Do ALL of This? *"It Takes a Village"*

- **You can do it, but can't thrive and do it alone**
 - **You Build Structure and a Team:**
 - Think how & what to delegate
 - Find or leverage new tools or services
 - Look for ways to do it better
 - Use Advisors, Mentors, Accountability Partners, Mastermind groups, ,business networking groups

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Delegate:
For Growth, Scalability & Sanity

Where Do I Start?

- Refer to your Vision, Plan, Marketing, Work Product, Financial Mgt.
 - What are your priorities/goals: What gets in the way?
 - Time robbers lost for planning & marketing

Resources: your network

- Other businesses, entrepreneurs, solo-preneurs
- Business consultant, Mastermind Group, Accountability Partners, Networking groups
- For fresh perspective, ideas and energy

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Building Your Team

What/Who do you need?

What structures? Security and maintenance?

- Who can do something better?
- AND cheaper? (*it's not just the dollars*)
- Has better methods/technology?
- Eliminate time robbers & tedious?
 - Or doesn't produce revenue?
- What is it your greater value
 - Optimal use of your time?

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Virtual / Office Support

| | |
|-------------------------|---|
| Better and/or cheaper? | <ol style="list-style-type: none"> 1. Research 2. Editing/proofreading 3. Bookkeeping 4. Social Media/ Tracking |
| Technology solution? | <ol style="list-style-type: none"> 1. QuickBooks Online 2. BigTime and Toggl 3. Sharepoint |
| Undervaluing your time? | <ol style="list-style-type: none"> 1. Clerical activities 2. Scheduling? 3. What else can you delegate? |


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Delegate Effectively: Communication

- **Build in regular communication**
 - Set expectations and regularly review
 - Team “huddle”
 - Regular reporting - Make it a habit
 - On specific assignments or longer term
 - Digital and real conversation/Skype
 - Schedule “huddle” for Professional Services and Advisors – insist they initiate regular consultation with you and as a team, take the load off from you

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Financial Responsibility



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Staying on top of the Money

Delegate: Keep Greater Control

- Do billings go out promptly, regularly
 - Proactive bookkeeping & reporting system?
- AR & profits regularly tracked
- ROI on marketing (tracking results)
- Security in Technology (find GOOD consultant)
- Proactive Financial Planning
- Have a GREAT accountant & financial advisor (are they in sync?)
 - Do you have regular reviews? Who initiates? Insist on service you deserve and need

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Thrive - Avoid Overwhelm

Build in TIME for me and business

- Quiet moment to start day, the week
 - Compare schedule to priority activities
- Create and Use Professional Support
 - Accountability Partners, Mastermind group, Professional Networking organizations (create your own!)
 - Energize, Create, Nourish, Share

Create TIME TO Acknowledge & REWARD YOU and your team

The rewards keep you fresh, energized, nourished and motivated when going gets tough

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Let's Get started!

Takeaway: 1st 3 things I will do when I return to office:

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