

Key 1: B'found:

B'found: Awareness, attraction, interest, and attention.

If they can't see you, find you, or remember you, ***they won't buy!*** Marketing is one thing, but before that is the "profile", the business billboard. The thing that can be seen 24 hours a day, 7 days a week, while you are asleep, on holidays with the family. This is the creating awareness bit, the part that without it, nothing else happens, unless you do a lot of marketing. There is a connection with the profile and marketing, but they are also separate too. Work through the checklist and identify what needs fixing now, rate everything out of 10, and fix the high priority areas fast!



Aspect	Objective	Rate	Changes
Name, the business name! Its not the only thing, but if your name is what you do, it's a lot easier.	Simple to spell, easy to remember and find. Research. Can they remember you?		
Design, colour, fonts you use Build a BRAND!	Pick colours that tell people about you and your product. Standout		
Logo: It is important. Standout.	Make your brand standout. Look at competition.		
Awareness, attraction: Can you be found, easily? Online, socials, web, street signage, billboards, vehicle.	Be seen. Identify every opportunity possible to be seen/found.		
Branding: Logo, design, clarity	Clarity in design, understanding what you do.		
Standout, WOW: What's unique or different about the image?	Does anything standout about the message?		
Message: Purpose, mission, vision. What you do clearly.	What do you do? What's the problem you solve?		
Easyfind: Website, email, phone, business name. Google My Business Profile	If you search the product, can you be found?		
POS material: stationary, business cards, information, brochures, merchandise.	Does your POS material want people to keep it?		
Professionalism: staff, uniforms, the look, car branding.	Combined/matched branding opportunities.		
First impressions: communication, elevator pitch, clarity: Utube, podcast.	What you do, and why its for them, quick, simple.		
USP, point of difference selling point. Product WOW, why you, the unique selling proposition!	Product USP, what sets you apart from the competition.		
Does the message match the image/product?	Is what you say you do and what you do, the same?		
Capture interest: Prospect, customer, clients. Database: Call to action! Build a data base.	Whether they buy or don't, capture the potential.		
Get them back somehow: Buy or not. Stay in touch, collect data.	Second chance, you didn't buy last time, but maybe next time!		
Events and expos: Information and promotion opportunities, local markets, or pop up stores.	Branding and promo opportunities, banners, signs, giveaways.		
Online presence: Social media, website, other platforms, or industry sites.			
Consistency across everything. Ensure your brand, look and message are the same across everything.	Keep the brand, theme and message the same on all.		

Key 2: B'seen:

B'seen: Attraction, awareness, interest, attention, capture!

If you can't be found, they won't buy. But then they also need to see you, everywhere. It's about repetition, the more they see you the better. Businesses must get the name, brand, message and face out there, and it needs to be out there often. You can't allow any opportunity to be missed. If they forget you, they'll think of someone else. Not everything requires money, much of it can be done free, or very low cost, but at some point test paid marketing. Start very small, and build slowly. You won't do it with one online platform, it takes a tripod strategic process. Work through the checklist and identify what needs fixing now, rate everything out of 10, and fix the high priority areas fast!

**ReThink
Business
Growth**

Aspect	Objective	Rate	Changes
Online	24/7 opportunities to be seen everywhere.		
Domain: What you do!	Making the domain what you do, makes finding you easier.		
Social media: Facebook, Instagram, Youtube, LinkedIn, etc	Daily post is the standard.		
Other online platforms	Look at other industry platforms		
Website/landing pages	Use other landing pages to capture other things people search		
Podcast			
Offline	B'seen when people drive past		
Signs, car, uniforms	Where are the signs and branding opportunities?		
Advertising: Local media	Look at local low cost media, PR, letter box drops.		
Sponsorship			
Direct mail, letter box drops			
Business cards, print	Connect your card, to your web and socials		
Connect, face to face.	Build relationships with other businesses.		
Business network: Chambers of commerce			
Business expos, industry expos			
Local market, pop up stores. Promotion			

Key 3: B'heard:

B'heard: At some point, someone is going to need to sell, or youll be sold!

Not too many people like sales, or salespeople, or the idea of being in sales, but, sorry to tell you this, if you're in business, either you (and it definitely should be you) or your staff, need to be in sales, because at some point, someone needs to sell something. *You need to be able to talk to someone, and tell them why they should buy from you, they need that information to be able to make a decision fast, and hopefully buy from you, not someone else.* **Work through the checklist and identify what needs fixing now, rate everything out of 10, and fix the high priority areas fast!**

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Key 4: B’reremembered:

B’reremembered: Memorability, relationship, referrable.

It’s an absolute must, to be remembered, or be memorable, for all the right reasons (not the wrong reasons) so they come back again and again, spend more and refer others that do the same thing. That’s easy business growth. Work through the checklist and identify what needs fixing now, rate everything out of 10, and fix the high priority areas fast!



Aspect	Objective	Rate	Changes
Customer experience verses customer service			
Be memorable! B’different.			
Collect data: get the details and stay in touch, ask them back!			
Followup: Email, enews, call them!			
Client events.			
WOW factor!			
The unboxing experience.			
Customer, client, advocate: The journey			
Remembering them and their needs, dates.			
A, B, C and D clients. The KEY accounts.			
<u>Referrals!</u>			
Referral system			
Net promotor score question: NPS			

Key 5: B'better:

B'better: Constant improvement, data, numbers, what works, what doesn't!

Bad management, or maybe better referred to as “lack of management”, is a massive problem that affects far too many businesses, and it can be due to a couple of different reasons. It’s often because the owner of the business doesn’t know how or what to manage or is scared to manage due to the answer that better management will reveal, or the conflict that management can create. If a business is managed correctly, there shouldn’t be any scary answers, or conflicts because the business is on track, everything is going the way it was planned. **Work through the checklist and identify what needs fixing now, rate everything out of 10, and fix the high priority areas fast!**

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