

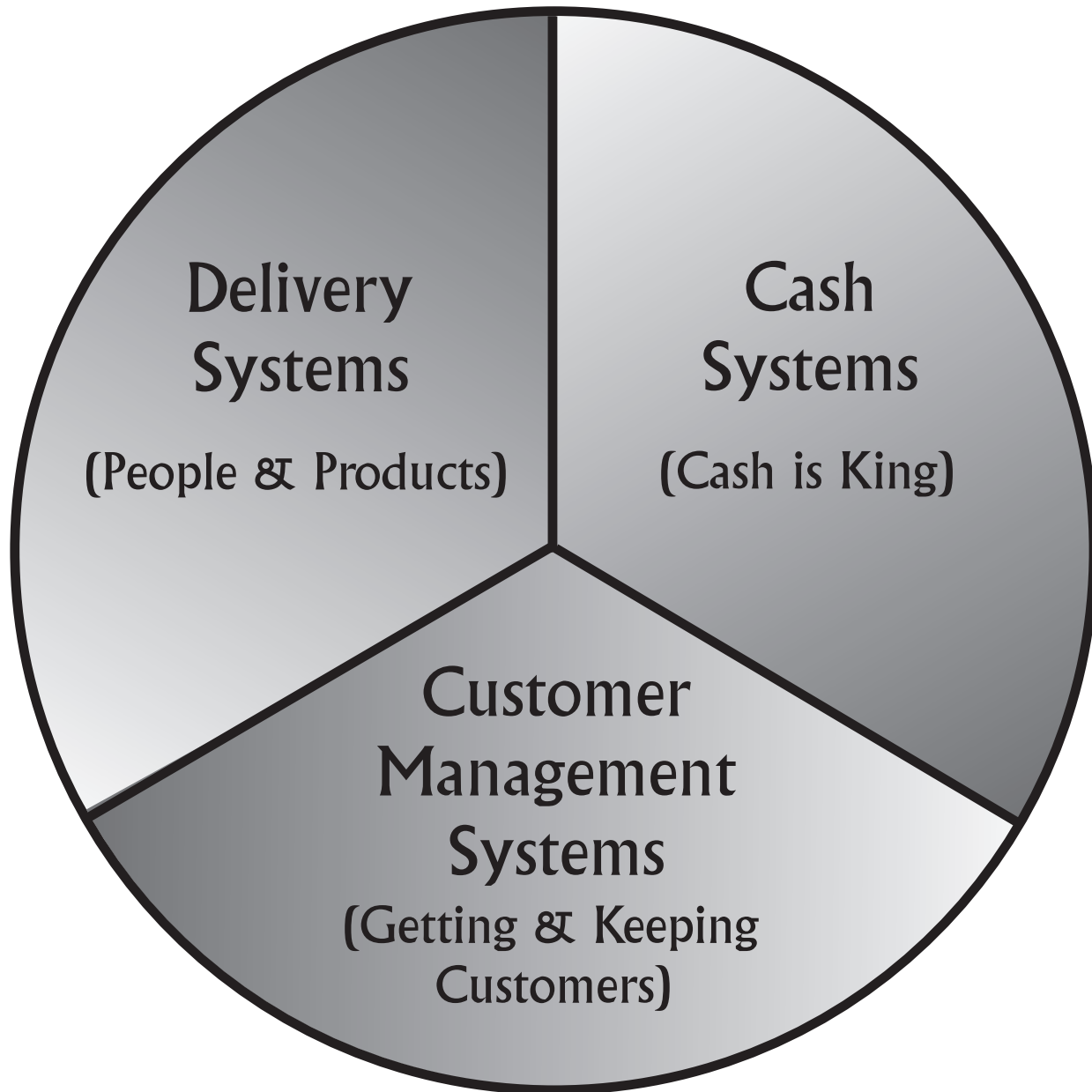


THREE HIGH PAYOFF ACTIVITIES  
GUARANTEED TO GROW YOUR  
BUSINESS TODAY



530.288.0180  
13649 Moonshine Road • Camptonville, CA 95922  
[ruth@highperformanceadvocates.com](mailto:ruth@highperformanceadvocates.com)  
[www.highperformanceadvocates.com](http://www.highperformanceadvocates.com)

## 3 HIGH PAYOFF ACTIVITIES



## TOP TEN TYPICAL SMALL BUSINESS PROBLEMS

1. 57% of small businesses fail in their first year; 80% are gone after five years.
2. Most small business owners work too hard and receive too little reward.
3. Small businesses are chaotic.
4. Most small businesses don't serve the owner's lives; it consume it. Small business owners feel trapped in their business.
5. Small business owners don't understand that business value is based on a business that works without them.
6. Small business owners perform too many functions and have no plan for freeing themselves from the technical work of their businesses.
7. There are few systems for recruiting, hiring, and training effective people.
8. Most small business owners believe extraordinary people are the key to successful businesses. They don't realize that in the best businesses, systems run the business, and ordinary people run the systems.
9. Small businesses are centered around personalities, rather than business processes. This leads to inconsistent performance and creates havoc when someone leaves. Poor results are blamed on these same people.
10. There is usually confusion within organizations about accountability, authority and who reports to whom.

## TOP TEN TYPICAL SALES PROBLEMS

1. They don't produce consistent, predictable results.
2. Most small business owners don't know who their most probable customer is and what their needs are.
3. They don't know how to identify and appeal to the emotional needs of their consumers.
4. They don't examine the impact that their entire business process has on their customers.
5. They market and sell "by the seat of their pants" rather than by applying proven marketing and selling strategies.
6. They don't really understand the difference between sales and marketing and don't really learn to enjoy either.
7. Most small businesses don't understand their sales cycle and work to keep the sales "funnel" full.
8. Most small business owners don't use quantification to measure effectiveness and documentation to ensure predictability.
9. Most small businesses have no marketing plan.
10. Most small businesses aren't persistent enough.

## CORE DISCIPLINE #1: CASH SYSTEMS

No money... no business. It's that simple.

Proper cash flow is, obviously, one of the most critical needs of every business. Often, small business owners don't see cash flow problems until it is too late. You need to develop a budget that grows your high payoff areas as your business grows.

## CORE DISCIPLINE #2: CUSTOMER MANAGEMENT SYSTEMS

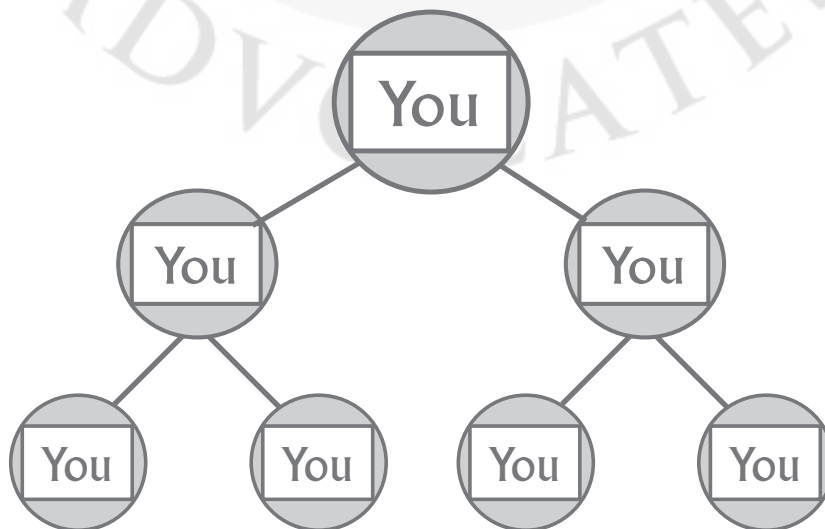
The best way to get a customer is by a consistency of touches that let them know your expertise, your added values, quality service and a benefit to your customer. The best way to keep a customer is by building a strong relationship with them. Successful marketing involves two elements—consistency and frequency.

## CORE DISCIPLINE #3: DELIVERY SYSTEMS

It's often easy for businesses to forget that in today's world of high technology, people are and will continue to be the most important asset they have. Many businesses give "lip service" to the importance of developing the talents of their employees, but forget that these are the most important elements to a good delivery system:

1. Hiring the right people
2. Education
3. Sales training
4. Building high performance teams
5. Leadership development

It is more cost-effective to keep them than to replace them. The decision to invest in your people is a wise one.



## **TOUCH MARKETING**

*“If you talked to people the way advertisers talk to people, they would punch you in the face.”*

-Hugh

### ***DIRECT MARKETING***

Direct Marketing typically involves a broadcast mentality where the same message is delivered once via one type of communications media. Saturation Marketing involves the concept of one-to-one communications where personalized messages are delivered over time via mixed communications media.

### ***SATURATION MARKETING***

Saturation marketing was developed in response to the “Law of 29” in which many marketers believe that an average “prospect” will not turn into a client until they’ve viewed a marketing message at least 29 times. Regardless of whether you believe in the Law of 29, smart businesses recognize that in a competitive marketplace it’s imperative to stay in touch with current and prospective clients. Saturation marketing enables a business to easily maintain mind-share so that when your client is ready to make a purchase decision they are already thinking about buying from you.

### ***EXPERTISE MARKETING***

If you are offering something of value to your customers and prospects and applying that to your saturation marketing, you are developing a “fan base” of loyal followers. The more personal your touches and the higher the value, the more likely this is to happen. To develop expertise you need to discover the benefit you really offer after the quality of your product and service.

## ASK YOURSELF THIS:

What tools are working and how do you measure results?

What tools are not working and how are you measuring results?

What is the best new tool, in terms of function and price, for you to use this year?

What, if any, of these marketing tools would you like more information about or help implementing?

What have you identified as your expertise?

What additional expertise would you like to develop?

What tools are you already using in your marketing efforts to develop expertise?

# YOUR DRIP MARKETING PLAN

Type of Touch	How Often	Who Prepares	Start Date	Theme
Adword Campaigns				
Articles- electronic				
Articles- print				
Billboards and signs				
Blog linking & responding				
Blogging				
Booklets & other collateral				
Brochures				
Cold calling				
E mail				
E Mail Blast				
Events				
Face to Face Networking				
Fliers				
Podcasts - audio				
Podcasts - video				
Postcards				
Press Releases				
Print newsletters				
Referral Calling				
SEO, analytics,				
Social Networking				
Speaking or Demonstrating				
Telemarketing				
Traditional Print ads				
Traditional radio & TV ads				
Website changes				

**GOALS**

Sales and marketing activities  
 Delivery of product  
 Never eat alone  
 Networking functions  
 Education process

**\$150 an hour activities**

*Business*

**TASKS**

Sales and marketing activities  
 Delivery of product  
 Never eat alone  
 Networking functions  
 Education process

**\$10 an hour activities**

*Busyness*

**Daily  
 Time  
 Log**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Time</b>	<b>Duration</b>	<b>Activity Description</b>	<b>Category</b>

Total Duration: \_\_\_\_\_



## GOALS VERSUS TASKS

*“The secret of getting ahead is getting started. The secret of getting started is breaking your complex of overwhelming tasks into small manageable tasks, and then starting on the first one.”*

*-Mark Twain*

It's often easier to focus on tasks rather than goals. Tasks are the little things we do from day to day. The “tedious” things that need to get done. Tasks can be anything from balancing your checkbook to going to the grocery store. How many of these things will help you achieve your ultimate goals? It is the goals on which you should be focusing. Goals are supposed to be the end to which effort is directed. So where are you directing your effort?

### ASK YOURSELF:

What are my top three goals for the next six months?

What are my top three goals for the next year?

What are my top three goals for five years from now?

What are my strategies to reach each of these goals?”

How do you remind yourself of your goals in the press of daily business?

How do you keep focused on long-term goals rather than spending all your time on short-term tasks?

# GOAL SETTING

