

BUSINESS MADE SIMPLE'S

How to Grow a Business

Coaching Call Assessment







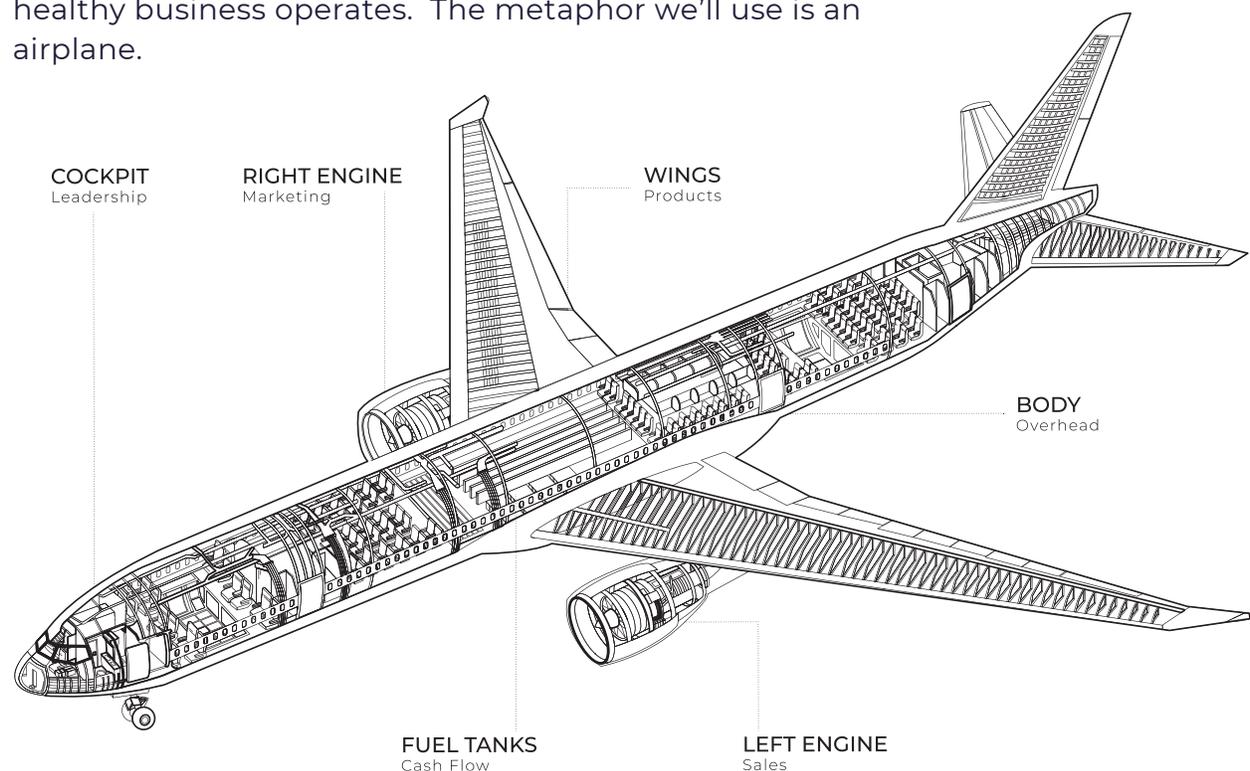
Your Business Works Like an Airplane

The first thing that's important to understand is that a business works like a machine. A machine that makes money. When each part of the machine works together properly, you'll produce revenue and profit.

There are six major parts of every business:

1. Leadership
2. Marketing
3. Sales
4. Products
5. Overhead
6. Cash Flow

When you think about these six parts it may be hard to actually visualize what's included in each part, how they're connected to one another and what it takes for them to work together properly. We are going to use a simple metaphor that gives us a common vision, vocabulary, and understanding of how a healthy business operates. The metaphor we'll use is an airplane.



A business works like an airplane. The six key areas of business work together like the six main parts of the airplane

- 1. The cockpit represents your leadership**
- 2. The wings represent your products and services**
- 3. The right engine represents your marketing**
- 4. The left engine represents your sales**
- 5. The body of the airplane represents overhead**
- 6. The fuel tanks represent cash flow**

In order for an airplane to be safe and airworthy, these six parts of the airplane need to be in working order and also exist in the right proportion to the others.

For instance, tiny engines will not provide enough thrust to move a large plane through the air. If the body of the airplane is too big and the wings are too small, the airplane will crash.

It's the same thing when it comes to your business. Minuscule marketing and sales efforts will not give a business enough thrust to overcome the cost of overhead. If the engines are not powerful enough to overcome the weight of overhead, the business will crash.

But keeping marketing and sales efforts strong while managing the weight of overhead is not enough. If the body of the airplane is lean and the engines are producing enough thrust but the plane runs out of fuel, it will still crash.

In a business, fuel is the equivalent of cash flow. If a business runs out of cash, it will crash, no matter how well the business is engineered and maintained.

In every decision you make as a business leader, you have to ask yourself how it will affect the airplane.

1. Clarify Your Personal Mission

If the mission of an organization does not flow out of the hearts and minds of its leaders, the mission will not be communicated or executed with passion. It's important for you and your team to know who you are, what you want, and how you are going to get there.

Do you have a life plan and daily productivity system that does the following?

- Defines who you want to be and what you want to accomplish in your life
- Establishes a ten-year vision defining a path you can take toward your life goals
- Establishes a five-year vision allowing you to assess critical priorities to reach your life goals
- Establishes a one-year vision defining the pressing objectives you need to work on first
- Establishes and defines your goals through the Hero On A Mission goal-setting worksheet
- Utilizes a daily planner that helps you live each day in such a way your life-long objectives remain in focus

BMS Course: Hero On A Mission

2. Clarify Your Business Mission

Once you know where your life is headed, it's time to define the mission of your business so everyone is aligned around the same vision.

Do you have a Guiding Principles package that includes the following?

- A mission statement people actually remember and actualize
- Key characteristics for your entire team to embody in order to reach your mission
- Critical actions that must be taken to accomplish your mission
- A story pitch allowing your organization to tell your story in a succinct way so you can attract more resources and get buy in from stakeholders
- A theme or a "why" for your organization so it is built on a firm philosophical foundation

BMS Course: Mission Statement Made Simple

3. Create a Digital Dashboard

A leadership team needs to have real-time access to data that tells them whether the business is airworthy.

Do you have a dashboard that includes these four key metrics?

- Revenue:** The dashboard should report top line revenue.
- Profit:** Simply put, profit = revenue minus operating expenses. The leadership team needs to know at all times whether the business is heading up or down so they don't get confused or distracted with top line revenue. Top line revenue reveals how fast the airplane is moving, but not whether it is going up or down. The pitch of the business is only revealed through an accurate reflection of profit.
- Profit per team member:** Follow this simple equation to calculate this number: profit divided by number of team members. This is an important number because it reveals the fuel efficiency of the airplane. We need to know how many miles the plane can travel per gallon of fuel. This tells us how efficient the business is at creating value for customers.
- Leads:** Your client's dashboard should report on the number of leads they collect each day so they can have an accurate prediction of what revenue will be in the future.

4. Become a Great Communicator

If you can't communicate well, your ideas will never be actualized. Everyone on your leadership team should be well versed in a communication framework and they should know how to run a communication campaign.

Do your communication campaigns contain these essential talking points?

- The controlling idea
- Agitate the problem
- Define the stakes
- Position yourself as the Guide
- Provide a plan
- Call to action
- Foreshadow the climactic scene

Do you understand how to create each of these components?

- Talking points
- Speech
- Video
- Email
- Social media campaign
- Press release

BMS Course: Communication Made Simple

5. Clarify Your Message

Marketing should not be a guessing game. Clarify your message using the BrandScript before you create any marketing collateral. A BrandScript will make sure you are telling the right story in your marketing in a clear and compelling way. It will keep you focussed so you have a consistent message that invites customers to do business with you.

Are you able to clearly answer the following seven questions?

- As it relates to your brand, what is the one thing your customer wants most?
- As it relates to your brand, what is your customer's internal, external, and philosophical problem?
- As it relates to your brand, how have you positioned yourself as the Guide in the customer's story?
- As it relates to your brand, what plan have you offered the customer that will act as a path for them buying your product and solving their problem?
- As it relates to your brand, what is your direct call to action?
- As it relates to your brand, what is the successful result your customers will experience if they buy your product?
- As it relates to your brand, what negative experience are your products helping your customers avoid?

BMS Course: StoryBrand Messaging Framework

6. Create a Marketing Sales Funnel

The most basic and effective marketing plan for both large and small companies involves the creation of a sales funnel. A sales funnel consists of five key pieces of marketing collateral that allow you to build relationship with customers and onramp them to your products or services.

Have you created and implemented a sales funnel that includes the following five things?

- A one-liner: one sentence that will pique a customer's curiosity about the brand or product
- A wire-framed landing page using the language from the BrandScript
- A lead generator of some sort, either a PDF, recurring webinar, mini e-course, or something of great value customers will give up their email addresses to engage
- A nurture email campaign: your clients should email something valuable and interesting to their customers at least once each week
- A sales campaign: these emails are specifically designed to close sales

BMS Course: Marketing Made Simple

