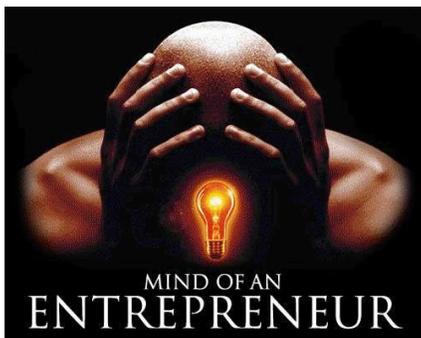


SMARTpreneur Club



QUICK START GUIDE



Congratulations on having made the decision to become an entrepreneur! Contrary to what your friends and family may have told you, there is no more secure job in the world, than one that you create yourself.

Entrepreneurs are a unique breed - they believe in themselves and when they

need to create more business opportunities or greater security in their marketplace, they simply go ahead and make it happen!

This guide will help you to find your starting point and grow your business at a pace that makes sense for you.

Join The Entrepreneurs' Movement

INTRODUCTION

Welcome to the SMARTpreneur Club!

As you know, you will be receiving a weekly “business development tip”, delivered to you sequentially through your e-mail. This way you can easily digest and implement the strategies you’ll be learning!

On the same note, we know that you may want to get going “sooner rather than later”. That’s why we created this *SMARTpreneur* Club QuickStart Guide, to help you get off to a strong start and begin increasing your business’s earning potential as soon as possible.

In this QuickStart guide, you’ll find some key strategies to set yourself up for success, no matter what type of business you run, or what level you’re beginning at.

If you already have a business, this will help you see where to focus immediately to get moving in the right direction.

If you are starting from scratch, or tinkering with a business idea, this will help you set up a strong foundation to work from.

Remember with any program, your success comes down to what YOU make of it! This guide is just one small part of the *SMARTpreneur* resources.

Are you ready? Let's get started!



WRAP-AROUND TEAM

Successful entrepreneurs surround themselves with trusted advisors and regularly seek their input and feedback.

PERSONAL CHARACTERISTICS

Successful entrepreneurs are a unique breed - they typically combine vision with passion and tenacity as they grow their businesses.

MULTIPLE ROLES

Successful entrepreneurs assess their personal skills and take the necessary steps to improve them on an on-going basis.

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YOUR BUSINESS FOUNDATION

As you know, entrepreneurs are creative people. We want to build a business that will thrive, and that puts our passions to good use. But sometimes, we get enamoured with what we think will sell. Emerging entrepreneurs do this, and seasoned business owners do this as well (remember the “New Coke” fiasco back in the ‘80s?).



The bottom line is... your business will succeed only when you’ve made sure that it’s built on a solid foundation. And that’s the first order of business in this QuickStart Guide.

Remember - business owners at ALL levels can get seduced by their own ideas. So, get ready, because you’re about to step up and face the reality about your current situation—no matter what level of entrepreneurship you’re in. By the end, you’ll have a clearer picture of where you need to make adjustments, and WHY.

Take a look at the next few statements. Do any of them apply to you?

- You are about to start your first business.
- You are a business owner struggling with cash flow.
- You are about to launch a new product/service.
- You have launched a product/service with little success.
- Your products/services aren’t selling.
- You are over your head trying to run your business.
- You need a new business idea.

If you said yes to any of the above, it’s a good indicator that you will benefit from the exercises ahead.



FOR ADVANCED BUSINESS OWNERS...

If you've been in business for a few years, there are likely a number of areas you should consider to make sure your business is set on a solid foundation.

You'll need to do a full assessment of your business, identify the *weak spots* in your business foundation, and where you need to direct your focus to make sure your business is strong.

It's likely that you will need to focus on your **skills**, your **systems**, and your **team**.

And what you're experiencing *right now* in your business will help you determine where you need to put your focus.

If you're a business owner who's in *expansion*, everything may seem to be happening all at once, and you're likely feeling overwhelmed. There may be a lot of moving parts to your business that haven't found their place yet. Things are happening, you're making money, but it can be a little bit chaotic when you're in the *expansion* mode.

The key feature of this *expansion* phase is that you probably have not put a lot of **systems** or a **team** in place yet.

Now, if you're further along and you're more of an *influencing* business owner, you do have a team and systems in place. There's a rhythm to your business. It's not so much that you are experiencing challenges, but there are a lot of opportunities coming your way and you have to manage them. You're really stepping into a position as a leader and authority in your field.

You have the bedrock, but now you have to build the roof and the frame of your business—and determine how high you want your business to soar.

The key feature of the *influencing* phase is that you are fine-tuning things and **streamlining** your brand, leveraging your skills even more, and growing your team to help support the big steps that you're making as an authority in your field.

Wherever you are in your business, you are going to find that the exercises that follow will help you to get a clearer picture on your products and service offerings, your marketing, and more. Your business is constantly evolving, so be open to revisiting some of the CORE principles ahead. 2

HOW TO TELL IF YOU HAVE A “REAL” BUSINESS IDEA...

Whether you're playing around with a new product or service idea, or are trying to nail down your very first business model, it's crucial that you determine whether the idea in your head will work in the real world, or fall on a deaf market.

To test your business idea in the marketplace, you must ask yourself 4 CORE questions:

(Note: This exercise is about looking at your business from a “business” point-of-view, not a personal one. So, even if you're a seasoned entrepreneur, you have a lot to gain by testing out any new ideas you've been generating for your business. Entrepreneurs at ALL levels can benefit from this exercise.)



QUESTION #1:

Is what you (plan to) offer aligned with your skills, strengths and interests?

Since most people who start one hope to be in business for the long haul, it's important that your business aligns with who you are. Your inherent qualities will likely not change much, but your skills and strengths DO grow and evolve, and that's why it's important to take assessments of where you are at every turn in your life, so that you can make adjustments accordingly.

But what if you're not quite sure you KNOW what your best skills and strengths are? Have they changed? Have you uncovered all of them? It's time to get clear...

Take a moment to define your skills and strengths as they stand right now. (Even if you're a seasoned business owner, you'll be surprised at what you uncover!)



Step 1

Take a look at the list of qualities and circle those words that you feel BEST describe you...

able	accurate	achiever	acts decisively
active	adaptable	adept	adroit
aggressive	alert	ambitious	analytical
articulate	attractive	big-hearted	bilingual
bold	bright	capable	caring
charismatic	clear thinker	committed to...	good communicator
competent	confident	consistent	cooperative
creative	decisive	dedicated	dependable
detail-oriented	do "whatever it takes"	down-to-earth	dynamic
eager	easily inspired	edgy	educated
effective	efficient	embraces change	energetic
enthusiastic	experienced	expert	extroverted
fast	fit	flexible	focused
follows through	friendly	get along with...	goal oriented
go-getter	good listener	good memory	gregarious
hardworking	healthy	honest	imaginative
industrious	innovative	integrity	intelligent
likable	managerial	maverick	motivated
negotiator	open-minded	organized	outspoken
outstanding	passionate	patient	people person
perceptive	personable	poised	polished
positive	principled	problem-solver	productive
professional	quick-thinking	realist	reliable
resourceful	seasoned	self-assured	self-reliant
skilled	smart	sound instincts	sound judgement
spirited	stable	straight-shooter	successful
tactful	talented	team player	tenacious
trustworthy	upbeat	valuable	versatile
whimsical	willing	worldly	youthful



Step 2

Next, pick only the TOP FIVE words and rank them in order of importance, with “1” being the word that best describes you, “2” second best, “3” third best and so on...

YOUR TOP FIVE WORDS	ORDER OF IMPORTANCE
	1
	2
	3
	4
	5



Step 3

Have FIVE people who know you take a look at the list on the previous page and do the same - they should be assessing YOU, just as you did.

	YOUR TOP 5 WORDS	FRIEND A TOP 5 WORDS	FRIEND B TOP 5 WORDS	FRIEND C TOP 5 WORDS	FRIEND D TOP 5 WORDS	FRIEND E TOP 5 WORDS
1						
2						
3						
4						
5						



Step 4

Compare the results that you came up with and those of your friends/ family. Were their perceptions of your TOP 5 qualities similar to yours? Were there any qualities that you didn't realize you had that were apparent to them?

Sometimes, we need an outside perspective to shed light on who we are in the real world—and how we do things. This exercise can open your perspective and help you see strengths you might not have realized that you have. It also gives you an opportunity to find out how you are perceived by others.

Now, take a few moments to answer this question: **Is what you (plan to) offer aligned with your skills and strengths?** If YES, explain how. If NO, think about the discrepancy. Are there skills that you're not using that you could capitalize on?



QUESTION #2:

Is what you (plan to) offer aligned with things you've done in the past?

Oftentimes, we think we need to go in a completely new direction when starting or expanding a business. However, usually, the successful path unfolds when you make a 10- or 15-degree shift to what you've done in the past. Instead of reinventing the wheel, why not just leverage where your strengths are, and what you've been doing?

Take a few minutes now to determine whether or not what you (plan to) offer aligns with things that you have done in the past:

What skills are your strongest, based on your experience from past jobs, education, hobbies, interests, etc.

How can you make a 10-to-15 degree shift in what you've already done to create or expand your offerings?



QUESTION #3:

Can you easily spot other people successfully doing what you do or want to do?

If you can find other businesses that do what you're doing, chances are your idea is a viable one.

- Do some research and try to find potential competitors.
- How long have they been in business?
- How do they “package” their services/products?
- How are they marketing their business?
- What can you do more effectively?
- What is their geographical “playing field” (local, provincial, national) and how does that compare to your vision of your company?

If you can't find anyone in the field, that could be a red flag. Others may have tried it, but it just didn't work out in the real market. Was that because the market wasn't ready or is it not a viable idea? Is what you (plan to) offer a new concept? Are you blazing a new trail with your business?

Make a list of your competitors below:

NAME OF COMPANY/ PERSON	HOW LONG IN BUSINESS?	PRODUCTS/ SERVICE OFFERINGS	WHAT ARE THEY DOING REALLY WELL?	WHAT COULD THEY DO BETTER?



FOR ADVANCED BUSINESS OWNERS...

It's crucial that you keep an eye on what your competitors are doing, and learn from them. If they release a new product or service, you will want to study what they are releasing, and why it works, and why it doesn't.

Use the table on the previous page to keep track of what your competitors are doing. It will help you craft your next offering, and make sure your product/service delivers exactly what it needs to in order to be successful.



Now look up your business product/service on-line. Does your Google search return a lot of results? Is there a common keyword that best describes your business product/service?



Based on your competitor and keyword research, how can you turn your business idea into something that is obviously popular and can be successful? Many highly successful entrepreneurs select a “niche” market that is very specific and may even be quite small, but become known as an expert in that niche. What niche market could you pursue?



QUESTION #4:

Is your business idea something that clearly has a hungry market eager to buy it?

Is it obvious that there is a hungry market of people who are ready to buy your products and/or services?

Let's look at an example:

In Ontario, the FIT and MicroFIT programs are available for citizens and groups to access. In one scenario, a local church wished to install solar panels on their roof so that they could generate electricity and sell that back to the Grid in order to create a new source of income for their facility. They applied for one of the programs, raised the money to get started by selling debentures to members of their congregation and within a short period of time, had hired a local, qualified contractor to do the installation.

As an entrepreneur, you could generate your own business opportunities by making local organizations aware of these government programs and providing them with guidance in the application process - then when their project is approved, you have a ready-made business opportunity!



Now it's time for you to get a feel for what your market is spending money on related to your business. Do you see friends, family, associates and businesses spending money on services similar to those that you (plan to) offer? Are others already making a good living from doing what you (want to) do or will you be trailblazing? Fill out the table below to track your research.

CONSUMER'S NAME	TYPE OF SERVICE/PRODUCT THEY ARE BUYING/RAVE ABOUT	WHO DO THEY GO TO?	HOW MUCH ARE THEY SPENDING?	WHAT COULD YOU DO BETTER?



Is it clear from your research that others are already making a living doing what you (want to) do? Is this a growing or emerging market with a solid future? What can you do to make your own product or service offering more marketable?



FOR ADVANCED BUSINESS OWNERS...

Do you know who your #1 marketing guru is?

It's your CLIENTS!

Since you already know your market, the best way to find out what your clients and customers want is to ask them directly. One way to do this is by sending out an electronic survey to your customer list using a tool like www.zoomerang.com or www.surveymonkey.com. Another great option is to pick up the phone and talk to your clients directly.

Regardless of the method you choose, here's what you want to find out:

- Why do they buy your products or services?
- Why are they NOT buying certain products or services?
- What kinds of products or services would they like to see more of?
- How can you improve your products and/or services?
- What about YOUR products or services gives them a positive feeling?
- What gives them a negative feeling?

IT'S IN THE *DOING* - NOT THE THINKING!

Many times, we get caught up in wanting to do things perfectly, instead of just getting things out there. For instance, when asked to think about marketing our businesses, we think, *"What's my hook? I don't know who my ideal client is!"* and we stop, hoping that the perfect answer will come to us out of thin air.

While you DO want to take time to think about your business, you also want to spend just as much time, if not more, going out there and doing things IMPERFECTLY.

Once you start doing things, you'll discover what works and what doesn't—and THEN the insights and clarity will start coming to you. It's like throwing the spaghetti on the wall and seeing what sticks. And the more you can get comfortable with operating out of this mindset, the more FUN you'll have in your business, and the more you'll be able to innovate and GROW.

To illustrate this concept, let's talk about a Japanese principle called **KAIZEN**.

Kaizen was introduced to North America in 1986, when author Masaaki Imai published the book, *Kaizen: the Key to Japan's Competitive Success*. Imai defined Kaizen as *"a means of continuing improvement in personal life, home life, social life, and working life."*

As a business owner, think of Kaizen as the art of using small steps to accomplish large objectives. And there are tons of examples out there of organizations and industries that have adopted this principle into their practices with huge success.

Toyota is one of the most popular examples of organizations that practice Kaizen. In the assembly line at Toyota, if a worker has an idea for even a slight improvement, they are asked to pull the chord, and stop production. A group of engineers and specialists come down to the assembly line to discuss the proposed improvement, and they work to implement the idea as fast as possible to get the line moving again.

Employees are rewarded for giving these ideas, which could be something like, "We're putting ten screws here, and we only need nine." Engineers and Quality Assurance folks would then test it out with only nine screws, and if they discovered that indeed, nine screws were just as safe, they'd keep the idea—and save hundreds of thousands, if not millions of dollars.

Toyota is an example of a HUGE organization using small steps over and over again to make incremental improvements over time. Even in the face of a series of recalls in 2009 and 2010, Toyota will likely continue to remain a top car manufacturer because it is dedicated to manufacturing an optimal product. The practice of Kaizen is one tool it leverages in order to do this.



You can tour the Toyota plant in Cambridge, Ontario, free of charge by contacting them at (519) 653-1111 X 2270 or tours@tmcc.ca or book [online](#). Doing so will provide you with invaluable insights into this highly successful company.

LEARNING FROM KAIZEN



Running a business is not an intellectual exercise: it's an activity-based exercise. ACTION is required, even if it is not perfect!

Start taking action...

Begin by blocking off time in your calendar to actually "work" on your business. Dedicate at least half an hour a day to review and implement the Weekly Business Development E-Tips and work on business development opportunities. We suggest that you dedicate at least 3-5 hours per week to focus on improving and growing your business.

Decide right now when you are going to do this and mark it into your calendar! Write down the days and times you plan to work ON your business in this chart:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

Once you put it in your calendar, make a commitment to devote that time to working ON your business and don't fill it in with anything else. You may be tempted to "reschedule" this when other potential commitments arise - it's easy to put this kind of activity off and before you know it, a whole week has gone by with no time devoted to working ON your business. This will slow down your growth considerably.

Keeping this commitment to yourself is a simple step, but one that will make a HUGE difference to your short and long-term success.



Purchasing an "At-A-Glance" yearly wall calendar that is erasable is a great investment. These are available at most office supply stores.

These calendars are a terrific tool that will give you a whole new perspective on your business. It will help you to see a "birds-eye view" of everything that you are working on in the year ahead so that you can break things down into manageable steps and ensure that you have the capacity to deliver on your commitments.

If you are unable to stick to your proposed schedule, you might be hitting some internal resistance.

For example, "Erica" was very overweight and in poor health. For months and months, she continued to work on her services, her website, her blog, and anything she could come up with to avoid stepping out the door to market herself and her company, talk to people, and actually launch something.

Finally, her friend, "Sally", asked her to face the hard questions, like "What are you trying to avoid by hiding and not launching, getting out there, and doing what you do?" If you're finding yourself doing the same thing, you must raise your awareness about what stops you from taking action.

Stepping up in your life and in your business can bring up a lot of feelings, and it's important to understand what's going on. Take notes, journal, and process your feelings about things. Here are a few questions you might want to consider:

- Are you afraid of taking on new responsibilities? Or of growing up?
- Are you afraid to fail?
- Are you afraid of being successful?

Sometimes being aware of your fears can help you move forward in spite of them. Don't be afraid to get a little extra help from a therapist or coach to go deeper and sort things out.

The internal work—whether you do it on your own, or with outside support—is a great accompaniment to the work you'll be doing to develop your business.

Remember, procrastination is a natural part of the process, but by breaking down what you need to do into small, manageable steps, facing your fears, and tackling your tasks head on, you'll start to make progress, and success will come.

THREE WAYS TO INCREASE YOUR INCOME QUICKLY

If you are serious about growing a long-term, sustainable business then there is a chance that you may have been “playing” with entrepreneurship for a while and already have some business experience.

When you're in "business growth" mode however, it's easy to convince yourself that you have to come up with something completely NEW in order to get big results. But, the truth is, business growth is about bringing in more MONEY--and mathematically, there are 3 straightforward ways to do this with the business that you already HAVE (even if it is a small one)... without creating anything new!

And you don't have to look outside of your current business. All you have to do is sharpen your pencil and get a bit creative. Let's take a look...



1) Increase your number of **CLIENTS** or **CUSTOMERS**

This simply means getting more new people to buy from you.

How will you do this? You need to start using marketing tools to get more **visibility**. There are several outlets, such as referral systems, advertising, affiliates, promotions, media exposure, networking, speaking, centers of influence, and people who know your target market and give you referrals.

Now remember, the visibility you get from working the above tools will get you **prospects**. These people aren't your clients until they spend money with you. So, part of this piece is to not only get more visibility, but to also increase your closing rate. How can you do this?

One way is to offer something irresistible to prospects. For example, you could offer a free 15-minute consultation or a "get-acquainted" session. Those can be highly effective in converting a warm lead into a loyal customer .

For a pure on-line model, where you want web visitors to buy from your site directly, consider ways to increase your online conversion with follow-up emails (auto-responders), free samples or information, and more.



TIP

FOR ADVANCED BUSINESS OWNERS...

If you're an advanced business owner, review your systems (especially your entire sales funnel) and see if there are processes you could improve in order to close more sales.

For example, could you hire someone to make follow-up calls to people who have recently signed up for your e-zine or free report, or completed an inquiry form on your site? Should you amp up your follow-up emails to warm leads interested in a program or product?

This might require hiring on a part-time team member, but it will more than pay for itself when you have more paying customers every month. (And you can bet they'll love the personalized touch!)



2) Increase your average TRANSACTION value

In other words, increase your rates, which may also require that you improve your skills and services and/or package more value into your offerings. If what you offer is worth the price, you will likely get repeat business from satisfied customers who know they will get what they pay for.

Bundling your offerings is another way to increase your transaction value. For example, if you're currently offering business security systems and installations, maybe it's time for you to offer different levels of packages. This increases your transaction value, because customers make a bigger investment at the time of initial purchase.

Another way to increase your transaction value is to **cut your overhead costs**, so you have a bigger profit margin. Take a look at your monthly recurring costs (cell phones, Internet access, etc.) to see if you are over-spending anywhere. Think about the Toyota example. Decreasing 10 screws to 9 may only save a few pennies on each transaction, but over time that can really add up!



3) Increase the FREQUENCY of repurchase

This means getting more sales from the same client/customer.

One example could be offering a continuity or support program, where your clients are charged every month for access or product support services. Some business owners will include a complimentary 3-month support program with an initial purchase and then offer clients the opportunity to purchase a continued support program at a preferred rate.

This helps to automate sales and also increases the likelihood of customers committing to a program that enables them to get the best results from the products that they have purchased.

By staying focused on these three strategies, you know right out of the gate where to focus your energy in order to increase your income. It's not about reinventing the wheel, or coming up with a genius idea. It truly is about the numbers. All you have to do is work them!

BUSINESS + RELATIONSHIPS = SUCCESS

Relationships are the lifeblood of your business!

Entrepreneurs just getting started often forget this. They get caught up in a website and all their cool Web-based ideas as their first order of business. But virtually ALL business, especially if you are in a service business, are built on word-of-mouth, referrals, and relationship building. Websites and Internet marketing is important, but for the most part, generating and/or increasing cash flow still comes down to word-of-mouth.

This requires a small shift in the way you think about what your goal is when you market and network with prospects. You want people to HEAR about your business and services, not just find you and read about you.

Here's an example...

“Dave”, like many travelers, is a big fan of Porter Airlines—and it’s likely that you may have heard of it too. “Bob” certainly wasn’t a stranger to the brand, but Dave’s consistent enthusiasm for flying Porter intrigued Bob enough to experience a flight for himself. And now, Bob is hooked. He’s a frequent flyer member, and is now a champion of the brand himself. It wasn’t the Porter ads or the website that made him a paying customer. It was Dave’s high recommendation.

Think about how you found your dentist, doctor or mechanic. Did you get a referral from a trusted source, or look them up on one of the big online review sites? Chances are, you want to know what you’re getting into with these types of services. And YOUR customers are no different.

If you’re a **service-based business**, then you have a referral-based business. There’s no avoiding it. The website, social media, and everything else Internet-related really does take a back seat to the networking, and relationship building.



You may also be able to take advantage of government-funded business opportunities that are advertised through on-line sites like www.merx.com. Those are very different - winning them depends less on relationships since they will use a “points system” to evaluate your proposal.

Even still, you will need to provide references who will attest to the quality of your work and good, strong relationships will help you to secure those.

So...how can you spark “word-of-mouth” referrals? Here’s one approach you could use...



Step 1

Think of three people whom you know - friends, colleagues, friends of friends, an old friend from high school - anyone you know at least to some degree. These people will be your “beta” clients.

1

2

3



Step 2

Reach out to these people and offer them your services. You can offer them a discounted rate or even offer your services “at cost”. The point is that you want to get out there and have people experience what you do or offer. BUT, you must have this conversation with them by picking up the phone or talking to them in person (no e-mailing or posting on Facebook). You can e-mail them to set up that initial phone conversation, but the actual negotiation of terms and asking them to be your “beta

BETA CLIENT NAME	PHONE NUMBER	MY SPECIAL OFFER



Step 3

It is important that you adhere to the following criteria when negotiating and working with your beta clients:

Criteria #1 - Feedback

Part of the deal that you negotiate with your beta client is that he/she will provide you with **FEEDBACK** over the phone for about 10-20 minutes every week (or every month if that seems more appropriate given your business). This is one of the reasons that we suggest you offer your services “at cost” or at a discount as you will be asking them to set aside time to do this. Here are a few questions you might want to ask them:

1. What benefits/results have you experienced from working with me?
2. What’s working/not working with respect to my services?
3. How can I make what I do truly extraordinary?
4. How would you describe my services to a friend or colleague?

Getting feedback from a beta client can give you surprising insights into how your service is perceived on the outside. As a business owner, it is so easy to get caught up in your product or service, that it is difficult to identify the benefits that you offer. Your beta clients can be your most valuable resources for fine-tuning your marketing message, and finding your niche market.

Criteria #2 - Testimonials

You will also want to ask your beta clients for a **TESTIMONIAL**. Let’s assume that he/she was satisfied with your work. You can ask them to write up a testimonial with specific parameters - something that focuses on results, that includes numbers, and/or identifies clear benefits. You might even ask them to record an audio testimonial or invite them to shoot a video that you can post on your web-site.

Criteria #3 - Referrals

This criteria is where you really see the benefit of this approach! Assuming that your beta client was satisfied with the products and/or services that you provided, they need to provide you with three **REFERRALS**. Remember, they are beta clients - you’re giving them a discounted rate at what we call the “referral price”.

BETA CLIENT NAME	TESTIMONIAL	3 REFERRALS
		1. 2. 3.
		1. 2. 3.
		1. 2. 3.

Following these steps will help you to get the ball rolling for you in your business. If, for example, you do this in January, by the time March or April comes around, you're going to have more clients and more income coming in! This technique allows you to grow your business while mastering your marketing messages and approach.



FOR ADVANCED BUSINESS OWNERS...

If you already have clients, you can take one of two different approaches:

Approach #1: Connect with your CHAMPIONS

Identify your **champions**. Just like Dave is a champion for Porter Airlines, you likely have loyal customers who champion your products and services. Who are they?

- 1.
- 2.
- 3.
- 4.
- 5.

Now, reach out to them to express your gratitude, and give them an incentive to keep the referrals coming. Perhaps you can send them a surprise Thank You gift, or offer a discount for being a VIP client. You'll have to play with this and come up with a style and approach that feels right to you.

Approach #2: Use the 80/20 rule to determine where to focus your energy

First, get clear on what a "full practice" means to you. What specific # of clients do you want to serve? Write that number down here:

Next, determine how many clients you currently have. Write that number down here:

What is the gap between your FULL client target and your current client list? Write that number down here:

This number is your goal.

Now, try to determine what methods and tactics were most successful in getting your current clients. How much came from speaking at events? How much from networking? From articles you wrote for the local newspaper? Is there a certain center of influence who brings you a handful of new clients? Get very clear on the specific sources of your clients. (This is the 80/20 rule in action. You are determining what 20% of your efforts yields you 80% of your results.) Write down your discoveries below:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Finally, take a look at the strategies you just identified as your most effective. For the next month, only focus on implementing these winning strategies. You're now working with more intention, because you are not diluting your attention on every possible approach out there—just the ones that have been proven to work for YOU.

Your goal is to get a client within the next 10 days.

The beauty of the 80/20 principle here is that you're already familiar with these strategies. You don't have to go out and find the next bright, shiny object out there. It's a key principle to working smarter, not harder.

YOUR “WRAP-AROUND” TEAM (WAT)

Successful people don't achieve their goals in a vacuum. It's why the Prime Minister has a Cabinet, and Bill Gates and other heads of big corporations turn to others for feedback. We all need to bounce ideas off of others, and get feedback on our journeys. And, in this next section, you're going to start to build your own Wrap-Around (advisory) team.

Whether you're just starting out, or are more established in your business, it's smart to have a WAT to help support your entrepreneurial journey.

Thomas Leonard is considered the father of modern coaching. In fact, he was one of the key figures in initiating the now very popular, “life coaching” industry. Thomas was known for his ability to launch many programs and tons of content quickly.

And he was able to do it because of his support team. In Thomas' case he had hooked up with about 50 other coaches in the field who he conferred with when he came up with an idea. They would hear him out, give him feedback and help him fine-tune it. And it helped him deliver more services and products quickly, and with better success rates. Obviously, your WAT does not need to be this elaborate! A few close colleagues and a few sample clients are a great start.

Having this WAT for you as you start your business, even if you're in the early stages, is a must. You want to start to identify who could be in your WAT!

Where can you find Wrap-Around Team buddies?

There might be people in your life and from your past who would make great WAT buddies. It's time to reach out to them and say, *“Over this year I'm going to be launching/growing my business. On occasion I'd like to run things by you. Would that be okay with you? I would value your feedback.”*



Take a moment to think about who you would like to seek out to be on your Wrap-Around Team (WAT). Think about who represents your ideal client, and whose opinion you trust, respect and value. Select a few names and write them down in the space provided:

1
2
3
4
5

How to work with your WAT buddies...

You will want to be in constant communication with your WAT buddies, and how you set things up will look different for different people. But ideally, you want to touch base with someone at least 3 times a week, for a short 10-to-15 minute call. Your buddies should be people whom you feel you can get close to, run your ideas by, and share your challenges with.

Maybe it's Monday, Wednesday and Friday, or maybe Tuesday, Thursday and Saturday. You work out the schedule with your buddy.

On these calls, you will want to talk about your goal between now and the next call. These are "accountability calls" more than buddy calls because that *IS* their ultimate purpose. Typically, a short 10-to-15 minute call during which you touch base with each other and find out what each of you needs to do to help the other person move forward is what you are aiming for. These work particularly well when your buddy is another entrepreneur.

Here are a few questions you and your buddy could use to get things going:

- What is your "stretch goal" between now and our next call?
- What are some of the challenges you are facing right now?
- Do you want to talk about anything that you are working on or thinking about?

FOCUS YOUR TIME FOR A STRONG START!

One of your most crucial skills as an entrepreneur is being able to make TIME for your money-making business visions. That's the difference between being a "hamster on a wheel" and getting new products and services to market so that your clients can purchase them.

Before you dive into all the strategies you'll learn through your Weekly Business Development E-Tips, review these time management tips, and "make them yours".

Know your most productive time

Are you the type who jumps out of bed full of energy and at your highest level of creativity, or do you not hit your stride until the afternoon or evening? Know when you hit your peak and schedule your most important tasks into that time.

Block your time for designated tasks

Your most vital appointment to keep is with yourself. Schedule time for getting your important goals accomplished each day—and don't forget to invest in that At-a-Glance yearly wall calendar!

Delegate your distractors

That email needs answering, and you need to update your social media accounts, and that invoice needs to get sent out. Life needs attention, but delegate everything you can, to a Virtual Assistant to clear your decks and your mind for *productive* work.

Create a Zen workplace

You won't get your best work done if the TV is blaring, the phone is ringing off the hook, and a pile of overdue bills is staring you in the face. Make your workspace a place where you love to be that is tidy, comfortable, and attractive and that promotes a positive feeling in you.

Take breaks

It's tempting when you are under a deadline to power through your lunch and not get up from your chair. But getting up, moving around, and getting the blood flowing will help reenergize and refocus your mind. So take 10 or 15 minutes to revitalize, and then get back to it.

Fend off the "time zappers"

Whether it's your smartphone alerting you to a post on your LinkedIn account or your friend down the street who drops by your home office, you need to guard your productive time. Turn off the smartphone when you're working, or consider finding an office space where you can rent out a workspace a few hours a day or week.

Keep it simple

You know how you decide to refurbish a chair and pretty soon you're remodeling your entire home? It's easy to complicate things and then they become overwhelming. Keep your goals in front of you and when you go off on tangents, gently guide yourself back to the essential task at hand.

Let go of what doesn't matter

It's easy to get caught up wasting time by obsessing about some of the little details. Step back, get some perspective, and stay focused on the big, money-making picture.

Schedule downtime

It's tempting when you're overloaded to work the weekend, but don't do it. You need your time off to rest, recharge, and play so that you won't get burned out. It's amazing how much creativity emerges during these restful times. Sleep is essential as well.

Work on one thing at a time

Multitasking doesn't work for everyone. You may find that you are less efficient at each task you try to do at the same time. Focus on one essential objective at a time and you'll get it done faster and better.

MAKE THE MOST OF THE *SMARTpreneur* CLUB!

We can hand you all the strategies in the world for growing your business, but if you don't apply them or "make it happen"...then nothing will happen! It's really that simple. One of the great things about being an entrepreneur is that your success is directly related to the time and energy that you apply to your business. It doesn't mean that you have to work long, gruelling hours - working "smart" will save you lots of time and frustration. Using all of your resources will also help to shorten your learning curve.

So make sure you are taking advantage of all of the benefits that we've put in place for you as a member of the ***SMARTpreneur*** Club:

- Read and action your Weekly Business Development E-Tips - they will be delivered directly to your e-mail.
- Connect with other members of the ***SMARTpreneur*** Club community.
- Use the tools and resources provided on the website at www.SmartNetAlliance.ca.
- Read the monthly Newsletter to stay on top of current issues.
- Connect with us via Social Media:
 - Twitter: [@SMARTNetALL](https://twitter.com/SMARTNetALL)
 - Facebook: [SMARTNetAlliance](https://www.facebook.com/SMARTNetAlliance)
 - LinkedIn: [SMARTNetAlliance](https://www.linkedin.com/company/SMARTNetAlliance)

If you have any questions, don't hesitate to contact us at info@SmartNetAlliance.ca.

Good Luck!

