

Small Business Owner's **5** Step Guide to Business Success



MARKETING PARTNERSHIP PROGRAM

We know that trying to guide your business to success can be overwhelming.



Use the 5 steps in this guide to both take control of your business and enjoy the journey. You will clearly define for yourself and others where you are headed and why it's important.

Guide to Business Success

BY MARKETING PARTNERSHIP PROGRAM



Mission Statement

WHY YOU NEED IT & HOW TO CREATE IT



Core Business Values

HOW TO FIND THEM



Daily Critical Actions

WHAT SHOULD THEY BE



Eliminate the Excess

UNPRODUCTIVE TASKS AND EXPENSES



Align Your Marketing

WHERE TO GET STARTED



1 Mission Statement

A mission that clearly states "WHY" you do what you do, and is a way to differentiate your brand in a competitive marketplace. The "Why" we are talking about is the purpose or belief of your company.

Your mission statement should be exciting and memorable; do not let a legal team write it for the shareholders.

Most companies can clearly state "what" they do or "how" they do it. Very few companies clearly state "WHY" they do it.

You are in business because you solve a problem for someone, somehow. Share it as part of your mission.

The formula for a clear mission statement that can be memorized by customers and employees alike is below.

"We will _X_ by doing _Y_ because of _Z_!"

Example of Our Mission Statement

Marketing Partnership Program (X) **helps** Business Owners (Y) **create** an easy-to-follow roadmap for success because (Z) **everyone** who bravely takes on the mission of starting a business that helps others deserves to be discovered.

Your mission starts with solving a problem. Then you must communicate what problem you solve, How you solve it, and most importantly why anyone should care.



2 Core Business Values

After you develop a powerful mission statement that clearly describes your "WHY," you will need to establish the key values that you want to exist throughout your organization.

These will be the characteristics you will hire and train to. For that reason, they need to be aspirational, instructive, and repeatable by everyone.

Select three values that are the most important to you, then describe why they support your business mission.

If you can't describe why they support your mission, then select something else. If they don't move your mission forward they will become a roadblock for productivity and profitability.

"Culture is simply a shared way of doing something with a passion"

BRIAN CHESKY, CO-FOUNDER,
CEO, AIRBNB

Example of Our Core Values

Socially Minded - We believe that every business should enhance the community they serve.

Resourceful - We create custom roadmaps that keep your overhead down and your brand awareness up.

Passionate - We are passionate about making sure entrepreneurs profit from their businesses.

A background image showing a map with various city names in Cyrillic and a small blue and white toy car with 'GPS' written on its side, positioned on the map.

3 Daily Critical Actions

Your values define why you should move your mission forward but now you need to prioritize the top three actions that will provide the movement.

These are actions that will be taken by everyone in your business every day, they are not job-specific actions. These must add momentum to your mission.

What are the three actions that will move your mission forward that are repeatable by everyone every day?

“Action is
the
foundational
key to all
success.”

– PABLO PICASSO

Example of Our Critical Actions

Listen - We listen to our client's words, tone, and body language so we can help them where they are every day.

Create - We create content that helps you grow profit, brand awareness and keep roadblocks cleared.

Show Up - We show up on time so that we are productive and present when needed. We also show up in our community to support our local shops and services.

4 Eliminate the Excess

Time Productivity

Productivity! What do you spend your day doing? You need to filter your tasks through your mission.

Pick 3 projects that will move your mission forward put them on your calendar and make that time non-negotiable.

Don't check your email, don't answer the phone, and put a do not disturb on the door. Don't make these yearly projects.

Make them daily, weekly, monthly projects with metrics you can monitor and be held accountable for.

At the end of every week review the profitability of the project. It might not be profitable right away but don't wait for a month, quarter or year to review it. Is the project working or should it be adjusted or scrapped?

Don't Waste Cash

Cash is King so, stop spending it where you don't need to. A phrase to eliminate from your business today is:

**"BUT, WE CAN WRITE IT OFF
ON OUR TAXES!!"**

“When you base decisions on your best revenue month, you will run out of cash—quickly.”

– MIKE MICHALOWICZ



4 Eliminate the Excess Cont.

New office furniture does not make you a profit or move your mission forward. You need money in the bank more than tax write-offs.

Let's look at the key projects you just created. If you need to work on social media you need a strategy don't spend \$1800 on advertising before you know if you even have the right message for your audience.

The saddest failed burger campaign ever. You may have heard the story of A&W marketing a third-pound burger to compete with the quarter-pound burgers on the market. They offered a bigger burger at the same price great idea, right?

Nope if they would have tested it, they would have realized people's 5-second advertising brains saw $\frac{1}{3}$ as smaller than $\frac{1}{4}$ (cause 3 is smaller than 4, save the talk math education for later) it failed awfully! Conduct your research and ask your customers before you waste money

Test and refine your projects and make sure you are gaining traction on your mission before you dump big investment in the wrong message.

Lastly, use your mission as a filter for your expenses don't make purchases that don't help you accomplish your mission. What is the return on the expense and how does it move you forward.

“Without data you're just another person with an opinion.”

– W. EDWARDS DEMING



5 Align Your Marketing

Marketing is an exercise in memorization. Now that you have a mission statement that tells the consumer what you do, how you do, and why, it's time to make sure every marketing message tells your story.

- Business Cards
- Sales Brochures
- Elevator Pitch
- One Liner
- Website Home Page
- Website About Us Page
- Social Media Posts
- Lead Generators
- Blog Posts (Linkedin Articles)
- Client Proposals
- Email Campaigns

If someone asks what you do, tell them the problem you solve and why. Don't say it's complicated they will believe and stop listening. Invite them into a story about how frustrating the problem is, so you are compelled to help solve it.

When people know what you do and why you do it, they will tell others. They will repeat what you say, so be clear.

**If you need help with any of this content
Schedule a Complimentary Session**

[Book a Session](#)

**"Good
Marketing Is
An Exercise In
Memorization"**

– DONALD MILLER