

# Business Growth Plan



## Module 3

Explore Your Marketing Potential  
Assess Your Team's Development  
Reconsider Your Business Processes  
and Tools

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# Module 3 - Explore Your Marketing Potential

Learning Objective: Take a look at the marketing you do now and how effective it is for your business

Marketing is the lifeblood of every business. It might be paid, low-cost, or free, but you need it if you want to sell your products and services. Marketing will also help you build your brand and raise awareness of your business.

Whatever you are doing now may be working to bring in revenue, but as you grow your business, the future direction of your marketing strategy is crucial.

In this section you'll evaluate your current marketing activities and reflect on what needs to change to reflect your growth.

## Verify What is Working

Before looking at what you might want to change in terms of your marketing, it's key to review what's happening in your business now.

You'll have some sense of the marketing milestones you've hit over the last year, but that might be based on gut feeling rather than a specific audit. Check the facts by taking a detailed look back at the last 12 months with these questions:

Did we achieve our goals?

Has our target market changed?

Did our marketing message penetrate the market?

Is our brand clearly recognized?

Did we make the sales we wanted?

- ✓ Did we achieve our goals?
- ✓ Has our target market changed?
- ✓ Did our marketing message penetrate the market?

- ✓ Is our brand clearly recognized?
- ✓ Did we make the sales we wanted?

The achievements you've made have been done through the use of marketing tools and strategies. Review these marketing tactics both online and offline by looking at your sales metrics, such as conversion rates:

- ✓ What gives you the best financial return? You may not be paying for advertising yet, but remember that the time spent on spreading the word about your offers also has a cost
- ✓ What gets your brand the most exposure?
- ✓ What marketing do you enjoy doing?
- ✓ Where can you improve?

This information will be crucial when you come to make decisions about changes in your marketing.

## **New Marketing to Grow Your Business**

In order to grow, you might need additional ways of marketing. They may cost more than you spend currently, and this will be part of the investment in your scaled up business. However, more effective marketing can make your business more efficient, save time and, of course, bring in more customers.

For example, you might consider:

- ✓ Setting up a content marketing system-this would be a blog.
- ✓ Taking out ads or paid advertising on Facebook
- ✓ Adding video into your marketing.


When you put together your Embroidery Business Growth Plan, you'll make decisions on where to make changes in your marketing tactics.

## **Key Takeaways:**

- ✓ Not all marketing strategies work for all business, so you need to be selective.
- ✓ To achieve growth, you may need to alter your marketing tactics.

## Action Steps:

1. **Quick Win:** Write down how successful you think your marketing is now, before you look in detail at the other questions. This will give you an idea of how tuned-in you are to your marketing.



2. Take a look back at the last 12 months and ask:

<b>Did we achieve our goals?</b>	
<b>Has our target market changed?</b>	
<b>Did our marketing message penetrate the market?</b>	
<b>Is our brand clearly recognized?</b>	
<b>Did we make the sales we wanted?</b>	

3. Review your current marketing tactics both online and offline by looking at your sales metrics, such as conversion rates:

<b>What gives you the best financial return?</b>	
<b>What gets your brand the most exposure?</b>	
<b>What marketing do you enjoy doing?</b>	
<b>Where can you improve?</b>	

4. Write down which marketing tactics you think would best support your business growth.

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	
<b>5.</b>	

# Part 2 - Assess Your Team's Development

Learning Objective: Review how your current team is working so you can identify the changes you need to make to increase productivity

The people who work with you are a crucial part of your success as a business. You really can't do it all by yourself anymore, even though you probably started out that way. However big or small your team is currently, now is a good time to take stock.

In this section you'll look at how your team is working and think about changes you will need to put in place to meet the demands of your up-scaled business.

## Your Current Team

You may not have a massive team just yet, but you very likely have at least a admin assistant, an embroidery machine operator or helper, and an accounts person. They may not work full-time or regularly for you - you may use them on an as needed basis.

Regardless of your team's size, they need to support your development and not get in the way of it. You also need to allow them to do the work you need done and not sabotage their output. This happens with some business owners when they resist letting go of control and try to micro-manage their team. This is demotivating for your team and counter-productive for the business, so don't let that be you.

Take the time now to review your current processes with team members such as communication systems, content development, and other outputs. Answer these questions:

- ✓ What's working well?
- ✓ What needs improvement?

When working with a team, you need to aim for:



- ✓ **Trust** - Delegate clearly to them and then trust that the work will be done.
- ✓ **Clear Goals and Milestones** - Make sure you know what you want and that you communicate this to the right person. Add in deadlines so they know what is expected and by when.
- ✓ **Regular Communication** - You need to keep in touch regularly with your team. Depending on what they're working on for you, this could mean setting up a weekly Skype session or a mid-project review to check progress.
- ✓ **Human Interaction** - If you employ remote workers, they still want to interact with you. It's motivating for your team to speak with you personally, and you can get to know them better as people, which will build a stronger team.

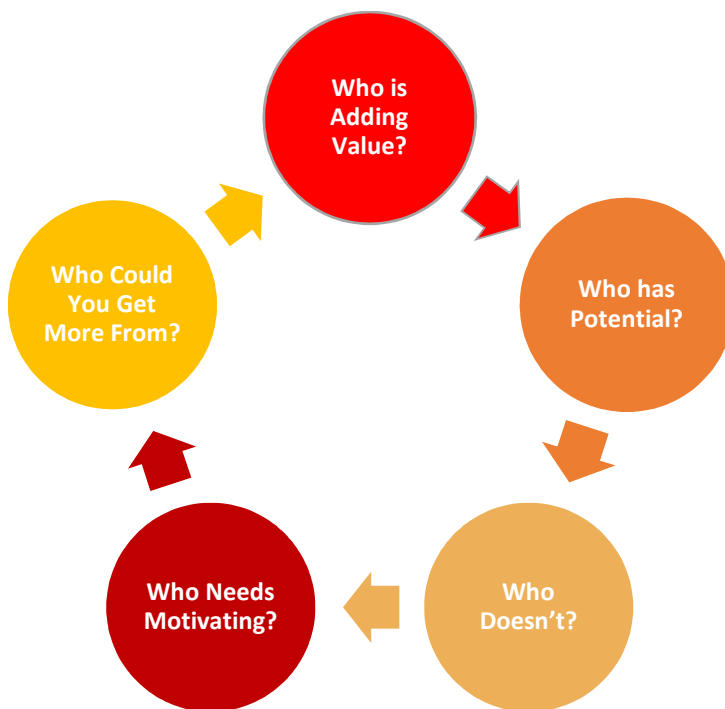
What needs to change in these aspects of your employees or team members working together?

## Evaluate Your Existing Team Members

Before you start thinking you have to hire more people, there could be valuable internal changes you can make to improve the performance of your current team.

You probably hired someone to do one specific operation, but they likely have additional skills and talents that could be useful to your business. Carefully consider each employee's potential and whether you could train them to take on other tasks.

When you evaluate the people you have on your team now, ask yourself:



- ✓ Who is adding value?
- ✓ Who has potential?
- ✓ Who doesn't?
- ✓ Who needs motivating?
- ✓ Could I swap roles around to get more from them?

Some of the changes may have resource implications, so you should consider those as well.

## Outsource To Fill Gaps

Even with internal changes, you may need to recruit to add to your existing team. Outsourcing can free you up to focus on growing your business and can fill the gaps on your team as your business grows.

Ask yourself:

What tasks could you outsource?

What tasks are you still doing?

What tasks do you no longer wish to do?

What resources do you need?

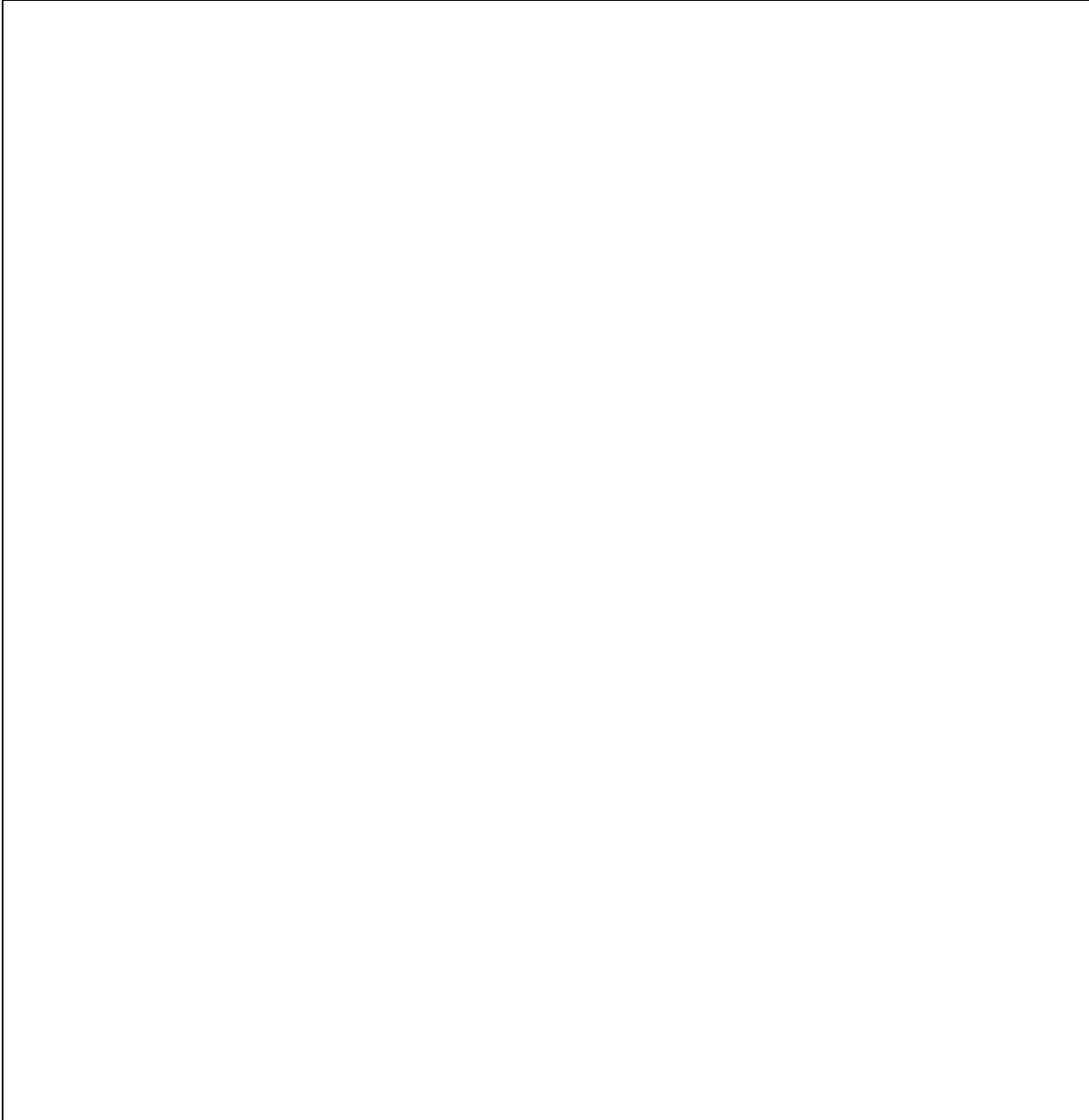
- ✓ What tasks and processes could you outsource?
- ✓ What tasks are you still doing that should be done by someone else?
- ✓ What tasks do you no longer wish to do?
- ✓ What resources do you need?

### Key Takeaways:

- ✓ The people you have working for you now should be contributing to your business in a positive way.
- ✓ There may be internal changes you can make to improve productivity.
- ✓ You might want to consider outsourcing more.

## Action Steps:

1. **Quick Win:** Think about your current employee or team performance and brainstorm what's working well and what needs improvement.



2. List the members of your team:

	<b>Team Member</b>	<b>Job Title/Responsibility</b>
<b>1.</b>		
<b>2.</b>		
<b>3.</b>		
<b>4.</b>		
<b>5.</b>		
<b>6.</b>		
<b>7.</b>		
<b>8</b>		

<b>9</b>		
<b>10</b>		
<b>11</b>		
<b>12</b>		
<b>13</b>		
<b>14</b>		
<b>15</b>		

3. Take a critical look at their output and ask yourself:

	<b>Who?</b>	<b>How?</b>
<b>Who is adding value?</b>		
<b>Who has potential?</b>		
<b>Who doesn't?</b>		
<b>Who needs motivating?</b>		
<b>Could you swap roles round to get more from them?</b>		

4. Make a list of tasks you are still doing that should be done by someone else or that you no longer wish to do. These are all potential tasks to outsource or delegate to someone else:

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	
<b>5.</b>	
<b>6.</b>	

5. Make a list of team resources you feel you'll need in order to grow.

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	
<b>5.</b>	

# Part 3 - Reconsider Your Business Processes and Tools

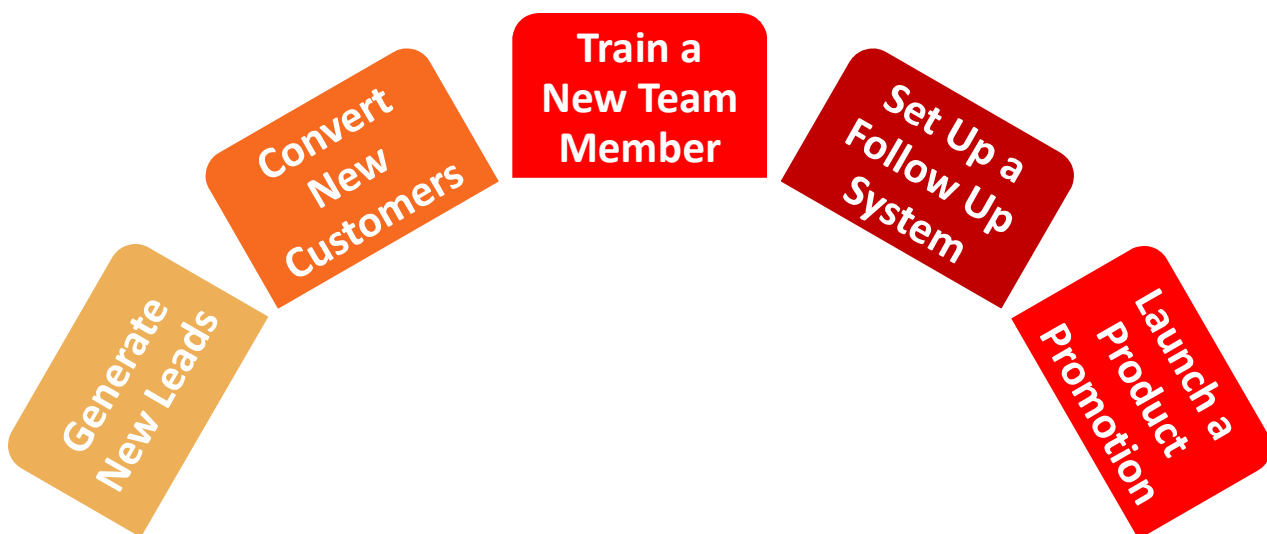
Learning Objective: Examine the processes and tools you have in place in your business to assess if they are still delivering what you need

The processes and tools you use in your business need to suit both you and your team, and are especially important if you employ remote workers. Their purpose is to make the work go smoothly so that you can assign tasks and know that they will be done in the way you want.

In this section you'll look at the business processes you have in place and the tools you use, and assess if they are the best ones to support your growth.

## Pick Your Processes

The processes you have in place demonstrate how you do things currently. Their nature will depend on the type of business you have, but they will usually include ways to:



- ✓ Generate new leads
- ✓ Convert new customers
- ✓ Train a new employee or team member
- ✓ Set up a follow up system
- ✓ Launch a product promotion

You will already have some processes established in your existing business. You may have developed them consciously or they may have evolved over time.

Take another look at your key processes and assess how happy you are with them:

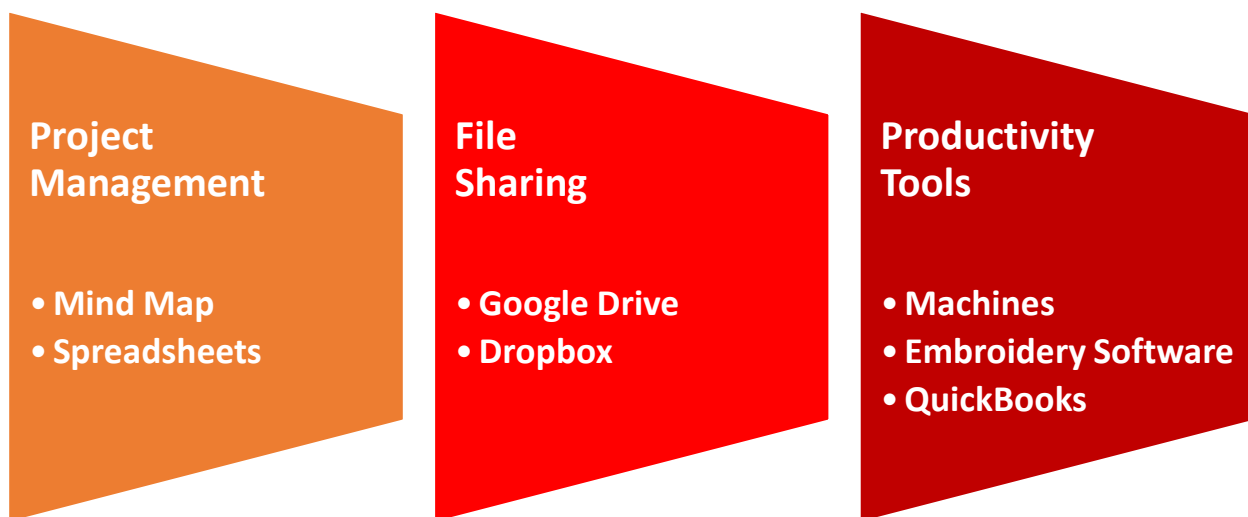
- 1 • How efficient are they?
- 2 • Do they meet your business needs?
- 3 • What could be improved?
- 4 • Where could you free up more time?
- 5 • Where could you cut costs?
- 6 • How are these processes increasing your team efficiency?

- ✓ How efficient are they?

- ✓ Do they meet your business needs?
- ✓ What could be improved?
- ✓ Where could you free up more time?
- ✓ Where could you cut costs?
- ✓ How are these processes increasing your team efficiency?

Now think about what process you'll use for prioritizing any changes you make in your business moving forward. What criteria will you use? For example, you may want to focus first on those things that you can easily outsource, so that you can free up time to then focus on the areas that require your personal involvement. You'll need to set up your own process and criteria for prioritizing changes so that you keep the core business going while you're growing.

## Track Your Tools



Alongside your processes, you'll be using many different tools in your business, especially if you have remote team members. These can be tools for project management like a Mind map or Spreadsheets for sharing information like Google Drive or Dropbox, or Productivity tools like embroidery machines,

embroidery software, QuickBooks, etc.. Depending on your business needs, you may use other types of software for various purposes.

Review the tools you use to see if they are still valid for your business. They may have worked for you at one point but are no longer suitable for your future business plans. You might have something new that you bought and which you could now bring into use. Make sure you aren't paying for something that you *don't* use - either use it or cancel it.

There are new apps coming on the market all the time. Yours might need updating or replacing with something more recent.

Rethink your customer management tools like email marketing systems, follow-up methods, and ask yourself:

- ✓ Is it time to invest in a more comprehensive email marketing system that allows segmentation and high-level CRM, Automatic Emailing System - <http://AutomaticEmailSystem.com?>
- ✓ Is your QuickBooks up to date?
- ✓ Do you have your QuickBooks set up the way that I teach so you know where you are at all times financially?

With business growth in mind, ask yourself:

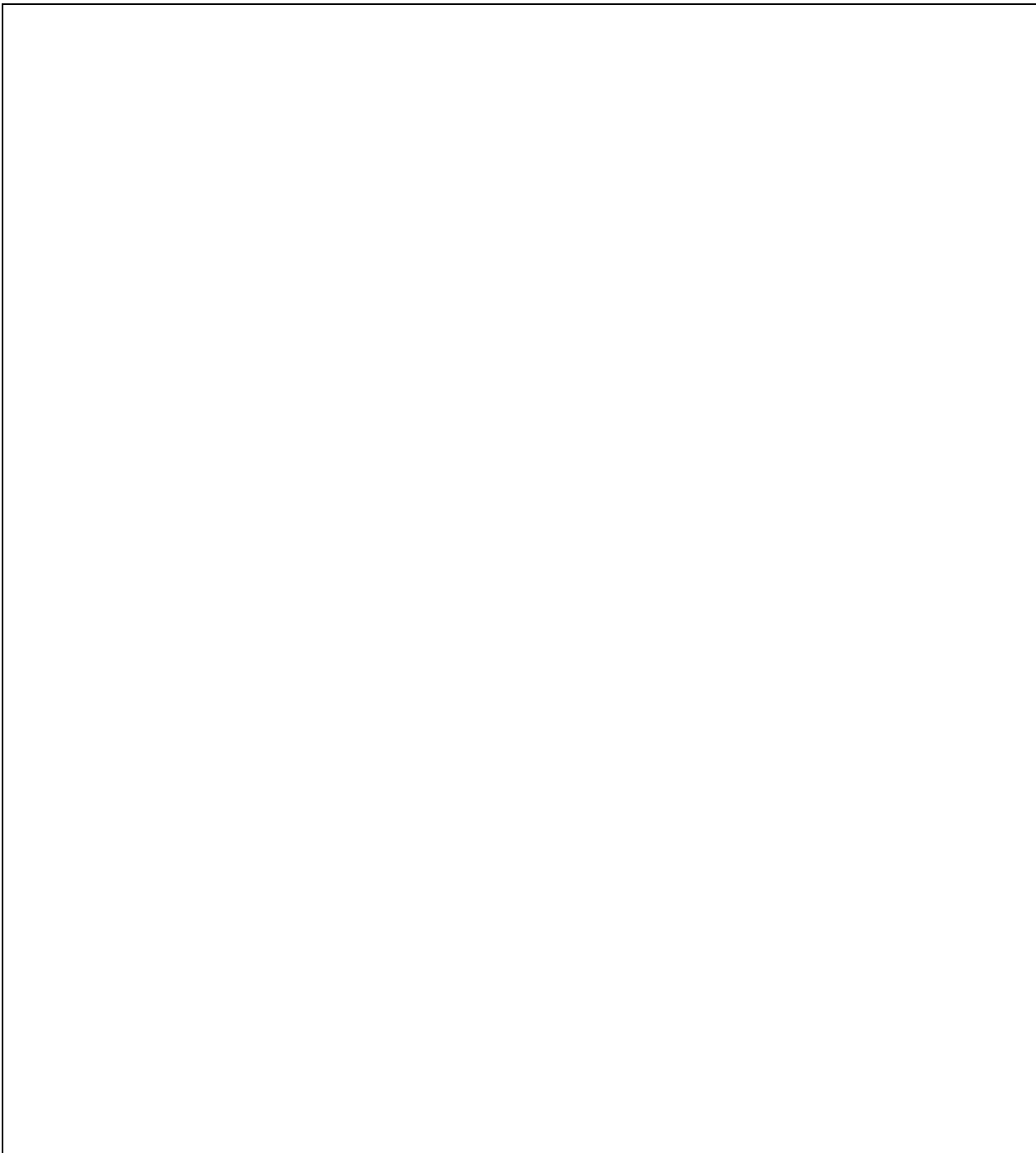
- ✓ Am I consistent with my posting on Social Media?
- ✓ Do I need tools to handle Social Media?
  - Creating Images with quotes
  - Scheduling

## Key Takeaways:

- ✓ Review your business processes regularly.
- ✓ Keep productivity tools updated for the best performance.

## Action Steps:

1. **Quick Win:** What is the most useful tool you use? Do you have the latest version?



- 2. Review the key processes you have in place and assess how happy you are with the. Fill in the Key Process and answer the questions below it.**

<b>Key Process</b>	
<b>Does it meet your business needs?</b>	
<b>What could be improved?</b>	
<b>Where could you free up more time?</b>	
<b>Where could you cut costs?</b>	
<b>How does it increase your team's efficiency?</b>	

<b>Key Process</b>	
<b>Does it meet your business needs?</b>	
<b>What could be improved?</b>	
<b>Where could you free up more time?</b>	
<b>Where could you cut costs?</b>	
<b>How does it increase your team's efficiency?</b>	

<b>Key Process</b>	
<b>Does it meet your business needs?</b>	
<b>What could be improved?</b>	
<b>Where could you free up more time?</b>	
<b>Where could you cut costs?</b>	
<b>How does it increase your team's efficiency?</b>	

3. What criteria or process will you use to prioritize your business changes so that you keep the core business going while growing?



subscriptions you have that you don't use and have no intention of using any time soon:

Tool	Cost	Strength	Weakness

Notes: