

Be The Architect and Build a Better Business *Building a Sustainable Business for Profits and Growth*

The 4 Areas of Business Development - *Laying The Foundation*

Getting Customers – marketing, selling, acquiring the herd

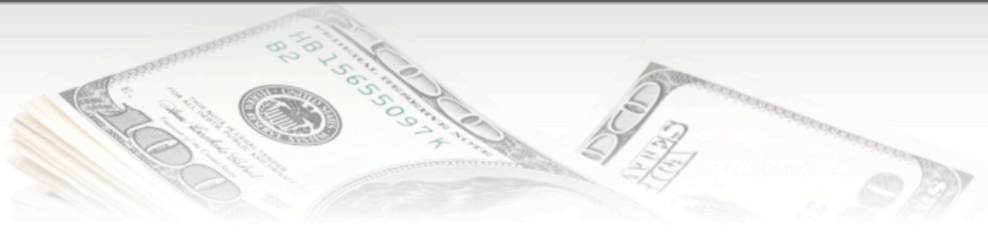
- Identifying Your Market
- Describing Your Customers
- Figuring out Why They *Want* To Buy
- Crafting The Message and Offer
- Discovering Where They Are
- Deciding How To Reach Them
- Creating The Entry Points

YOUR BIGGEST OPPORTUNITY: _____

Keeping Customers – the experience, retention, relationship, nurturing

- Educating The Prospect
- Making Them A Customer
- Designing The Experience
- Conditioning Them to Behave
- Your Relationship System

YOUR BIGGEST OPPORTUNITY: _____



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Growing Customers– increasing value, ascension, more things to buy

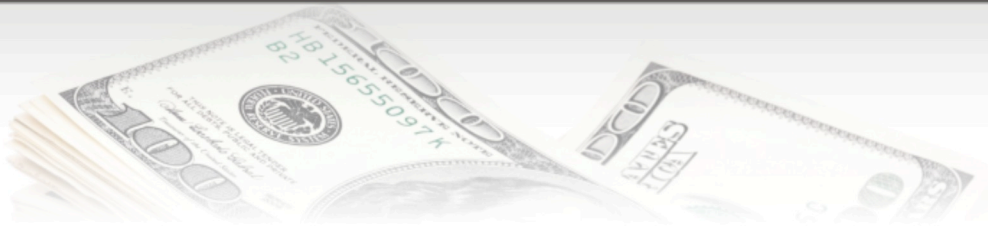
- What Should Happen First/Next
- What Else Should They Buy
- How To Make Them Worth More
- Creating More Products/Offers/Services
- Don't Forget Those Who Don't Buy

YOUR BIGGEST OPPORTUNITY: _____

Expanding Customers – finding new markets, opportunities, money

- Referrals Systems / Affiliates / Joint Ventures
- High-end Opportunities
- Replicating Markets/Niches
- Selling The Unrelated
- Monetizing Your List

YOUR BIGGEST OPPORTUNITY: _____



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The 4 Building Blocks for a Successful Business *Building On The Foundation*

The MARKETING/MESSAGE Building Block **Lead Generation + Building The List**

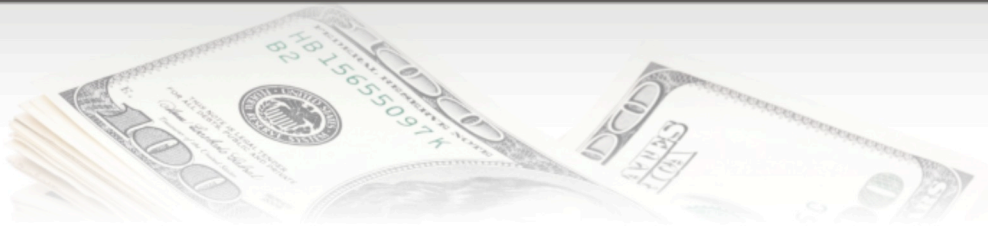
Front End Marketing - 1 or 2 Step
Follow-up Marketing – Funnel
MULTIPLE Ways to buy / Offers to choose / Media to use

Strategy to Implement First/Fast _____

The SELLING/ACQUISITION Building Block **Customer Acquisition + Customer Conversion**

Specific Sales Process for all Lead Generation
Marketing System to Non-Buyers
New Customer Experience for Buyers

Strategy to Implement First/Fast _____



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The EXPERIENCE/RELATIONSHIP Building Block **Customer Retention, Loss Prevention, Conditioning**

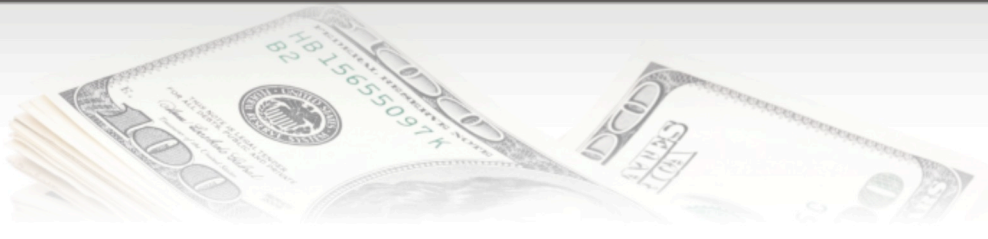
Relationship Marketing System
Never over feed the Buyer
Reactivation Process

Strategy to Implement First/Fast _____

The EXPANSION/DEVELOPMENT Building Block **Customer Ascension, Increasing Value, Replicating Systems**

National/Global/Niche Expansion
Selling Information/Opportunity
Acquiring Others Revenue Streams

Strategy to Implement First/Fast _____



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Your Business Building Blueprint – “Napkin”
Putting it all together: Foundation + Building Blocks

MARKET

LEAD GENERATION

SALES PROCESS

PRODUCTS / SERVICES

MEMBERSHIP LEVELS