



SMALL BUSINESS STRATEGIES

Spend Time Working ON Your Small Business as an Entrepreneur

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? What Stage Are You In?

- Dreaming & Brainstorming:** I have ideas and I want to learn more.
- Planning:** I am making firm plans toward an actual launch date.
- Part Time:** I have started my small business and I'm the only person working in it PT.
- Full Time:** I have started my small business and I'm the only person working in it FT.
- Small:** I have started the business and I have 49 or fewer employees
- Mid:** I have started the business and I have 50 or more employees

? What's Your Motivation?

- ✓ Have fun – choose my daily activities
- ✓ Reap the rewards of my own efforts
- ✓ Work from home
- ✓ Personal freedom - set my own hours
- ✓ Share my passion with others
- ✓ I've identified a need that I can fulfill
- ✓ Get away from current office politics and my boss
- ✓ Create an asset for my retirement or kids
- ✓ Retire early or enter partial retirement
- ✓ Earn supplemental income
- ✓ Become financially independent

Working In & On Your Business

- Alan works IN his own small business and he created a place he could work IN during his "working" life.
- Dave works ON his own small business which works FOR him for life including retirement.

? What Is Your Evolution / End Game? (Work **IN or **ON** Your Own Business?)**

Meet Nikita Floyd, Owner, Green Forever Landscaping

What Do You Want to Create?

? What Type of Business Are You Interested In?

- Service to Individuals
- Service to Businesses
- Service to Non profit or Government
- Retail Location / Franchise
- Resell Products (no fixed retail location)
- Wholesale / Broker
- Professional
- Artist/ Manufacturing
- Import / Export
- Web based (e.g. Ebay store)

Organization Styles

- Growth/Number of Employees
- Work In vs. Work On Business

What Business Are You In?

? What Do You Offer?

? What Does Your Brand Stand For?

What Do You Promise?
Taglines That Convey a Promise
What Business Are You In?
What Will Your Customer Experience?

? Who Is Your Target Market(s)?

When You Are Personally the Brand

A Brand Overhaul

- www.uspto.gov (check status and apply for a trademark)

Leveraging Other Brands

Building Your “Toll Bridge”

? What Is Your Process?

The Marketing Mix: The 4Ps

Product Alone Is Not Enough

Positioning: Standing Out in Crowded Marketplace

Blue Ocean: Creating a New Market

? What Is Your Marketing Plan?

Four Critical Roles

? What Role(s) Do You Enjoy and Which Do You Need Help With?

- The Visionary
- The Salesperson
- The Manager
- The Technician

A Simple Marketing Framework – “TRACK”

- Target
- Reach
- Action
- Closure
- Keep

Resources and Contact Information

To access all of the free materials listed below, we would like to ask that you simply provide feedback to us via our brief web survey.

Visit www.yourinc.com and click the link highlighted in yellow to complete the quick survey. You do not need to answer the questions to obtain the free materials.

Web: www.yourinc.com

- Self assessment quiz
- TRACK framework worksheets
- Advice on starting your own business
- Summary of key concepts
- Checklist of 100+ things you can do today
- Web links
- Link to local entrepreneurs featured in presentation
- Links to obtain books

Email: yourinc@aol.com

Next Steps:

Thank you for attending this session!

We wish you good luck as you work on your own small business. We are exploring options for working with our peers to provide assistance and possibly form small groups of business owners who desire to provide guidance and mentoring to each other. Email yourinc@aol.com to start a dialog with us.

This is not a solicitation to purchase a specific service, rather, a start of a dialog toward how we can all help each other grow our small businesses.

There is no obligation and initial sessions will be done at NO cost.