



Business Mentoring Group- part 1

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Topic: The Competition & How I can stand out

Date: Monday Oct.6, 2014

Duration: 45 min/ break/ 45min

Mute Options: *6 (if you anticipate having background noise; pets, children, etc., please mute your line—otherwise we can't wait to hear your voice!)

1. Introductions. Demystifying Attracting Clients & Increasing Revenues

2. Building your Ideal Business

What I want + What I need = Happy / Fulfilled me w/ successful profitable business

a. You will Reclaim in Your Business: check all that apply and add more of your own

Organization

A Business Plan

Implementing EFFECTIVE strategies to attract more clients

Profits!

Clear boundaries of work hours and leisure hours

Passion

Engage in work that I enjoy

b. Who I am: list qualities that describe you. i.e: passionate, creative, organized, etc.

c. What do I need: list what you need in place to complement what you bring to the table in order to achieve the success you desire;
(i.e. more help, to be more organized, to be more clear on what I want, confidence, classes to refine my skill, meet other people in my space)

d. Why do I need the items in (C) ? What is it that I think will happen to me and my business if I don't have that? Please list each again and answer the question for each.

e. Will my revenues/ profits increase dramatically if I add those pieces to my business puzzle. List each item from C and answer this question.

3. Don't make light of the IDEAL CLIENT

Write adjectives to describe a past client that was ideal for you. Pleasant, loved your work, got you referrals, and paid you what you are worth. If this ideal client did not have all the pieces that make them ideal, then add the elements that you wish they would have had.

(this is a work in progress: as you evolve, this list evolves. And you may start demanding more that is in alignment with yourself and your business)

3. The Competition

HOMEWORK:

1. Select 2 competitors: what are they doing right, and what are they doing NOT right. What are they doing to reach their ideal clients, what marketing/ PR strategies are working for them. Also HOW are they communicating who they are and their value.

2. google them. Follow them on FB, twitter, blog. Do not have someone else do this work for you, do it yourself, it will enlighten you!

3. And now do the same for your company/ business and study what you have done right and NOT right in the past month or so.

4. Write down how THEY stand out and how YOU stand out to your Ideal Client

5. Based on what you now know about your competition, the market, etc, what do you offer that is unique. What makes you unique?
This list is what will allow you to begin to stand out to your ideal client

4. Let's talk about YOU.

What have you lived? What have you overcome? If you were to look back at your younger self, how would you be able to help her?

What tools do you have to help her?

What methods?

How would you communicate this?

How much is this wisdom worth? Really worth?