

# READY TO LAUNCH:

## Getting Your Business Ready for 2024



# Determining Your Revenue Projections

with Laura Sigmon

## BASIC FORECASTING APPROACHES:

### QUANTATIVE

Historical data from time-sensitive or correlation information.

VS.

### QUALITATIVE

Opinions from experts, decision makers, or customers.

Naive Approach

Executive Opinion

Moving Averages

Delphi Method

Exponential Smoothing

Sales Force Estimates

Trend Projection

Consumer Survey

Use Revenue Forecasting - General template from Best Practices Consulting Services to determine your 2024 Revenue Projections.

# Optimizing Business Operations

## with Marcus Leslie

Business optimization is the process of identifying and implementing new methods that make the business more efficient and cost effective.

### STAYING IN YOUR LANE:

- Focus on your unique value proposition
  - Know your strengths, skills, or offerings that set you apart from your competitors.
  - Emphasize the importance of leveraging these unique qualities to stay in your lane and attract your target customers.
- Practice self-discipline and boundary-setting
  - Establish clear boundaries and say no to opportunities or projects that are outside your expertise or core business focus.

### COMMUNICATING YOUR WHY:

- Authenticity is key. Make sure you are genuine and true when communicating your why.
- Know your target audience and tailor the message to the audience.

### CAPACITY:

1. Assess your current capacity (financial, human, spiritual, time, etc.)
2. Define goals and objectives.
3. Identify strengths and weaknesses.
4. Delegate and outsource.
5. Implement time management strategies.
6. Build a support network.
7. Continue to learn and develop skills.
8. Track and monitor progress.
9. Optimize resources.

## PURPOSE - WHY YOUR BUSINESS EXISTS:

1. If you don't know your purpose someone will define it for you.
2. Revisit often.
3. Write down your purpose as if you have no economic restriction.

*Book Recommendation: E-myth*

## PURPOSE QUESTIONS:

Why did you create the company?

---

---

---

---

Has the reason you created the company changed or evolved?

---

---

---

---

Who do you want to serve?

---

---

---

---

# Mastering Sales Strategies

## with Marcus Leslie

### BUILDING TRUST THROUGH CONSISTENCY:

- Focus on customer experience, not just the product.
- Consistency breeds trust; understand your business purpose.
- Show up consistently in all aspects of your business.

### BRAND IDENTITY AND AUTHENTICITY:

- Be known for one thing; eliminate unrelated elements.
- Personal branding matters: online presence, attire, authenticity.

### EFFECTIVE COMMUNICATION:

- Clearly communicate the "why" behind your business.
- Authenticity is crucial for customer engagement.

### UNDERSTANDING YOUR AUDIENCE:

- Know your target audience; use online metrics.
- Tailor messages to your specific audience.

### ONLINE PRESENCE AND PROMOTION:

- A strong online presence is a must.
- Self-promotion is crucial; actively push your business.

### STRATEGIC ANALYSIS AND CONFIDENCE:

- Know your numbers and value proposition.
- Analyze competitors for growth opportunities and collaborations.
- Be confident in what sets you apart.

# Elevating Your Business Marketing

## with Kierra Lanice

### BRANDING

VS.

### MARKETING

Branding defines who you are and your relationship with the audience.

Marketing focuses on how you talk to your audience, addressing their needs.

### CRAFTING A BUSINESS BLURB:

- Create a concise blurb reflecting your mission and identity.
- Connect the blurb to your underlying purpose and desire.

### AUTHENTICITY AND CONSISTENCY:

- Communicate who you are; people will otherwise define it for you.
- Stay true to your vision and identity.

### PLATFORM STRATEGIES:



TikTok: Embrace raw content.



Instagram: Curate aesthetic visuals for static posts and create raw content for stories. Use trending audio for reels.



Facebook: Maintain a family-friendly tone.

### STRATEGIC MARKETING PLANNING:

- Plan marketing strategy month by month.
- Prioritize community events, scheduled pop-ups, goals, and holidays.

## KEYWORDS OVER HASHTAGS:

- Prioritize keywords in captions over hashtags.
- Understand how people search for information (including yourself - if you were looking for your product or service, how would you find it).

## ADAPTABLE MARKETING APPROACH:

- Flexibility in cross-promotion and tweaking communication.
- Align content with the audience's expectations on each platform.

## SUGGESTED FOLLOW:

- [Instagram.com/SocialDox](#) to learn how to use Canva to create captivating graphics.
- [Instagram.com/Creators](#) to learn how the app is updating including algorithm updates.

## SUGGESTED TOOLS:

- ChatGPT and/or other AI platforms.
- CapCut to edit video content.
- Canva to create graphics.