

READY TO LAUNCH:

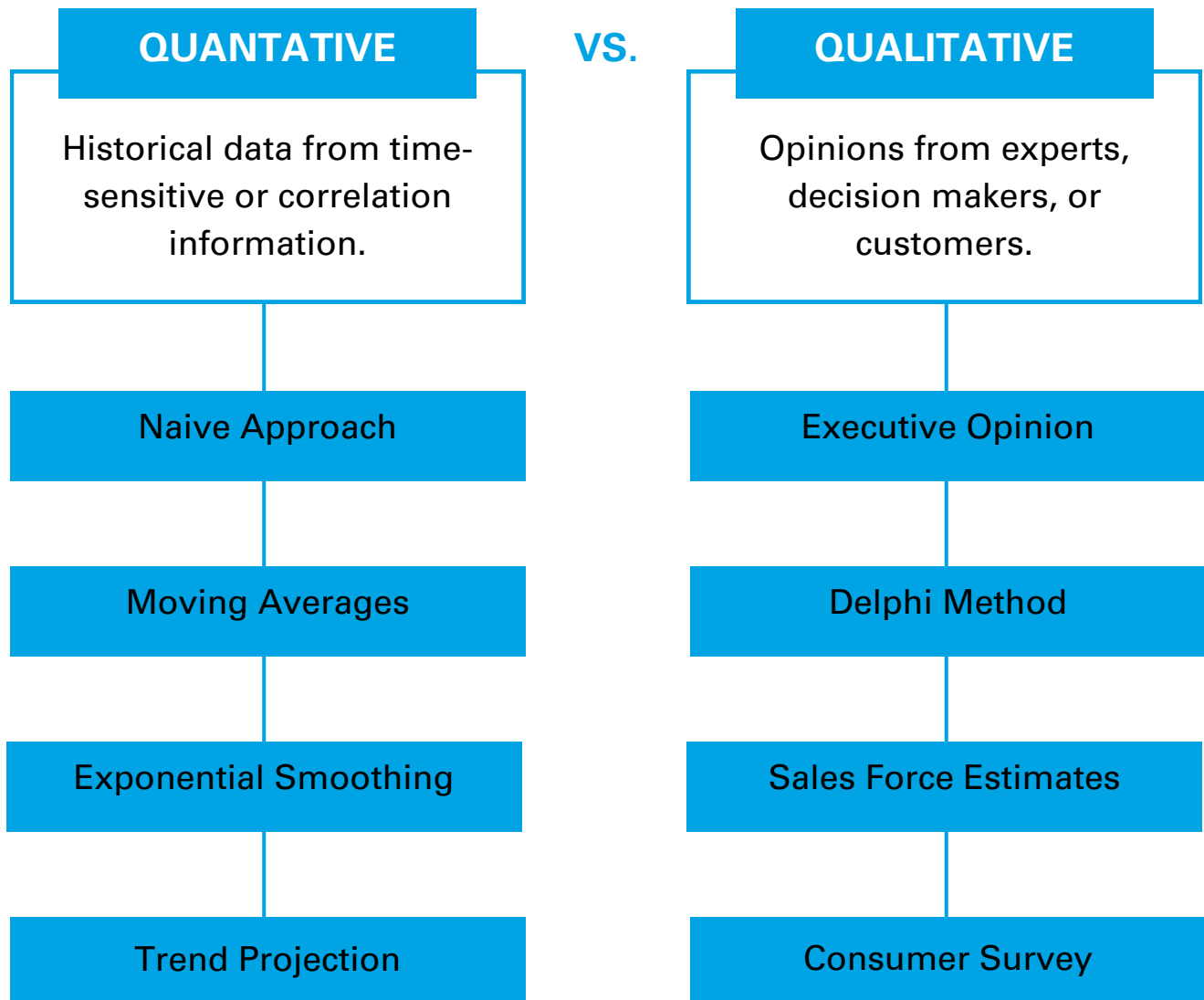
Getting Your Business Ready for 2024



Determining Your Revenue Projections

with Laura Sigmon

BASIC FORECASTING APPROACHES:



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

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

VS.

MARKETING

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](https://www.instagram.com/SocialDox) to learn how to use Canva to create captivating graphics.
- [Instagram.com/Creators](https://www.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.