

The IBGR Network

Great Choice - You're Here, It's FREE, Let's Get Started

We are the number 1 International Business Radio Station for fast growth owners. IBGR uses the internet as its broadcast tower. Our FREE business radio broadcasts cover startups, growth, and exit solutions 24 X 7 and are heard in 135 countries and growing.

All the shows are based on a library of best practices for starting, growing, and exiting a business. Our hosts are subject matter experts and business owners. They focus on practical and proven tools. This is not a MBA program.

The current show is listed in [OnAir Today](#). Just click and let us support your efforts to take your business to the next level.

Don't miss our new mobile apps for [Android and iOS](#) - the real power of radio is listening to what you need to do while doing it!

The Exec Team

Volume ONE represents Season 2, Growth Stage I Shows. Stage I is when the owner has created a business and conducts due diligence prior to selling. The focus is to create clarity of what they are selling to whom and what is the best approach from a balanced scorecard perspective.

Volume TWO represents Season 2, Growth Stage II Shows. Stage II companies have opened their doors and are aggressively selling to prove the business idea. The focus is to achieve sufficient and predictable cash flow from a balanced scorecard perspective.

Volume THREE represents Season 2, Growth Stage III Shows. Stage III is when the company becomes financially viable and the owner understands its real market opportunities. The focus is on building the capacity to grow from a balanced scorecard perspective.

Volume FOUR represents Season 2, Growth Stage IV Shows. Stage IV is a period of rapid growth to achieve its full potential. The focus is on accelerated growth without destruction of working capital from a balanced scorecard perspective.

Volume FIVE represents Season 2, Growth Stage V Shows. Stage V is when the owner sells the company because it has achieved maximum value or reinvents it. The focus is on maximizing profitability for sale or funding future growth from a balanced scorecard perspective.

Volume SIX represents Season 2, Growth Stage V Shows. Stage VI is the reinvention of the business. The owner reviews the core elements of competitive advantage - the offer and how the business operates to build the foundation for exponential growth when looping back to Stage IV; the cycle repeats. The focus is on rethinking everything while maintaining brand from a balanced scorecard perspective.

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INTRODUCTION

Welcome to our 6 Volume Series on business growth. Each Show Note is from the Season 2 Broadcast Schedule (July - September 2020) and is available on our website www.IBGR.Network; use the **NEW CHOICE FOR BUSINESS SEARCH** to access our Library of Best Practices. Additionally, you can gain access to the podcasts by [JOINING our Community of Commerce](#).

A brief primer on how the information is organized to make your search easier. Starting with the Balanced Score, it makes the business case that profit is a result from how well the owner builds and runs operations, customers, and people. Expressed as a math formula:

$$F = (O + C + P)E$$

This is how we organized our broadcast schedule during the work week:

- Monday is **F**inance day,
- Tuesday is **O**perations day,
- Wednesday is **C**ustomers day,
- Thursday is **P**eople day, and
- Friday is for **E**xecutive.

Our second method for organizing each day is by Stage of Growth - the same approach we used to build each of these volumes. We broadcast Globally in 4 Markets with 6 programming hours in each. The first block represents Growth Stage I, 2nd block is Growth Stage II, etc. For more information on your growth stage, go to [Grow With Us](#). This will help you decide which shows and podcasts are the most critical for you.

One last note. All the information in this User Guide and broadcasted over the IBGR Network is the property of GrowthWorx or the independent show host. Since we produced the information for your use, make it happen inside your company. However, none of this information is authorized for resale or commercial use (you selling our stuff) unless you receive written prior permission from the IP (Intellectual Property) Owner. Let's play nice and grow together.

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Australasia

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- Ajai Lal

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- Arthie Moore
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Chapter 1 - FINANCIAL PERFORMANCE

Show A2.001 Goals & Mindset

Objectives - The WHY

Startups Lane - Overview of What is coming in next weeks

Are you a startup? Are you clear on your business goals?

Being an entrepreneur is not easy, it takes a special kind of mindset, courage and a burning desire to make it all work.

In the next 9 episodes we will tackle all the aspects of startups and help you by bringing your ideas, thoughts, real life experiences, so that you can learn from our successes and failures, rather than reinvent the wheel.

Some of the topics we would be handling are:

- Goals & Mindset
- Business and Marketing Plans
- Understanding the four phases of Business
- Funding
- Customer Acquisition & related costs
- 5 Steps to grow your business and generate more money
- Cashflow
- Hiring Talent
- Tools for Startups

Well these are a few things we will go over in next few weeks to enhance your experience in your startup.

We know it is not easy, nothing worthwhile is but let us bring to you cutting edge information to make better informed decisions and thrive in your startup.

Show A2.002 Business and Marketing Plans

Objectives - The WHY

Startups Lane - Goals & Mindset

The first thing as a startup is to make sure you have set your Goals - both personal and business and have a mindset of an entrepreneur, ready to take the risk and look for every opportunity and deal with adversity as and when needed.

A mindset closed against any negatives that can bring you down and goals will help you with that.

Why are Goals important and is it important to set them?

Your goals should start with a strong Why. Well you went into your business and I am sure you had a very solid reason to do so. Most people are happy to work for someone, get a steady paycheck, nothing wrong with that, but as an entrepreneur you are ready and taking the risks so your Why has to be very strong.

So what is your Why that drove you to start the business?

(Your Answers)

Do you have goals that move you to the direction of your business. This is why both personal and business goals should be separate but in congruence. List a few goals here and then later go back, think deep and make a list of your goals if you haven't already.

Goals should push you. Get you out of your comfort zone.

List a few Personal goals here

(Your answers)

List a few Business goals here
(Your answers)

Are your goals SMART, can these be measured? See what can be tracked and measured can give you a marker for your progress.

Pause and Reflect on your progress a few times during the year. Quarterly is good. Every Quarter pause and see where you started and how far you have progressed. This will give you a good indication of if you need to change your strategy or path or not.

Don't change your goals, change your strategy to achieve those goals. Change till you are on the right course and on track of where you need to be.

In your goals make sure you not only have goals of helping others but financial goals too, again goals that push you out of your comfort zone.

Mindset

Mindset is of utmost importance, especially in Startups.

Mindset closed against any and every negative influence. Tightly guard your mindset.

The right mindset can give you the direction as do understand the road for a startup is not going to be a straight line, best of the plans would fail, best of the strategies will not work. There will be outside influences that would push you to your limits. This is where your mindset, your focus would be of utmost importance.

What we focus on Expands... So what do you consistently focus on?

With Solid but flexible goals and a mindset primed for success you can achieve anything. Yes anything.

Show A2.003 Understanding the Four Phases of Business

Objectives - The WHY

We will talk about the importance of Business and marketing plans and the need for startups. Many startups, especially small businesses do not spend much time in developing a business plan and then a marketing plan. It is in their head. Well what is in your mind needs to be on paper.

Obviously if you are looking for funding then you do need a full fledged business plan. Even if you are self-funded it is imperative to have these plans and as we will progress I will show you the importance of the plans, what these plans need to include and who should be seeing these.

Key Issues

1. Traditional Business Plan - Is needed or preferred if you want a comprehensive plan or plan to request financing from traditional sources
2. One Page Business Plan - A one-page business plan needs to provide concise answers to several basic questions that must be addressed such as:
 - What is the need for your product or service?
 - What is your competition and how will you differentiate yourself in the marketplace?
 - How will you make money, for example, in terms of sales versus expenses?
 - How will you market your business?

Marketing Plan - The WHAT

A marketing plan is a report that outlines your marketing strategy for the coming year, quarter or month. Typically, a marketing plan includes:

- An overview of your business's marketing and advertising goals.
- A description of your business's current marketing position.
- A timeline of when tasks within your strategy will be completed.
- Key performance indicators (KPIs) you will be tracking.
- A description of your business's target market and customer needs.

What You Need to Do - The HOW

1. Be Flexible
2. Business Plan is a guide, build flexibility in it
3. A basic business plan should include
 1. Executive summary -- a snapshot of your business
 2. Company description -- describes what you do
 3. Market analysis - research on your industry, market and competitors
4. Review your plans at least every quarter to see if you are on track
5. Business plans and marketing plans help you brainstorm and keep you one step ahead
6. A business plan should have your vision and how you envision your startup not someone else.
7. Even if you are not asking for funding, a business plan is a must to guide you, so create a simple plan with the financials and a forecast.

Introduction

THE FOUR PHASES OR PILLARS OF WEALTH AND MONEY TO UNDERSTAND AND MASTER AS A STARTUP ARE:

1. Generation of Money - Core Pillar
2. Saving Money & Paying yourself first
3. Growing your business and your money
4. Protecting your business and money

Show A2.004 Funding

Objectives - The WHY

These are the four phases or pillars of startup success in terms of business and money. I believe all these are important components of the business growth and sustainability. I have had many businesses and noticed that even if one of these is missing the consequences can be detrimental. As we go through the phases make notes as to where you are in your business progress and are you planning on all these facets or are you just stuck with one.

Key Issues

Generation of Money - Core Pillar

So generation of the money is the first essential thing as a startup and that is your first priority, without generation of money your startup is not going anywhere and neither are the rest of the avenues.

If you are in a brick and mortar business, think how you can expand your business in the online world. How to reach your clients via social media and how to make your presence online.

The idea is to create a tribe of people who can follow you and you keep on adding value to them.

Business and Marketing Plans - Have you worked on those? We spoke about them in our last episode.

What You Need to Do - The HOW

1. Getting Clear on your bottom line
2. Low hanging fruits
3. Customer acquisition and related costs
4. Website - your website is your face to the world
5. Repeat Customers
6. Upsell
7. Branding your Business USP
8. Pareto Principle - **20% Efforts bring 80% of the results**
9. Referrals
10. Success habits

Saving Money & Paying yourself first

- Pay yourself first. Paying your business first.
- Savings is essential for long term business survival. Have at least 3 months and a backup plan.

What You Need to Do

How much do you have if your business runs into tough times?_____

What is your goal here _____.

Business Planning and planning in case of adversity

Budgets and tracking your revenues and expenses.

Growing your business and your money

- What % of money can you invest in growing your business and growing your money?
- What does growth look like for you?

What You Need to Do

- Start looking for your money working for you.
- Profit first is the key before expansion.

Take the risk but a calculated risk. Check your finances, your funds, your revenue streams and how strong they are before embarking on the business growth.

- Invest your money so that you can get it compounding to make money.
- Invest in yourself and your staff growth
- Invest in your Weaknesses.

Protecting your business and money

- Do you have adequate protection for your business. Are you adequately insured?
- Have you created the type of organization where your personal funds are not going to be harmed in case of adversity or a lawsuit.

What You Need to Do

1. Speak to a lawyer and CPA about the protection of your business - Copyright or a Trademark?

2. Take a look at all the protections that you need for yourself and your business.
3. Get adequate insurance

Show A2.005 Customer Acquisition & Related Costs

Objectives - The WHY

No matter how great your business idea is, one of the elements of a startup is your ability to obtain sufficient funding for starting and growing the business. Now you may have funded or financed your startup with your own capital or by borrowed monies from family and friends as many small startup businesses do, but there are other options available.

Key Issues

1. Why do you need additional funding? Get very clear on it before you go ahead, borrow or invest your own money.
2. First thing is to evaluate your business at this point and get clarity. I believe that is of utmost importance. If your business is not generating enough profits and you are believing that growth is going to bring that then re-evaluate your idea.
3. If you have a great idea that can expand your business then re-look at your business plans and your goals and adjust them accordingly.
4. Make decisions that make sense both in your head and on paper.
5. Do you believe enough in your idea to take out a second mortgage on your home? Sell your car? Live on basic food for a year or two years make it possible? Do you have that burning desire and the idea that has been vetted out.

What You Need to Do - The HOW

1. Take a look at your Expenses first and calculate additional costs.
2. Traditional Ways to get funding:
 1. Self Funding
 2. Get your family and friends to invest first
 3. Personal & Business Credit Cards
 4. Merchant Cash Advance
 5. Getting a line of credit from your supplier (depending upon your business)

Other ways to get Financing

1. Angel Financing
2. Crowdfunding
3. Venture Capital
4. Small Business Loans
5. Government Grants - If your business is eligible

Tips to Manage Startup Finances

1. Create a Budget Plan
2. Know your business well
3. Separate Personal & Business Finances
4. Improve your Credit Score
5. Think about Financial Advisor
6. Cutting on Excessive Expenditures
7. Look at insurance needs to protect your business
8. Lease business equipment

Show A2.006 5 Steps to Grow Your Business and Generate More Money

Introduction

Customer acquisition cost (CAC) is the cost related to acquiring a new customer. CAC refers to the resources and costs incurred to acquire an additional customer. It is the best approximation of the total cost of acquiring a new customer.

It generally includes things like: advertising costs, the salary of your marketers, the costs of your salespeople, overhead, commissions, bonuses etc., divided by the number of customers acquired.

Why is it important - It's a really useful number to help you calibrate your investment and make sure that you are making the right decisions for your growth and why does it matter – If your customer acquisition cost is greater than your revenue for a long enough period of time, you'll can possibly go out of business.

Objectives - The WHY

We are going to discuss the Customer Acquisition costs and the importance of calculating these costs, then what is the Life Time Value of the customer and finally will discuss strategies on Retention of customers.

Key Issues

1. Customer Acquisition Costs - Understand the importance of this
2. Life Time Value of Customer - Do you know these costs, as a Startup you may not have that much data but you still need to start putting this in your business plan from inception
3. Lastly how do you retain your customers, so they become your “Raving Fans”

What You Need to Do - The HOW

1. Calculate your customer acquisition cost from the data you have now
2. Look at your business model
3. Create the ability to monetize your customers which is getting the Lifetime value of your customer
4. A few strategies
 1. Increase your sales cycle
 2. Attract more qualified leads
 3. Referrals
 4. Increase Team productivity

Learn how to Retain your Customers

According to research from Harvard Business School, increasing customer retention rates by only 5% increases a company's profits by 25-95%.

It is the emotional journey of the customer that should never be ignored - It is not just what you sell but how you make them feel.

Benefits of Keeping your Customers

- More efficient, more effective more profitable
- Morale Improves
- Selling to existing satisfied customer is 60-70%
- Lifetime value of a loyal customer can be 10 times greater than the first purchase.
- They become Raving Fans
- They can be your best Testimonials and Referrals

Show A2.007 Cash Flow

Objectives - The WHY

After our time together you will find many new ways, some you may already be employing and some you may not even have thought about.

Once you have gone over all these see what relate best to you and your business and then start implementing them in order you can given the size of your business, number of staff or employees you may have, the resources you have that you can expend now... so lots of variables and as every business is different you need to pick and choose what you want to focus on and what can bring the best value to your business and your customer.

Key Issues

1. Leverage Social Media and we will go into the depth of how to work with the social media and other pertinent details.
2. Build your Tribe - It is how you continue to engage your audience and have them to become lifelong raving fans and your brand advocates.
3. Niche Audience - How well do you know your customer (e.g. Gender, Age, Location, Interests, Lifestyle, your competitors)
1. Create Strategic Alliances - What services can you complement each other and
2. Focus on the Few and Outsource rest or delegate if you have resources.

What You Need to Do - The HOW

It is not about doing 3000 different things, but doing a few things 3000 times.

Go through these issues step by step and see what is working for you and what not.

According to a Wharton business school study in 2017 about Social Is the New Financial: How startup Social Media Activity Influences Funding Outcomes - Social Media, social media popularity can demonstrate a startups ability to build its brand, integrate consumer feedback and attract specific customer groups.

- Don't make Assumptions - Test Test Test - Fail but learn from it
- Listen to your audience and the market
- Master 3 things - Marketing, Management & Sales
- Spend at least 1 hour every single week to improve upon the business. Work on your business not just in your business.

Show A2.008 Hiring Talent

Introduction

The old saying that cash is king' is never more accurate than when dealing with a startup.

When you first start a new business, it can feel overwhelming as you are surrounded by a multitude of things to do which includes all the back end operations, sales, marketing ... you know what I am talking about here. Many times Cash flow takes a back seat .. which can be the biggest mistake and one of the causes of small business startup failures.

Cash Flow or what is commonly referred to as Working Capital is the heart of any business," "Without it a business cannot survive. As a startup, understand that a cash flow statement is a mandatory statement that records cash and cash equivalents that are coming in and leaving the company. The key function of the CFS is to let

investors and lenders take a look at how your company's finances are being managed and where your cash is coming from.

Objectives - The WHY

In business, cash is always on the move. The cash flows into the account when customers pay for their purchase, when a loan is received from the bank or other source, interest is received or when any assets are sold.

Cash flows out of the bank account when suppliers are paid, wages and salaries are paid; interest is paid to the bank and so on.

The difference between the cash inflows and cash outflows during a specific period is known as the "net cash flow".

Tips on Understanding Cash Flow as a Startup

- Understand and record cash flow projections
- Profit does not equate necessarily to cash
- Unanticipated expenses and emergencies e.g. Covid-19
- Marketing Expense exceed sales
- Late payments can cause major cash flow disruptions
- Faster Growth in the company

What to Do to Manage your Cash Flows

- Spend slow and have it paced out
- Outsource - Save on hiring costs
- Pay Yourself First
- Discount for early payers
- Negotiate terms - both on Receivables and Payables
- Use a Charge Card
- Negotiate on everything in your business

A few more things

- Understand the cycles of your business and then use to forecast cash flow
- Keep separate Business & Personal Accounts including credit cards
- Pay your bills on time - On Time... not early
- Get handle on your Invoicing and make sure you are paid on time
- Lease or finance equipment including office and IT equipment
- Build cash reserve and invest a portion back into the business
- Get a Line of Credit
- Look at hidden opportunities in your business
- Revamp your marketing strategies to generate more sales
- Understand the Slow seasons and use Social Media (if possible) to reach out to your customers
- Understand your money - It is your money

Statistics

- Overall, 90 percent of small-business failures are caused by poor-cash flow, according to Dunn & Bradstreet
- According to the Receivables Exchange , small businesses now wait nearly 50 days on average to get paid

Show A2.009 Tools for Startups

Introduction

At one juncture when your startup has started to grow you will need to hire talent and staff. Now some startups with funding and a larger budget start with a few employees and then from there they grow, but many new startups are run by solopreneurs, but there comes a time when you alone cannot do everything and you shouldn't as I have said before you need to come out of starting to work in your business to start working on your business.

At this time it becomes very important to hire the right talent who can catapult your startup to another level or levels, but then many times it is really hard for a solopreneur to hire as they are so used to doing everything by themselves or in a small team. But understand to grow you will need to hire and get a team of like minded people with varied talents.

Objectives - The WHY

- When is the Need to Hire?
- Leadership Lid... Hire your weaknesses
- How to Hire for your Startup
- Personality Assessment - DISC
- Outsourcing

Key Issues

1. First Key Positions and Roles You Need to Hire for a Startup
2. Why Would Anyone Want To Join An Early-Stage Startup?
3. How to Hire Employees for Your Startup?
4. Personality Assessment - DISC or any other and its importance
5. Is Outsourcing the right thing for your business?

What You Need to Do - The HOW

1. Know what you are hiring for – get the job spec right
2. Find where your ideal candidates are
3. Pitch the job to the candidates
4. Be realistic about the time and resources involved
5. Automate if you can
6. Find where your right talent is

So you have hired ... now what?

Outsourcing - Its benefits and why it is critical to your growth strategy

Why to Outsource

- Many startups are made of small team and generally could have only one key employee - you?
- A time comes when the workload gets unmanageable and you and the business starts to suffer.
- There could be things outside your expertise but you cannot afford to hire due to cost constraints

Areas to Outsource

1. Human Resources
2. Accounting Services
3. Data Entry & Data Processing
4. Digital Marketing
5. Customer Service

Show A2.010 Don't Forget Marketing

Introduction

So what are the tools that can be used to market your business? It does not matter if you are a brick and mortar store or an online business, currently online marketing is what is going to get you the clients. If you haven't thought of setting a segment online for your products and services it is time to think again. Very few if any of the large retailers are left who are not selling online.

We will look at some of the tools that are best suited for Startups and also geared towards growth

Objectives - The WHY

- Marketing Tools & Marketing Research
- Online collaboration Tools

- Productivity Tools
- Customer Relationship & Sales Tools
- Website Tools
- Finance & Accounting Tools
- Best Platforms to create & sell online courses

Key Issues

1. MARKETING TOOLS
 1. Mail Chimp
 2. Active Campaign
 3. Clickfunnels
 4. Ontraport
 5. Postsked: Social media management
 6. GetResponse: Email marketing automation
 7. Google Analytics: Complete website analytics
 8. VWO: A/B testing and conversion optimization
 9. SEMrush: SEO and PPC intelligence suite
 10. Adespresso: Advertisement management
 11. Adroll: Ad retargeting placement

MARKETING RESEARCH - The WHAT

1. Survey Monkey
 - a. Survata
 - b. Google Forms
2. ONLINE COLLABORATION TOOLS
 - a. Slack
 - b. Skype
 - c. Join.me
 - d. Zoom
 - e. Google Meet
 - f. Microsoft Teams
3. PRODUCTIVITY TOOLS
 - a. Calendly.com

- b. Todoist.com
 - c. Otter.ai
 - d. Canva.com
 - e. Emojipedia.com
 - f. Bitly.com
 - g. Google Drive for Google docs, sheets, calendar, forms and so much more
 - h. Evernote
 - i. Unsplash.com - royalty free photos
4. CUSTOMER RELATIONSHIP & SALES TOOLS
- a. Agorapulse
 - b. Hubspot
 - c. Pipedrive
 - d. Keap
 - e. Nimble
 - f. Sprout Social
 - g. Zoho Social
 - h. eClincher
 - i. Crystal
 - j. Salesforce: CRM focused on sales
 - k. Zendesk: Customer support suite
 - l. Intercom: Customer messaging platform
 - m. Delighted: Surveys and customer feedback
5. BEST WEBSITE TOOLS FOR STARTUPS
- a. Namecheap: Domain registrar and hosting service
 - b. GoDaddy.com
 - c. Bluehost: Basic hosting service
 - d. WP Engine: WordPress hosting service
 - e. Liquidweb: Advanced dedicated hosting service
 - f. Weebly: Create ecommerce stores
 - g. WP Rocket: Caching plugin

BEST WEB HOSTING SERVICES

1. WPEngine – best for WordPress hosting
 1. Bluehost – best cheap hosting
 2. InMotion – best for speed
 3. Greengeeks – best eco-friendly hosting
 4. LiquidWeb – best for developers
 5. Dreamhost – best for bloggers
 6. Siteground – best alternative to Bluehost
 7. MediaTemple – best alternative to WPEngine
 8. Pagely – best for enterprise WordPress sites
2. BEST FINANCE & ACCOUNTING TOOLS FOR STARTUPS
 1. Quickbooks: Complete accounting and bookkeeping
 2. Xero: Complete accounting and bookkeeping
 3. Expensify: Receipt and expenses management
 4. Gusto: Payroll and benefits management
 5. Stripe: Online payment processing
 6. Recurly: Subscription billing management
 7. Paypal
3. BEST PLATFORMS TO CREATE & SELL ONLINE COURSES
 1. Udemy for launching your first course
 2. Skillshare for teaching creative skills
 3. Teachable for marketing your course
 4. Podia for putting up a digital storefront
 5. Thinkific for building a course from scratch
 6. Kajabi for marketing a course on autopilot
 7. WizIQ for setting up a virtual classroom
 8. Learnworlds for creating an online school

What You Need to Do - The HOW

For any work flow there are many programs and apps. The idea is to pick ones that you can afford now, which can meet your needs but are also scalable. We have discussed previously about business and marketing planning and that will give you an insight on the level of scalability you need.

Most of these apps give you a free trial version ranging from 7 to 14 or more days, best is to use that and see your level of comfort and price range

Show A2.011 It's All About Culture

Introduction

A company's culture is a set of shared values, attitudes, goals and practices. By defining our startup culture we can begin to better support the employees, improve operations, support the working environment and make valued contributions.

Objectives - The WHY

Many times first time startup founders have a difficult time defining their culture from the beginning as they do not pay much attention towards it, later this can have a detrimental effect on the business operations.

I believe from the very beginning start to set up the culture you want your company to follow. You probably have an idea of what you know is important for your startup success.

You need to identify the core values, the identity, growth strategy and communication for the culture to flourish. What you do not want is for your company to start creating its own culture which will happen if it is not defined and the type of employees you hire and their work practices and ethics will start to take the culture in a direction that you may not like. So setting those expectations from the start is important.

Key Issues

1. Where does a culture come from?

2. What can a founding team do to make sure that startup culture is great
3. Why is it important to define your startup culture

What You Need to Do - The WHAT

1. Build a strong startup culture
 1. Establish company's mission
 2. Define you core mission and values
 3. Communicate
2. How to Maintain startup culture while scaling
 1. Leadership
 2. Hire the right fit
 3. Reward employees
 4. Evaluate your culture from time to time

Chapter 2 - OPERATIONS

Show B2.002 The Agile Startup

Objectives - The WHY

We are combining 2 similar but different approaches to running a business. Agile is based on increasing speed where you trade some margin for quickness. Lean is based on decreasing cost or increasing margin where you trade speed for profitability. Neither of these are right or wrong answers - it is a matter of which fits the current environment.

3 Key Issues:

1. What does agile startup mean?
2. What does a lean startup mean?
3. How does it combine with lean?

What You Need to Know - The WHAT

What is an Agile Startup?

- Focus on a Narrow Objective - agile allows for scope creep because you don't have all of the answers at the start, but you cannot let the objective expand - just the details;
- Act with Urgency - you don't have much time between concept and selling, get your business open in the least amount of time possible without comprising due diligence;
- Keep everything Small - number of people on a team, duration of that team, what you are trying to accomplish at each step.

What is a Lean Startup?

- Having a Process - create a product development process first;

- Working Smarter - the critical question is not "can this product/service be built at the required price point?", rather (1) "should it be built at all?" and (2) "can we build a sustainable business around it?";
- Develop the Minimal Product (Service) Possible - identify the customer problem that needs solving and then build the minimal product (service) possible, get it into customers hands and learn the upgrades from usage;
- Build>Measure>Learn - validate the minimal product/service or upgrade.

What You Need to Do - The HOW Agilean

1. Required Processes - (1) Problem Solving & Decision Making, (2) Teamwork
2. Specifications for Minimal Product (Service) - keep the output tight but allow for scope creep in the individual sprints.
3. Go Small Over Short Periods - accept the concept you don't know what you don't know at the start and will learn it by the conclusion of this step.
4. Manage the Process by Facilitating the Teams - control comes from the group using the same problem solving and decision making tools.

Show B2.003 Stage II Operational Plan and Sprints

Objectives - The WHY

This is your first and last SWAG plan. That doesn't mean it is not well considered but since you have no marketing, sales, or production experience with this startup, the best you can do is create realistic objectives. Once you have reached Growth Stage III you will use the

experience of staying open to build processes and standard operating procedures for each core process.

Key Issues - Owner Perspective:

1. Based on Benchmarked Process for Marketing & Sales - Sales Objectives for Growth Stage II
2. Based on Benchmarked Processes for Production - Production/Delivery Objectives for Stage II
3. Create cash flow vs cash demand plan.
4. Implement agile projects and sprints.

What You Need to Know - The WHAT

- [EPISODE E1.002 THE BASICS OF HOW TO OPEN](#)
- [EPISODE B.020 CUSTOMER OBJECTIVES](#)
- [EPISODE B.018 YOUR FIRST REAL BUDGET](#)
- [EPISODE B2.002: THE AGILE STARTUP - OPERATIONS](#)

What You Need to Do - The HOW

1. Start with estimated Break Even and Minimized Product or Service
2. Determine how many need to be sold at Standard Price.
3. Determine how many need to be sold at Discounted Price.
4. Based on the number of sold units at discounted price - how many customers do you need?
 1. If you close 50%?
 2. If you close 50%, how many Qualified Leads do you need if you can interest 10% of all leads?
 3. If only 10% of your list of leads can be qualified, how big of a leads list do you need?
5. Based on the size of your lead base, how many campaigns do you need to run if it takes 15 touches to create a qualified lead/
6. How long will that take and how much can you spend?

7. if you can get 10% into the funnel, how long will it take to close 50%?
8. How many potential customers in the sales funnel can you handle with the existing sales force?
9. What is your estimated amount of time and budget to reach Break Even?

Show B2.004 The Principles of Beta Testing or Soft Launch GoLive

Objectives - The WHY

The goal of a Beta product or service when first introduced is to Build, Measure, Learn - then Promote & Sell.

Key Issues - Owner Perspective:

1. Minimize risk to the business.
2. Understand usage demands and result expectations.
3. Create minimal viable product/service to generalize later.

What You Need to Know - The WHAT

- Lower the risk of failure
- Better understanding of the audience
- Test marketing channels
- [E3.003 CREATING A COMMON PROBLEM SOLVING - DECISION MAKING MODEL](#)

What You Need to Do - The HOW

1. Market Research: unmet or undermet needs, size of market, growth rate of market, ability to micro-segment, potential to become #1 or 2.
2. Prototype: design the Alpha or Version 1.0 using the QFD process.

3. Build: create operating example for testing - usage and results.
4. Self Test: test internally and upgrade to version 2.0 or Beta.
5. Soft Launch: test 2.0 with favorable audience without publicity.
6. Release: upgrade 2.0 and create 3.0 for release.
7. Hard Launch: market, advertize, promote Version 3.0.

Show B2.005 The Principles of Release or Hard Launch GoLive Objectives - The WHY

Today's show is all about how to do a massive launch into the marketplace. You have done several soft launches with a 1.0 alpha product/service and 2.0 beta launch. You have successfully done your Market Research and found unmet or undermet needs, determined the size of the market, the growth rate of market, the ability to micro-segment, and your potential to become #1 or #2.

Additionally, you have created your Prototype: design the Alpha or Version 1.0 using the QFD process, created an operating example for testing - usage and results, Self Tested it internally and upgraded to version 2.0 or Beta, Soft Launched and tested 2.0 with favorable audience without publicity, then Released your upgraded 2.0.

Now it's time to create 3.0 for release, which leads us to the Hard Launch. Hard Launch is a 3 step process: market, advertize, promote Version 3.0.

- [EPISODE B2.004 THE PRINCIPLES OF BETA TESTING OR SOFT LAUNCH GOLIVE](#)

Key Issues - Owner Perspective:

1. Whatever is launched is fully complete and can backup the advertizing,
2. Tied to a major campaign, pr, - there is a marketing budget,

3. Goal is quick revenue growth,
4. Choice the product/service with highest probability of success - can't afford failure

What You Need to Know - The WHAT

- A hard launch is when you release a completed product, either globally or in your entire target area. A hard launch usually involves a lot of marketing.
- The difference between a soft launch and a hard launch is primarily in the scale.
- A hard launch explodes your offer into the marketplace while your soft launch was all about small steps, one at a time.

What You Need to Do - The HOW

1. Market, advertize, promote Version 3.0
2. Put some thought into your overall launch objective.
3. Allocate your launch budget
4. Consider your internal resources and skill sets
5. Decide on the best way to mitigate this risk
6. Consider a post-launch lead generation marketing strategy to capitalize on the work you did for the hard launch.

Show B2.006 Creating Basic Performance Metrics

Objectives - The WHY

Productivity = Equipment, Performance = People.

Basic Performance Metrics is the what and how of measuring individual and group performance. We will stick to the easiest approach that is demanded in Stage II: quantity, quality, cost, and time.

Your goal for this structure so early: make sure what needs to be done is done, create a discipline for measuring and managing work.

Key Issues - Owner Perspective:

1. Organize assigned jobs for tracking.
2. Every job, task, assignment, contains the goal, role, structure, procedure with performance standards.
3. Performance is visually tracked.

What You Need to Know - The WHAT

- [EPISODE B.023 PEOPLE INTERNAL OBJECTIVES](#)

What You Need to Do - The HOW

1. Creation of a Tracking Board
 1. Visual Board.
 2. Electronic Board.
2. Every job is formally assigned with a budget (Work Order)
 1. Create a Form with items from Step 3.
 2. Create a duplicate and place it into the corresponding box for details.
3. Every Work order has the following information:
 1. Goal: why it is important.
 2. Standard: what is the combination of Quality, Quantity, Cost, and Time Frame required.
 3. Role: what is their level of responsibility for the end product
 4. Previous Step: where did this job, task, assignment come from.
 5. Next Step: when completed what happens next.
4. Each job is tracked for Start Date, Work in Progress Status, and End Date

Show B2.007 Power of the Reset

Objectives - The WHY

Today's show is about applying the principles of lean to put a product or service on the market, test it and then "reset" or make improvements and course corrections. Sometimes this means shutting down operations for a short period of time in order to conserve resources and make the improvements now before heading into your hard launch. The road to your business success is more like a roller coaster ride than a straight line.

Key Issues - Owner Perspective:

1. First principle to lean design - build, test, improve, the minimally viable product or service
2. Build fast and make it available to learn
3. Reset whenever the improvement requires all the company's resources
4. Better early when the customer base is smaller than later - "if you're going to fail, make it fast with minimal impact"

What You Need to Know - The WHAT

The shortest distance between two points is a straight line. When going from dream to plan and finally turning it into action, it's easy to fall into the "straight line" trap. This trap can kill a startup faster than anything else at the stage of growth. Straight line thinking is like trying to shove the round peg into the square hole instead of making course adjustments and looking for a better fit.

What You Need to Do - The HOW

1. Know your end goals and stay focused on the big picture thinking while measuring real time results.
2. Get good at reading the data. Establish KPI's and monitor them frequently.

3. Get everyone on board. Your entire company has to buy in and understand their part in the reset - not only why, but also HOW.
4. Lead by example. Nobody likes change. Model what right looks like and supervise employees
5. Ensure this is a day-to-day move and not just project based.
6. Apply discipline and accountability measures
7. Focus more on growth and less on results. Ultimately you want better results, but don't be afraid to take risks along the way.
8. Continue this process as long as needed by eliminating waste, building in quality, increasing knowledge, delivering fast, respecting people and optimizing the whole.

Show B2.008 Power of the Huddle

Objectives - The WHY

Today's show is really about defining the difference between a meeting and a huddle. Most business cultures have been conditioned to hold long, drawn out meetings complete with coffee and donuts. Even during COVID 19, with Zoom meetings replacing in person meetings, the focus can be lost and they can drag on.

We have been talking about bringing Agile principles to your workplace for the last several months. Now let's take a look at how to effectively manage projects and people using the Power of the Huddle.

Key Issues - Owner Perspective:

1. alignment - ensure behavior/performance is aligned toward a common goal,
2. calibrate ongoing behavior to ensure integration is taking place between group members and maximize the use of resources,
3. improve through post-job reviews to upgrade performance and teamwork,

4. recognize performance in group setting

What You Need to Know - The WHAT

EPISODE B6.007 AGILE PROJECT MANAGEMENT - PART 4 DAILY MEETINGS (HUDDLES) & REVIEWS

- Align (at the start): ensures all energy is directed at a single vector, the same direction to gain a multiplier effect from collective work;
- Calibrate (during work in progress): ensures each members understands the status of accomplishments from the other members to ensure interrelated work is complete in the timebox as specified;
- Improve (at the end): ensure the lessons learned are applied to the next sprint or project.

What You Need to Do - The WHY

1. Identify projects that would benefit from regular team huddles to increase the speed of the project completion and expansion of information among key players.
2. Instill a new Meeting Culture and Cadence within your organization- a physical stand-up for 15 minutes every 24 work hours.
3. Assign a Huddle Leader and ensure proper training. The Huddle Leader is Key - everybody on the same page with the same sense or urgency.
4. Inform team members that you will want answers to the following questions during the huddle:
 1. "what did you accomplish yesterday (and is it posted)?"
 2. "what are you going to accomplish today?"
 3. "what are you going to accomplish tomorrow?"
 4. identification of obstacles to be removed

5. Sprints are flexible, project steps are not - call the right play that day.
6. Create a space for visual displays of each project. Everything is posted - manage visually
7. Schedule Weekly Roll-Up Meetings to take the longer view. Changes made at the daily huddles are minor course corrections, the Roll-Up focuses on the accumulated deviations on the overall project.

Show B2.009 Monitoring The Platforms

Objectives - The WHY

The only way to truly measure the effectiveness of your business processes is to measure them with cold, hard, data. The decision to choose any platform should include easy to read and relevant analytics. But just having the analytics is not enough to get the full benefit of your investment. You, the business owner, still need to monitor the platforms to ensure they are meeting the needs of your growing company. Having platforms without monitoring them is like having food and not eating it. Neither does any of us much good.

Key Issues - Owner Perspective:

1. What does the analytics tell about usage (does it even have any?)
2. Still using email instead of the platforms for communications
3. Simple tasks take to long
4. Keeps the information up to date automatically
5. How simple is collaboration

What You Need to Know - The WHAT

In this stage of your business you are monitoring platforms for effectiveness of both your product or service in the marketplace as well as building an infrastructure that will carry your business to the

next stage of business growth. It's not enough to choose a platform and then set it and forget it. You are building long term systems that will set up current and future employees they need to do their part in the process as efficiently as possible. You also want to automate and apply the KISS method. Intricate tasks now will only multiply as your business grows. Your long term goal is to enable people to act intelligently and autonomously.

What You Need to Do - The HOW

1. Check all your platforms. Do they provide analytics? What type? Are the analytics relevant to the growth of your business?
2. How are you communicating with team members and customers? Are you still using email as the primary source of communication? Is that most effective or are there other platforms that would work better - like using your CRM to email communication or an automated chatbot to answer customer FAQs.
3. Measure how long it takes to do daily tasks. How can you streamline the process?
4. How much of your information is done manually? What can be automated and updated automatically. Look for ways to streamline information accuracy in real time.
5. What platforms are you using for collaboration? Can you have real time remote collaboration or do you need to call a meeting or send ideas by email? Pay careful consideration to labeling updates as well. How will your team know what is most current?

Show B2.010 Identification of Bottlenecks and Constraints

Objectives - The WHY

Interesting issue and one that just about everybody makes decisions struggles with - how do I separate symptoms and the likely suspects from the true cause of problems in my operation, or even my life?

There is no absolute answer but there are several methods and techniques that will raise the probability of success and the topic of constraints is one of those tools.

Key Issues - Owner Perspective:

1. How do I (or my company) identify the root cause of a problem, not the symptom?

What You Need to Know - The WHAT

- 5 Whys - break down the problem - Identifying Constraints
- Ishikawa Diagram (Fishbone) - provide structure to the search.
- Brainstorming the 5 Ms - all of the possible causes
 - Methods, Management, Manpower, Machines, Materials
- Nominal Group - group selects the root cause(s) from the list.
- Statement of the Problem and Solutions Conditions for Decision Making.

What You Need to Do - The HOW

1. Identify what bottlenecks or constraints that are preventing the business from performing.
2. Determine the root cause of the constraint.
3. Make an immediate fix based on your resources.
4. Check other parts of the business - did this fix help or create another problem?

5. If you must - what type of investment will this take and when can you afford it? Can it wait until Stage III?

Show B2.011 Stage III Operational Plan and Sprints

Objectives - The WHY

We are there, can't believe there is only one more show left in the season and the last show that is application based. As the owner what has happened so far and where are you going next?

First you have 'struggled' through the growing pains of a startup and learned which initial ideas were smart and which were not. During that process you figured out how to generate sales revenue and now have sufficient and predictable cash flow. Now your attention turns to taking those lessons learned and adding it to the company's DNA.

Your upcoming challenge is to create the foundation to grow the company to its full potential.

Key Issues - Owner Perspective:

1. Review Performance Plan for Stages I & II - results and gaps,
2. Build Profit Plan for Stages III & IV,
3. Create Tactical Section of Profit Plan for Stage IV

What You Need to Know - The WHAT

- All 10 - A2 Shows

What You Need to Do - The HOW

1. Performance Plan for Stages I & II
 1. Finance: Accounting & Cash Flow
 2. Operations: Build initial Products and/or Services
 3. Customers: CRM & Initial Customers

4. People: Staffing & Outsourcing
5. You (Executive): Create & Execute Performance Plan
2. Profit Plan for Stages III & IV
 1. Finance: Activity Based Costing & Budgeting
 2. Operations: Process Mapping, SOP's, and Position Descriptions
 3. Customers: Targeting Perfect Customers & Upselling Current Customers
 4. People: Onboarding & Development
 5. You (Executive): Create & Execute Profit Plan
3. Profit Plan Tactics
 1. Marketing > Sales Model
 2. Sales > Production Model
 3. Production > Cash Flow Model
 4. Market Based on Cash Demands

Chapter 3 - CUSTOMERS

Show C2.002 Your Brand Identity and Logo

Objectives - The WHY

In today's show we're getting familiar with what makes up your brand and how to achieve consistency when using your logo.

This is Season 2 in the area of Marketing, Customer Experiences and Sales for Stage II companies. Even if you're not at this stage, you may pick up some ideas for your business and hear what you can look forward to as you build the business to its full potential.

What You Need to Know - The WHAT

- Understand your Brand identity
- What is my Brand Story – what does 'BRAND' really mean?
- Understand your 'Why' and learn how to write your brand story
- Finding great content from within your brand
- Why is your Brand important?
- Getting to know YOU – so your customers can know you About values and why they're important
- Who do you serve? The key to marketing success is to know your Ideal Client Profile
- Building a brand playbook - your marketing 'bible'
- Understand basic design principles to save you time and money
- Establishing a brand that people trust

Things You Can Do - The HOW

1. Apply the insights, tips and concepts you learn in this show to your business.

2. Write your brand story to leverage later for great marketing content when you need it.
3. Describe in writing, your Ideal Client, detail their profile to bring clarity of exactly who you serve - for you and others in your business.
4. Start your brand playbook – collect the information about your logo and brand design and keep it all together in one folder. You'll be glad you took the time to do this.
5. Let Us Know how it's all working for you – did you find this helpful? Comment on Show Notes page on the website: www.ibgr.network.
6. Sign Up to receive a weekly IBGR newsletter with the program schedule.
7. Tune in next Wednesday at this time to continue developing your marketing, as a successful start-up business.

Show C2.003 Know Your Client and Your Target Market

Objectives - The WHY

- Identify your ideal client and your target market
- Understand why it is important to be clear on this
- Experience the benefits of stepping into the shoes of your ideal client

Key Issues

1. Selling to everyone is selling to no one
2. In marketing a scattergun approach is ineffective
3. My marketing isn't attracting the volume of customers I expected
4. My ad copy is weak but I don't know how to improve it

What You Need to Do - The HOW

1. Identify who is your target market and your ideal client. Get specific
2. Step into their shoes - be that person. Think like your client and shape your communications, advertising and promotions to best match their desires
3. Write (and review) your advertising copy and all communications with that one client in mind
4. Adopt a laser-sharp focused approach to attract the attention of the one ideal client - the others will come
5. Practice niching your marketing message to get used to the idea that the smaller the niche the more effective your marketing will be. You do not lose customers by niching.

Show C2.004 What's in a Marketing Plan and Why Objectives - The WHY

The purpose of a marketing plan

...is to decide how you will sell your products or services to consumers.

Rather than assuming your product is perfect for everyone, the plan focuses on key people who are most likely to buy the product.

The importance of having the plan.

Planning and strategies are important because they make sales easier for any business owner. When you target your ideal customer in a smarter way, you reduce the costs of marketing and increase your chances of converting leads into sales.

Essential Elements - The WHAT

1. Look at your industry structure

2. Conduct market research
3. Define your market and customer profiles
4. Conduct a SWOT analysis
5. Study the competition
6. Set your goals and objectives
7. Outline your marketing strategies
8. Set your marketing budget
9. Keep your marketing plan up-to-date

What You Need to Do - The HOW

1. Follow the questions asked in this show - take notes of things that need more time or more input.
2. Write a checklist for yourself of resources you want to tap into and research you want to do to get more information about your business, your industry and your clients.
3. Conduct a marketing SWOT analysis
4. Start a repository of ideas (spreadsheet) and of thoughts, concepts, campaigns.
5. Listen to this Show as a podcast, over and over and each time you'll have a new takeaway, a new task and some new ideas.

Show C2.005 Getting Started with Social Media

Objectives - The WHY

Understand the basics and some Level-Up Tips to help you get clear on the Dos & Don'ts of Social Media Marketing.

Key Issues

1. Know which social media platforms to use for what, and how
2. Drive brand engagement
3. Expand your reach
4. Post with Purpose

5. Social Listening

What You Need to Do - The HOW

1. Be mindful of brand consistency
2. Keep marketing fundamentals top of mind
3. Know what you want to achieve with each post
4. Include a Call to Action in each post
5. See the world through the eyes of your client/customer
6. Plan and Schedule

Show C2.006 Relationship & List Building

Objectives - The WHY

There are endless ways to get names and email addresses on a list, but first ask yourself who you want to attract and what's their interest?

This show is crammed tips and techniques for growing your email list - and we'll also cover why it's important to qualify your email leads.

Key Issues

1. Getting the numbers - growing your email list
2. Getting the right TYPE of leads
3. Knowing what content to offer in exchange for an email address
4. How much to give away vs. sell
5. Building is not selling - what to do once you have the list

What You Need to Do - The HOW

1. Think about building relationships with your potential clients and tune in to what they most need, what will serve them well, and tap into that need.

2. Email useful, interesting content and you'll reap the rewards with quick sales and an active, engaged list of customers coming back to your business over and over.
3. Develop a plan for yourself and work it a little bit every day

Show C2.007 Website Optimization

Objectives - The WHY

Whether you've not yet built or published your website, or if you have a website that you're proud of, this is an episode you'll want to hear - for some start up tips or some measures to audit your current efforts to see if and how you can level-up!

Know this!

- 87% of (potential) clients look at your website before meeting with you
- 96% say your website highly affects whether or not they choose your service
- 100% admit, "I have left a website because it was poorly designed or difficult to use."

Now is your chance to do it well.

Key Issues

1. Website is the brand especially if you don't have a physical location
2. Website basics: look, feel, usability
3. Create a revenue generation machine
4. Organic and paid search

What You Need to Do - The HOW

1. Have a clear goal for your website. Plan ahead for branding, navigation and content.

2. Consider the impact of the colours you use and the clean space.
3. Consider how you'll use your website as part of your marketing strategy to generate leads, capture new client contacts, advertise your service or product and more.
4. Review and assess which features and functions you want to include and why.
5. Make it mobile.

Show C2.008 Stay Smart with Scheduling

Objectives - The WHY

In today's show you'll get a refresher on the high level principles of branding and marketing and you'll get clarity on how it all fits together in a marketing plan. Lean in!

Key Issues

1. Too many marketing channels and activities to build brand presence without a schedule,
2. The goal is to surround prospective customers with informational messaging that will - increase their awareness of your offer - make your offer part of their buying decision - get them to take action and reach out,
3. The game is about consistently publishing - blog - tweet - post - articles etc - it might take 15 touches before you grab their attention.

What You Need to Do - The HOW

1. Get bold, think big and brainstorm how to achieve 10 x growth
2. Consider the customer experience cycle
3. Plan and schedule for 4 weeks, 6 months and 1 year
4. Get clear on all of the important elements:
 - who, what, why, how and when you serve your target

audience

- content strategy

- budget

- appropriate media and best platforms for your message

- look to integrate apps and recent trending technology into your plan

5. Draft a Marketing Plan using all the elements

6. Tools - review some apps and software that will help you stay organized

Show C2.009 The World of Advertising

Objectives - The WHY

Why business owners need to know about advertising

- To grow their business the RIGHT way.
- If used incorrectly, it can lead to a damaged reputation, the wrong target market, eroding of value, etc.

Marketing and advertising is key to becoming known and for achieving top of mind awareness.

Key Issues - Owner Perspective:

1. The difference between advertising and press releases.
2. How to capitalize on all free opportunities before spending money.
3. Using social media as free advertising.
4. Using search engines as free advertising.
5. Using press releases as free advertising.

What You Need to Know - The WHAT

The difference between advertising and press releases:

- Press releases give VALUE and are informational for the general public.
- Advertising is TARGETED and meant to elicit a reaction (visit website, buy your products, etc.)

Using free opportunities for advertising

- Give VALUE
- Have REALISTIC EXPECTATIONS
- Plan a NEXT STEP

Using social media as free advertising

- Understand what you can and can't accomplish
- It's not just free for YOU

Using search engines as free advertising

Using free press releases

- Know how to write them
- Know where to distribute them

What You Need to Do - The HOW

Check out all your options for free advertising.

- Networking
- Flyers and brochures
- Guest blog posts
- Online reviews
- Giveaways
- Create YouTube videos
- Send email newsletters

Using social media as free advertising

- Establish a presence
- Engage followers
- Give value

- Start a conversation

Using search engines as free advertising

- Claim business and fill out completely
- Optimize listings
- Check for consistency
- Post to Google My Business once a week, ideally

Using free press releases

- Great for SEO
<https://blog.hubspot.com/marketing/press-release-distribution>
- Finding out where to send them/write them (see above)
- Know how often you can write them
- New business
- New hires
- Business anniversary
- New products
- Partnership with non-profit

Show C2.010 Metrics & Analytics – Tweak and Repeat

Objectives - The WHY

Why are metrics and analytics in marketing important? That's pretty simple! You need to know what's working so you can either repeat it and experience more success or, if it's not working, tweak it (or replace it altogether) to make it work better. Having dependable ways to determine if your marketing is working is one of the most important parts of the advertising journey.

Key Issues - Owner Perspective:

There are three parts of the marketing journey where you need to track your success:

Turning leads into qualified leads.

- What's the difference?
- Why the difference is important.

Turning qualified leads into closed sales.

- Identifying why qualified leads do or don't buy.

Turning closed sales into satisfied customers

- Your journey isn't over after you make a sale!
- Satisfied customers lead to referrals, repeat business, and enhanced business reputation.

The psychology of sales: You have to have the right mindset and inner dialogue to be successful at sales. Two books I highly recommend for anyone in this stage (or any stage, really) of business growth:

- [Mindset by Carol S. Dweck](#)
- [To Sell is Human by Daniel Pink](#)

Keep this quote in mind! "I don't divide the world into the weak and the strong or the successes and the failures...I divide the world into the learners and non-learners." Sociologist Benjamin Barber.

What You Need to Know - The WHAT

Turning Leads into Qualified Leads

- Where do leads come from?
- Using Engagement Equity to generate leads. Learn more about Engagement Equity here: <https://www.pixelfiremarketing.com/who-we-are/engagement-equity/> Our book will be available soon! If you want to be put on the mailing list to be notified when the Engagement Equity: Earn the Ask is available, email me at angela@pixelfiremarketing.com.
- What's the difference between leads and qualified leads?

Turning Leads into Closed Business

- Brief overview of CRMs
- Recommended CRM: Keap
<https://buy.keap.com/?country=US¤cy=USD&partnerAccountId=001j000000YC9BxAAL&linkPostedBy=005f100000JyrOO&edition=2026&contacts=2500&users=2&promoCode=50%25x3mos>
- Importance of follow-up and the Platinum Rule explained.

Turning Closed Business into Satisfied Customers

- Determining when a customer is (or is not) satisfied
- Get them talking about you, referring others, and leaving reviews
- If you don't know when a customer is or is not satisfied, you don't know whether you need to tweak or repeat

What You Need to Do - The HOW

Getting Leads

- Different types of advertising. Listen to my last show here:
https://www.ibgr.network/community_business_coaching_online.html
- Why we love Facebook advertising and how to be successful

Turning Leads into Qualified Leads

- Ways to follow up
- Value of landing pages
- Using Engagement Equity in social media marketing and landing pages

Turning Qualified Leads into Closed Business

- It takes 10 touches to close most sales

- Determine if a: you just need to keep following up or b: you need to tweak something about your follow-up process
- Generating closed business with NO personal touches

Making Sure Closed Business Turns into Satisfied Customers

- Ways to determine if they're satisfied: ask for reviews, do follow-up calls or questionnaires, continue to give value
- Tweak and repeat your method of determining satisfaction

Bonus material: Using Engagement Equity to turn prospects into leads:

- Listen to them (Idea: use [We're Not Really Strangers game](#)):
- Do helpful videos or blog posts
- Have "Ask the Experts" sessions on social media
- Connect others

Show C2.011 Top 10 Secrets of Client Engagement

Objectives - The WHY

Why is client engagement so important? If you're able to guide your clients through the 8 phases of the customer experience, you not only end up with satisfied customers--you end up with advocates who basically sell your product or service for you. This is the key to explosive growth. The 8 phases of customer experience happens in the **first 100 days** of contact with your client, according to Joey Coleman, author of [Never Lose a Customer Again](#). Here are the phases:

1. Assess
2. Admit
3. Affirm
4. Activate
5. Acclimate ([Link to Engagement Equity](#))
6. Accomplish

7. Adopt
8. Advocate

Key Issues - Owner Perspective:

There's plenty of great information in the book about guiding customers or clients through the 8 phases. Many of those are included in our 11 Secrets to Client Engagement. Our 11 secrets are:

11. People Buy Emotionally and Justify Rationally--[Link to article by Gerald Zaltman](#)

10. The Core of B2B Sales is Competitive Advantage

9. The Core of B2C Sales is Lifestyle: What Am I Saying About Me to Myself and Others?

8. A Sale Delayed is a Sale Lost

7. You Can't Build What Can't Be Built Before the Purchase - Trust

6. People Don't Mind Being Sold to if You're Really Good: Otherwise Seek to Provide Information that Positively Influences Their Buying Decision

5. Customer Service is Not a Random Act of Kindness: It's an Upsell

4. Match the Customer's Need for Interaction--Don't be Driven by Your Need for Sales

3. Surround Your Clients with Information, Not Ads

2. Keep Your Promotions Between 20 and 25% of All Messages, and

#1. The Owner's Involvement Matters--Ultimately They are Buying From You

What You Need to Do - The HOW

Expansion of some of the secrets. If you'd like to hear more about some of the other secrets that I didn't have time to get to, please feel free to email me at angela@PixelFireMarketing.com. I'd love to hear from you!

A Sale Delayed is a Sale Lost

- Delays lead to nos, but pushing also leads to nos
- Solution: Keep them engaged throughout the process to gently guide them to a yes
- Use social media, free gifts, stay in front of them

Match the Customer's Need for Interaction

- Platinum Rule
- How to Find Out? Onboarding; Train team to ask; Send automated survey
- Once you have the information: USE IT: put in CRM; put in client file; train team to look for it; automate; EXPLAIN
- Important both before and after the sale

Keep Your Promotions Between 20 and 25% of All Messages

- Example of Facebook posting schedule for a Roofer using FB ads (if you'd like a copy of this posting schedule, please email angela@PixelFireMarketing.com)

Thanks so much for joining me today and/or for taking the time to look up my show notes. I can't wait to talk with you next week!

Chapter 4 - PEOPLE

Show D2.002 Access to Business Information

Objectives - The WHY

The issue with today's show is simple, it is not about sharing business information, it is about how much to share with whom and when.

Look at your people resources as a bunch of batteries all with their own voltage. The problem in most businesses is they are not hooked into the circuit so the total of performance is less than the potential of each individual.

This will not totally solve that problem and is the focus on the entire D Track - People, but that journey starts here - what are they allowed to know and what do we expect they will do with it.

Key Issues - Owner Perspective:

1. Every successful leader and manager has high expectations for their people - people will work up or down to your expectations,
2. If you select right - you will have people who are willing to be held accountable for performance and appreciate when given a chance to hold themselves accountable,
3. In order for people to self-correct before you have to intervene they need information on the business, their performance, and their contribution to success or failure.

What You Need to Know - The WHAT Performance Expectations

- Vision>Mission>Values create general expectation for performance and behavior;

- Position Descriptions provide specific expectations for performance;
- Written Performance Expectations provide specific expectations for performance.

Information Access

- Look at a job from the perspective of the employee and ask yourself - what information would I need to do the job successfully?

What You Need to Do - The HOW

1. Make a decision on the information that is (1) public - anybody can know, (2) private - only employees/owners of the company can know, (3) personal - things that only you should know.
2. Make a decision on a platform - at some point meetings and paper will become too complicated and time consuming - look at subscribing to an intranet like gSUITE or ZOHO
3. Using the platform administration of security, determine what information is available to whom.
4. Final Check - review each positions access to information and ask yourself "is there enough information for the person to do their job?"
5. Adjust as needed.

Show D2.003 Frequent Management 1:1 Time

Introduction

Story: The Secret to a Good Meeting is the Meeting Before the Meeting.

Story: I Have Not Yet Begun to Lead

CTA Points:

1. How does this story relate to what you are currently in business to do?
2. As the Leader, have you found yourself / do you find yourself in a similar situation?
3. How can these conditions (both good and not so good) encourage and enable Your Team as well as Yourself from getting comfortable with?
4. After hearing both stories...what changed in your thought process and what steps are you now pondering to put into place?

Deliberately lo-fi

The Non Urgent Advance

The Theory of Relativity or how is time impacting You, the Team & the Mission?

Urgent from Important...figuring out Your Daily Edge

The Laws are the Laws - The Law of Intentionality

- Answering the “Intentional Luck Plan”

Show D2.004 High Performance Expectations**Introduction**

In today’s broadcast we will cover Performance Expectations but not just P.E. but more so High Performance Expectations (HPE’s)

Show Objectives - The WHY

- Clear the Mechanism...Yours!
- The Law of Compensation

- The Law of the Mirror
- The Law of Influence
- Performance Expectations Parts I & II

Key Issues

1. The importance of learning to 'Clear the Mechanism' each and every time you set out on new projects & new tasks. But just as important when you are in the middle of those projects & tasks.
2. The realization of the compensation (or satisfaction) for what you will receive for any work is based on 3 Factors...
3. A restatement of the Law of the Lid and its impact on the Law of Self Image (the Mirror)
4. The true measure of leadership is influence...nothing more, nothing less. If you are to have an impact on Your Team, Team Leaders and don't forget Yourself when it comes to dealing with HPE's, then you need to learn and execute the Laws.
5. High Performance Expectations: Concepts & Causes // Results + Actions & Behaviors // Samples, Examples & Performance Expectations // High Expectations Lead to Excellent Performance

What You Need to Do - The HOW

1. Clear the Mechanism - Incorporating it into your everyday life. Letting Your Subconscious to its thing. Discovering Your "Why".
2. The Law of Compensation - Your needs / abilities / your importance to the Team
3. The Law of the Mirror - How do You see yourself? What perceived values do you bring to the table? The need for investment...Yours & the Team
4. The Law of Influence - 5 Major Myths
 1. Management b. Entrepreneur c. Knowledge d. Pioneer e. Position
 2. Rating Yourself 0-never; 1-Rarely; 2-Occasionally; 3-Always

1. I rely on influence rather than on my position or title to get others to follow me or do what i want
 2. During discussion or brainstorming settings, people turn to me and ask my advice
 3. I rely on my relationships with others rather than on organizational systems and procedures to get things done
3. 3 Key questions that anyone hoping to be a good / great Servant Leader needs to address
5. HPE's
1. Why they are important // Potential Setbacks
 2. Being transformational & Intentional
 3. To perform well everyone needs to know what is expected of them and also includes a starting point.
 4. The “need” for a Coach...yes, that’s right, a Coach
 5. The Phrase “You will be expected to...” and filling those shoes.

While this is a general outline of what will be covered during this show, I cannot stress the importance of coming back to IBGR.network and both relistening to and downloading the podcast to achieve the best results.

Show D2.005 Understand Customer Requirements

Introduction

The Year 2020 is definitely going to go down as “That was the Year that Was”. We all seem to be being focused on getting ready for the New Normal. I tend to think that we need to get ready for the Now Normal and more so the ability to “reset the mechanism”. And to that end, if you are not ready, willing and able to adapt these paradigm shifts to Customer Requirements, then you will be playing catch up...if it’s not too late. It is all about choice.

Objectives - The WHY

Today's Broadcast will focus on 3 major areas:

1. Customer Loyalty
2. Customer Needs
3. Customer Understanding / Relationships

Key Issues - The WHAT

1. Are You Still Playing the Game the Same Way?
2. The Key Laws and how they relate to Your Organization and dealing/interacting with Your Customers / Clients & others who do business with you.
3. Customer Loyalty- What is it? How can you measure and manage it?
4. How to Understand Customer Needs
5. Understanding Your Customers

What You Need to Do - The HOW

1. Learn to implement and live the Laws that we go through with Yourself, Your Team Leaders and Team members to help achieve the desired Goals & Effects you are seeking with Your Customers.
2. Seek to determine the tools necessary to improve your impact on Your Customers. This involves proper Team Training for successful implementation.
3. Developing a Customer Base as well as attracting new customers
4. Customer Engagement / Re-engagement
5. Develop &/or modification of Customer Appreciation Methods
6. Building upon the information from the previous broadcasts so as to plan and produce your goals for moving forward.

As an Executive Consultant/Coach I invite you to reach out to me and let's discuss how we can help Your Organization take it to the next level...In addition, I will welcome your questions on today's materials. Our mission is to help You and Your Organization to be #1.

Show D2.006 Performance Accountability

Introduction

Performance Accountability. Be honest. Have you ever left a Company because of the Company or because of the company kept? First, let it be said that there are no right or wrong ways to do performance measurement and yet there are many choices and approaches to do so. But, which one is right for you? For Your Organization? Where do you fit it? Where and Why do you need to undertake and ensure that performance accountability is taking place as part of the norm? That it needs to be entrenched in the formula for everything that happens at Your Company. Join me today, as we deep dive into this most important piece of the pie.

Objectives - The WHY

1. Explain what Performance Accountability is.
2. Show how Performance Accountability processes.
3. Show how Performance Accountability fits in and cannot become the missing piece of the puzzle.
4. Provide some examples of Performance Accountability mechanisms.

Key Issues - The WHAT

1. Don't put live eggs under dead chickens
2. The Law of Consistency and why it is so important
3. What are the Basic Ideas Behind Performance Accountability
4. Achieving a High Performance Culture of Accountability

5. How to make accountability a core part of your workplace culture/ a core part of Your culture and a core value of your Team
6. How to improve accountability in the Workplace in 5 Steps
7. Examples

What You Need to Do - The HOW

1. Performance Accountability Review Phrases
2. 5 Steps to achieving a HPC of Accountability
3. 7 Questions central to Performance Accountability
4. Accountability in the Workplace / What happens when there is no accountability?
5. Keep Track of your commitments & hold each other accountable
6. Key Examples
 1. Vanderbilt University HR Policies and Procedures
 2. Alidade “The Accountability Model”
 3. The Personal Accountability Model

Show D2.007 Feel Personally Valued

Introduction - It's important to realize that not only must you take into account how you are feeling but you must also take into account how you are working to ensure how your Team Leaders, Group Leaders, other Team members as well as Customers, other merchants & service providers that you do business with are feeling. This is not just about WIIFM although we do tend to process things that way as a natural occurrence.

Objectives - The WHY

Ever feel like you're pouring too much into your position and not getting anything in return? Ever feel like you're spending too much

time with the wrong people? We need people to fill us up with encouragement and challenge us in positive ways for it is not selfish to want relationships that help us grow. Today's show will seek to bring this all to the forefront to help ensure your Organization stays on the road to successful missions.

Key Issues - The WHAT

1. Understand the performance environment - much to do without structure of help
2. Focus on the thought process and not the behavior - if they make better decisions the behavior will improve
3. Thinking right, then training and develop for skills
4. Be tolerant of behavior as long as it is within the company's values
5. Treat as an individual

What we will cover - The HOW

1. Change -
 1. The Challenges of Change
 2. The Issues of Change
 3. The people you will encounter
 4. Yesterday's solutions become today's problems
 5. Perspectives
2. 3 Kinds of People & 3 Choices in a Crisis
3. Values -
 1. What are your values
 2. What are your personal values
 3. Do You live by them
4. The Value of Being Valued & Relational Value
 1. Why do we need to feel valued?
5. Signs You're Appreciated
 1. Signs you're not
 2. Tips if you feel underappreciated

6. Increase Employee Engagement
 1. Make them feel valued
 2. How Leaders unknowingly undervalue their Team
 3. How to Make Team members feel appreciated & valued

Show D2.008 Practice Business Values

Objectives - The WHY

Values should be at the core of every business. They're what your business stands for, your philosophy, your reason for being. Your business's values will help to steer your business, management and employees in the right direction.

Having core company values can help you ensure each of your employees, from top leadership to entry-level, are working towards the same common goal, and share a bigger purpose.

Purpose is undeniably critical for employee satisfaction. In fact, an Imperative survey of LinkedIn members found [73% of purpose-oriented members are satisfied](#) in their jobs, compared to 64% who are not purpose-oriented.

Plus, purpose doesn't just improve employee satisfaction -- it also increases your bottom line. The same Imperative survey found [58% of companies with a clearly articulated and understood purpose](#) experienced growth of +10%, compared to just 42% of companies that don't prioritize purpose.

Ultimately, core values are critical if you want to create a long-lasting, successful, and motivating place to work.

Key Issues - Owner Perspective:

1. Everyday pick one value to practice,
2. Select one of the behaviors listed in the value to practice,
3. Announce to the company what is the value of the day so everyone conscious of it.

Employee Perspective:

1. Based on the announced value - practice it and prepare questions about it,
2. Ask questions about the value/behavior to gain greater clarity,
3. Provide the owner with feedback on their behavior

What You Need to Know - The WHAT

Every company has a culture, either by default or by design. When companies don't pay attention or guide the culture, the wrong values can become ingrained. Employees can learn by observation that there is a culture of secrecy, of placing blame or of cutting corners.

In essence, your company values are the beliefs, philosophies, and principles that drive your business. They impact the employee experience you deliver as well as the relationship you develop with your customers, partners, and shareholders.

Your company values are your company's DNA and they help you differentiate your business from the competition. That's why you can't make any important business decisions without having them in mind.

You have to live your company values in everything you do and set the right example for your employees. It's the only way you can build trust in the workplace. Don't ask your employees to follow the

company values you've set for your business if you don't follow and integrate them into your daily work in the first place. Every decision your employees make should be aligned with the company values you've communicated with them.

The only way to know that your employees are practicing your company values is to first of all HAVE a set of company values and then practice living them in the workplace. What gets measured gets done. Feedback on the practice and use of your business values is the best way to ensure understanding and compliance at all levels.

What You Need to Do - The HOW

To take control and shape the behavior of your employees, you need to set core values deliberately, take them seriously and operationalize them. Having them without acting on them can actually be worse than not having them at all; that communicates inauthenticity.

Choose values that make your business stand apart.

1. Keep the list short.
2. Communicate and support the values you set.
3. Encourage collective enforcement.
4. Hire, promote and fire based on values.

Resources:

- <https://blog.hubspot.com/marketing/company-values>
- <https://www.inc.com/robert-glazer/5-ways-to-make-sure-your-employees-take-your-companys-values-seriously.html>
- <https://blog.smarp.com/the-importance-of-company-values>
- <https://www.business.qld.gov.au/starting-business/planning/business-planning/values>

Show D2.009 Challenging Work

Objectives - The Why

Jim Rohn had a saying, “Don’t send your ducks to eagle school.” Before we can focus on challenging work, you have to know who is in the room. Are you surrounding yourself with ducks or eagles? Ducks will always be ducks, but eagles will soar! Good workers, ones who want challenging work, are found, not changed. They can change themselves, but you can’t change them. If you want motivated people in your company, you have to find them. Once you do, providing challenging work will be as easy as tapping into what specifically motivates them - and they will probably be self aware enough to tell you.

Celebrated Austrian psychiatrist and Holocaust survivor Viktor Frankl (March 26, 1905–September 2, 1997) remains best-known for his indispensable 1946 psychological memoir [Man’s Search for Meaning \(public library\)](#) — a meditation on what the gruesome experience of Auschwitz taught him about the primary purpose of life: the quest for [meaning](#), which sustained those who survived. For Frankl, meaning came from three possible sources: [purposeful work](#), [love](#), and [courage in the face of difficulty](#).

Today we will explore the first of Frankl’s revelations that meaning is found through purposeful or challenging work.

Key Issues- Owner’s Perspective

1. Majority of life is spent at work
2. People have an innate need to find meaning for life
3. What motivates them - power, affiliation, achievement
4. Key job components - demand on learning, multiple skills, authority = responsibility, autonomy

What You Need to Know - The WHAT

Most people spend a majority of their life at work - and hate it. Companies have capitalized on this phenomena and made millions of dollars with TGIF campaigns.

The question is, if we spend so much time at work, how can we make it a more rewarding and fulfilling experience? This is a question you, as the business owner, needs to ask not only for your team members and employees, but it is one that you should also be asking yourself on a frequent basis. As a startup, you will be married to your business for the foreseeable future. How can you turn it into a love affair and avoid the ball and chain feeling?

One way to do that is to find meaning. Quoting Frankl once more will give you insight into how to find that meaning. Reference and teach it often as your company faces new opportunities and new challenges.

“What was really needed was a fundamental change in our attitude toward life. We had to learn ourselves and, furthermore, we had to teach the despairing men that it did not really matter what we expected from life, but rather what life expected from us. We needed to stop asking about the meaning of life, and instead to think of ourselves as those who were being questioned by life — daily and hourly.

Our answer must consist, not in talk and meditation, but in right action and in right conduct. Life ultimately means taking the responsibility to find the right answer to its problems and to fulfill the tasks which it constantly sets for each individual.”

The final piece to finding and installing challenging work is finding the right kind of motivation to inspire the receiver to action. There

are two major types of motivation: intrinsic (from within us) and extrinsic (from outside of us).

Your job is to find a balance of motivators and tie them into key job components so team members and employees continue the motivation loop on a daily basis. It is also important to incorporate rewards and goals as well, but the more you can tap in to daily motivators the happier and more productive your employees will be.

What You Need to Do - The HOW

1. Embrace, model and teach the idea that happiness and meaning is an inside job. Make this part of your company culture by instilling “right action and right conduct.”
2. Identify ducks and eagles. Send your ducks swimming and allow your eagles to soar.
3. Become familiar with all the different types of motivation - both intrinsic and extrinsic. Then design programs and opportunities to reward, recognize and equip team members according to the different motivation styles.
4. Incorporate motivation into daily work activities and key job components. Place a high demand on learning, cross training and developing multiple skills, create a culture that authority = responsibility, and place a high value on autonomy. Give the tools and guidance for your people to make decisions and do their work independently and allow your eagles to soar.

Show D2.010 Quality Part of the Job

Objectives - The WHY

This episode gives you a glimpse inside the qualities and traits of world class organizations bringing high quality work across their

enterprises, dive into what makes them tick, and help you apply these principles to your business from day 1.

Key Issues - Owner Perspective

1. concept - we don't have the resources to inspect therefore quality must be built in by you,
2. establish a preliminary set of standards - what is the minimum level you'll pass,
3. share with them quality tools - root cause analysis, 5 Why's
4. solicit recommendations from them on what obstacles they face you can fix

What You Need to Know - The WHAT

Teams tend to function at less than 60% of their true potential.

Lost revenue from underperforming teams (ie teams functioning <60%) could be costing you more than \$200,000 in lost revenue per team each year. [Gallup weighs in](#) on the high costs of turnover and lost productivity.

High performing teams bring high quality work to the table every day, bringing their best and fighting for the highest possible good of every customer, vendor, and co-worker.

What You Need to Do - The HOW

1. The Clarity Tool The Clarity Tool asks three questions to help you ensure your plans will be successful.
2. Empowering Employees: Reviews + Feedback
3. Annual Reviews are a popular feedback tool, but focusing in quality and increasing engagement requires conversations more than once a year.

4. Relational Coaching Model:
NewGenerationLeader.com/relational-coaching-model/
5. The Root Cause: Asking the 5 Why's
6. Asking "Why?" five times will help us diagnose the root cause problem, rather than fixing superficial issues. When we attend to the root cause, we will address challenges that could be costing us money, time, resources, and customers.

Here is an example of the 5 Why's from the High Velocity Edge:

Problem: The vehicle will not start.

Why? – The battery is dead. (First why)

Why? – The alternator is not functioning. (Second why)

Why? – The alternator belt has broken. (Third why)

Why? – The alternator belt was well beyond its useful service life and had not been replaced. (Fourth why)

Why? – The vehicle was not maintained according to the recommended service schedule. (Fifth why, a root cause)

Show D2.011 Retaining the Best Talent

Objectives - The WHY

Investing in your talent prepares your business for a strong future, increasing revenue and building a robust team.

Key Issues - Owner Perspective (late Stage II issue):

1. How much do your current employees contribute to success?
2. Where do team members fit into the structure of the business?
3. Do we design the business to place people in their strengths, or do we structure the business based on processes and develop people to fit?

4. How do we ensure fair compensation? And how do we maintain competitive compensation?

What You Need to Know - The WHAT

[This Fixable Problem Costs US Businesses \\$1 Trillion \[Gallup\]](#)

The Gallup Workplace 2020 survey paints a picture of how important retaining the best talent is for your bottom line.

[Employee Retention Strategies \[Predictive Index\]](#)

What makes employees decide to leave? Watch this webinar to learn key retention checkpoints in the employee's journey.

[My Favorite Tool to Unlock Your Team's Potential \[New Generation Leader\]](#)

You can't move the needle on engagement using a one size fits all approach that fails to take into consideration employees' unique personalities, behaviors, needs, and drives. This is where a **New Generation Leader** focuses their efforts. Here is our favorite tool to help unlock the unique perspective each employee brings.

What You Need to Do - The HOW

1. Create a development pathway
2. Maintain visibility and communication with your team
3. Ensure you have a robust compensation plan

Chapter 5 - OWNER

Show E2.001 Overview of Season 2 Owner Track Stage

Objectives - The WHY

We are going to start with the negative today - what must you avoid as an entrepreneur/business owner when you open the doors and start aggressively selling to prove the business idea.

How to test out the business idea by being opportunistic and selling the offer to anybody who will buy and survive the cash crunch.

What You Need to Know - The WHAT

Cash Starvation:

- insufficient and unpredictable cash flow;
- owner not engaged in sales,;
- no sales process;
- wrong sales model;
- bad offer;
- wrong customers.

What You Need to Do - The HOW

How to ensure your survival

- Key Part of the Company: **Front** - Sales and Cash is King with the owner as the key salesperson. Customers must be convinced to trust that this new business can deliver on promise – it is about a direct relationship with the owner.
- Management Methods: **Direct Supervision** - Sales will decide success or failure of a start-up, the owner or executive must become the first salesperson and manage the operation.
- Core Processes: **New Client Sales** - invest in a scalable CRM (Customer Relationship Management) package, success will come from a detailed and obsessive attention to manage the

entire sales process. CRM's also require the owner to decide on a sales model and HOW the company will sell. Start here with first hires to support sales and groom owner's replacement. Make sure the CRM and Accounting Software are integrated.

Show E2.002 Review and Implement Revenue Plan

Objectives - The WHY

Let's start with an assumption - the product or service you are going to launch with is ready to go. Although you didn't budget for it earlier, it is ready and our only concern is funding its production beyond the initial unit within Operations.

Key Issues - Owner Perspective - Building the first real budget.

1. Marketing plan, metrics, and budget,
2. Sales plan, metrics, and budget,
3. Operations plan, metrics, and budget.

What You Need to Know - The WHAT

Like the previous show there is nothing we have to add to shows previously aired. This is a collection of topics we covered in Seasons 1 and 2 that provide all of the background information required.

- [EPISODE C.022 MARKETING CHANNELS & CAMPAIGNS](#)
- [EPISODE A.033 SELLING YOUR STUFF - PRODUCT & SERVICES](#)
- [EPISODE B.014 BUILDING A CUSTOMER ACQUISITION PROCESS](#)
- [EPISODE B.008 PROCESS MAPPING CHECK LIST](#)

What You Need to Do - The HOW

1. Based on marketing decisions made in Stage I (Episode E1.002) and information from C.022, create your channel and campaign plan. Remember this is nothing extravagant, you are looking to find enough buyers for your minimized offer and drive them into the sales funnel.
2. Based on the information contained in Shows A.033 and B.014, your plan keeps it simple - how are you going to engage leads to move them through the sales funnel as fast as possible without rushing the sale. Marketing will create the volume of qualified leads, sales needs to close enough to break even. The goal is to close sales fast.
3. Based on information contained in B.008, you need to create enough of a structured process for producing the product or service and sufficient back office operations like accounts receivable to deliver on what is sold. The goal is right the first time with no charge backs and accurate billing on time.

Show E2.003 Selecting Infrastructure Platforms

Objectives - The WHY

Some big decisions need to be made early. You don't have to be perfect, just understand that the cost of switching platforms is not financial, it is the time expended to make sure everything is transferred and then dealing with the learning curve - it might not be fully operational for weeks or months.

Key Issues - Owner Perspective:

1. What are your immediate needs, what problems are you trying to solve.
2. What are your long term needs, what problems are you anticipating.

3. How well do the platform choices scale, can you build for the future or forced to change platforms.
4. How well do the platform choices integrate - fewer is better.

What You Need to Know - The WHAT

- A clear picture of what the business will look like when it reaches its full potential - what you build in Stage III to achieve maximum results in Stage IV;
- Understand the critical issues:
 - Enter data once;
 - Accessible every where;
 - Control access based on position;
 - Information collected is easily accessible;
 - Automate functions to make doing the right thing easier;
 - What can you afford now;
 - Scalability - usually different levels (value ladders).
- What is the least number you can get by with right now.

What You Need to Do - The HOW

1. Blogging Platform
2. Web Platform
3. eCommerce Platform
4. Accounting Platform
5. Customer Relationship Management Platform
6. Social Media & Automating Platforms
7. Cloud Storage & Sharing
8. Project Management
9. Intranet

Show E2.004 Planning & Conducting a Soft Launch

Objectives - The WHY

If you don't approach and execute the soft launch in the right way it is a waste of time. You need to stress the business under real-time conditions to find weak points before declaring to the world "open for business". Getting this right is your best guarantee the hard launch will work.

Key Issues - Owner Perspective:

- Select the right 'customers' to participate in the soft launch.
- Create the right mindset with staff, "once this starts try to do your job or fulfill your role as we planned" (Positions Description, Standard Operating Procedure, etc if any exist).
- You don't test practice, only the game. You must stress test the business to identify failure points prior to the hard launch.

What You Need to Know - The WHAT

- EPISODE B2.004 THE PRINCIPLES OF BETA TESTING OR SOFT LAUNCH GOLIVE

What You Need to Do - The HOW

1. Profile of Participants: friendly, demanding, honest, low risk, look like real customers.
2. Preparing the Staff: everybody is to act as if it is real, including supervisors and managers. We can't learn if we don't act normal.
3. The Event must be as real as possible. Don't test a practice! Execute according to plan or there is nothing to evaluate.

4. The Debrief with the participants. Give them an opportunity to comment anonymously and then discuss the comments.

Show E2.005 Upgrade Vendors/Suppliers and Relationships

Objectives - The WHY

Today's show identifies key KPI's (Key Performance Indicators) to monitor during your hard launch. You, as the business owner, have the most vested interest in the success of your launch. Stay focus, stay active and lead your company through this exciting time in your business. Refresh yourself with lessons learned during your soft launches and use them to set yourself up for success now. It's time to step up your game and launch your brand into the marketplace.

Key Issues - Owner Perspective:

1. Does the marketing for your hard launch reinforce your brand?
2. What are the results of the marketing spend - how many new visits, people, inquiries etc have we received?
3. How many new contacts have been converted to sales?
4. What is our ratio of money spent vs closed sales, and how does that compare to previous numbers?

What You Need to Know - The WHAT

Your Hard Launch will be very similar to your previous soft launches, but on a much larger scale. You have been through the process several times by now at a smaller scale and have worked out most of the kinks. You are ready for the world to know your brand. Your main role and responsibility during the Hard Launch is to be the captain of the ship. If you hired out to help with the launch, you don't need to micromanage the work. Your job is to ensure that your Hard Launch continues to maintain the course while making course adjustments

as needed. Your business needs you to be fully present and leading from the front. This is the time to step up and stay active.

- [EPISODE E2.004 PLANNING & CONDUCTING A SOFT LAUNCH](#)
- [EPISODE B2.004 THE PRINCIPLES OF BETA TESTING OR SOFT LAUNCH GOLIVE](#)

What You Need to Do - The HOW

1. You must have an intimate knowledge of your marketing plan. As course corrections are made, make sure that every part of your marketing presence continues to reinforce the brand image you want the world to identify as uniquely yours.
2. Collect, track and adjust. Collect the data often, interpret the results and keep the focus on ROI. Your marketing dollars should have a positive impact on lead generation as well as sales conversions.
3. Analyze your funnel and identify gaps. Are any “coffee stains” showing up now that need to be addressed? Is there any confusion in the marketplace that needs to be cleared up. Find them and fix them.
4. Your profit numbers should be increasing. Compare current data to previous soft launch data. What can be improved to increase your ROI in areas that are underperforming?

Show E2.006 Owner/CEO Calendar and Scheduling

Objectives - The WHY

Time is one of those things that most business owners don't have enough of and there is no way to get more once it's gone. There are only 24 hours in a day. We can't bank our time to use later. The idea of Time Management is a farce. We can't manage something that doesn't actually belong to us. What we can do is respect time and

use it in our favor to move us forward towards our goals. What we are really talking about is productivity, focus and intentionality. Contrary to popular belief, productivity isn't about time management at all. It's really about attention management and that is the topic of today's show. Where your focus goes, your energy flows - make sure your focus is on the areas that serve your purpose to grow your organization.

Key Issues - Owner Perspective:

1. Self discipline is the discipline of calendar
2. Daily management system - electronic, paper - doesn't matter
3. 80% of margin is from scheduling everywhere
4. Self scoring system - can't manage what is not measured

What You Need to Know - The WHAT

This is your dream, your business and your responsibility to discipline yourself to grow it. Time is the most precious asset you, as the business owner has. If you are not intentional about calendaring your time and putting it into a schedule you will find yourself putting out fires and chasing shiny objects that are not yours to focus on.

Beginning the discipline now, in the early stages of your business growth will serve you well as more and more daily distractions creep in to steal your time away. A little known fact is that 80% of your margin will come from prudent scheduling. Learn this discipline now and get in the habit of planning your work and working your plan. Your business will thank you for it!

What You Need to Do - The HOW

1. Create two lists. A To-Do list will include all of the things only you can do that are focused on your business growth. Include personal time commitments as well. A To-Don't list is a bit harder to create but worth it. There are things you do regularly

that serve no real purpose in your life and business. Take some time to identify the time suckers in your routine and put them on your list.

2. Determine what percentage of your day will be working “in” the business and how much to work “on” the business.
3. Create a Work Week schedule. Include all the necessary items needed to grow your business. Be sure to put time for personal and professional growth as well as thinking time. Use a CRM, 3x5 cards, planner...whatever works best for you.
4. Track your time and your performance. Are you being both productive and effective? Did you stick with your plan? What distracted you from your intentions?
5. Procrastination is really a lack of anticipation. What is it about a particular task that you know needs to get done and you don't do it?
6. Eat the frog - Do the most important things and most difficult (mentally or physically) first.
7. Evaluate your schedule. How many items do you put to do in a day? Practice the Rule of 3. What three things can you do today to have the most impact? Do those first. Finally, if it wasn't important enough to get done today, it probably shouldn't be a priority tomorrow.

Show E2.007 Managing Marketing & Sales Processes

Objectives - The WHY

As the owner of your company, you are wearing many hats. At this stage, you might be hiring independent contractors to help with your marketing efforts. Knowing your marketing process will ensure you get your money's worth out of this investment. It's even more important to know your marketing and sales process and KPI's if you are doing this yourself. Now is the time to get really smart on what your marketing and sales process looks like and how and what you

will be measuring. Creating this baseline will help you grow to Stage III faster and stronger.

Key Issues - Owner Perspective:

1. Create a visual that explains each step in the marketing process
2. Document or create your measure for each step
3. Create a visual that explains each step in the sales process
4. Document or create your measure for each step
5. Create a baseline - what are your current metrics for each for Stage III improvements

What You Need to Know - The WHAT

[EPISODE B.014 BUILDING A CUSTOMER ACQUISITION PROCESS](#)
[EPISODE E.022 MARKETING & SALES MEASURES](#)

Marketing Process

1. Mapping the Sweet Spot's Value Chain
2. Surround Them - Be Where They Are
3. Mapping Your Current Reach - Close or Far Away?
4. Choice of Media
5. Understanding Your Perceived Image
6. Determine CRM & Metrics (Marketing & Sales)
7. Create Publishing Plan & Start (Unknown)
8. Design & Start Marketing Campaigns

Sales Process

1. Respond to the Interested (Aware)
2. Engage Responses (Preferred)
3. Open the Sale (Suspects)
4. Investigate Pain Points
5. Comparing - Proposal for Review (Prospects)
6. Close the Sale (Customers)

Service Processes (Necessary for later stages)

1. Establishing a Long Term Relationship
2. Measuring their Experience
3. How to Upsell Current and Former Customers

What You Need to Do - The HOW

1. Determine how many steps in both your marketing and sales processes. These are two separate processes and each must be given it's own attention.
2. Determine KPI's for each step. What will you track and how will you track them.
3. Know where you are going. What will your marketing and sales need to be to get you to Stage III? How much needs to be improved IN EACH STEP of the process?
4. Create a baseline of current metrics and forecast your potential growth.
5. Measure actual growth against forecasted growth and adjust accordingly.

Show E2.008 Generating Revenue by Closing Deals

Objectives - The WHY

As the owner of a startup, cash flow in the form of sales is your number one priority. This is your dream coming to life and your business. This means that it is also your ultimate responsibility to ensure your sales people are not only motivated to close more qualified leads, but at times it could also be your responsibility to step in and close the deal. You are always modeling what "right" looks like. This includes closing deals. If you are not a good salesperson, now is the time to get good. You don't have to be the one closing every sale, but you do need to keep a pulse on your sales process by equipping yourself and your sales team with specific sales

verbiage to use and a sales process that has a high close rate of ideal clients.

Key Issues - Owner Perspective:

1. Most sales are not a one meeting close - know everything that has happened up to this meeting
2. Summarize all of the yes's - everything agreed to date
3. State or restate how your solution deals with their pain points
4. Ask for the sale
5. Deal with objections if any
6. Additional tools - a. now or never, b. sweeten the deal, c. what would it take

What You Need to Know - The WHAT

Sales is an important part of every small business; it's also a common challenge for many small business owners. If sales is something you struggle with in your small business, it can be helpful to spend some time getting a better understanding of the sales process and fine-tuning your sales skills. With some practice, you can become a better salesperson, one who is not only more comfortable with the process but also more effective.

- [EPISODE F.025 COACH TO CLOSE](#)
- [EPISODE F.026 COACH TO CLOSE: THE MONEY OBJECTION](#)
- [EPISODE F.027 COACH TO CLOSE: TIME OBJECTION](#)
- [EPISODE F.028 COACH TO CLOSE: NEED MORE INFORMATION](#)
- [EPISODE F.029 COACH TO CLOSE: NOT AN INDUSTRY EXPERT](#)

What You Need to Do - The HOW

1. Understand the sales process
2. Script your unique selling proposition
3. Get good at using influence to overcome sales objections

4. Learn how to negotiate successfully
5. Train your sales team to use the process effectively
6. Take an active role: close the deals or force others to close the deals
7. Know how to identify if the deal can't close and move on quickly
8. Find creative ways to motivate your sales team to close more deals

Show E2.009 Reaching Out to Your Personal List

Objectives - The WHY

As you are preparing to launch your business into the world, you will want to do several soft launches. One of the earlier launches will include a test run with friends, family and business associates who you have good rapport and a relationship with. Your goal is to test your product and process before your big hard launch. Your contact list is the best place to start.

Key Issues - Owner Perspective:

1. Evaluate their lists to determine candidates for early adopters
2. Create marketing collateral for soft launch
3. Friends and family special offer in exchange for purchase and feedback.

What You Need to Know - The WHAT

It might be tempting to follow all the textbook strategies for launching your product, including spending money on marketing campaigns, advertising and other cash drains. There is a time and a place for creating a larger marketing budget but this is not one of them. Your first launch of your product or service should be to people you already know.

The reason for this is twofold. First, they will tend to give you more honest feedback on what they like/didn't like and what worked/didn't work. Second, because they genuinely want you to succeed, they will also be more likely to write reviews and testimonials. These reviews and testimonials will go a long way when selling your product to people you don't know.

What You Need to Do - The HOW

1. Gather all your contacts onto a spreadsheet. Don't just at this point - just add them.
2. Create three columns: Direct ask, Network ask, Not a fit and put your contacts into one of the columns
3. Ask friends. And their friends. And their friends.
4. Expand your existing network. People in your network are likely to have networks themselves.
5. Design a special "Friends and Family" offer or "Product Testers Wanted" campaign
6. Create marketing collateral for your soft launch. Paper products like business cards and brochures might not work as well during the pandemic. Get creative. Could you create a short video or digital business card? Would a branded t-shirt, coffee mug or keychain be cost effective?
7. Flex your sales muscles. Friends and family can be some of the hardest sales you will ever close.

Resources

- <https://blog.salesflare.com/startup-first-100-customers>

Show E2.010 Managing Email Campaigns

Objectives - The WHY

Each of your customers receives a plethora of emails every day. That means, if you don't take the time to develop a strategy, your emails will get lost in crowded inboxes, or worse, be sent to the spam folder.

You can learn how to build an effective email strategy and send emails that people actually want to read. It just takes a plan (one that can be broken down into a few key steps). When you take the time to create and MANAGE your email campaign you will be able to tap into one of the most cost effective sales channels and your startup will grow and prosper accordingly.

Key Issues - Owner Perspective:

1. create campaign scope,
2. integrate with current platform and processes,
3. macro message - throughout the campaign,
4. micro message - per ad buys, emails, etc.,
5. A/B test with small ad buy,
6. invest in the winner

What You Need to Know - The WHAT

An Email Marketing Campaign is a targeted outreach to customers (current, past, and future) focused on their needs or issues; draw responses to online publishing to place qualified leads into the Sales Funnel. The campaign must be integrated into your CRM (Customer Relationship Management) Platform to ensure quick response.

There are pretty significant benefits to Email Marketing. It will take some dedicated time to put together your campaign but the ROI is worth the effort.

Take a look at some of these statistics:

- There are 3.8 billion email users worldwide, so if you're looking for a way to reach your customers, email is the perfect place to find them.
- On average, email generates \$38 for every dollar spent, which is a 3,800% return on investment.
- Two thirds of [customers have made a purchase](#) as a direct result of an email marketing message.
- Only [20% of leads that are sent directly to sales are qualified](#), meaning they need to be nurtured via email and great content.
- When it comes to customer acquisition, [email is 40X more effective than Facebook](#) and Twitter combined.
- Perhaps the best reason to use email marketing is that you own the channel. Outside of [compliance regulations](#), there is no external entity that can impact how, when, or why you reach out to your subscribers.

What You Need to Do - The HOW

1.0 Marketing Campaign Scope

- clarify the demographics (age, gender, position, etc.) and psycho-graphics (buying decisions, etc.) of the buyer (decision maker).
- what sources does the buyer use to get their information prior to making a buying decision.
- given the identified issue (i.e. Holiday Season, Reopening from Pandemic, etc.), what are the objectives of your targeted buyers.
- given the identified issue, what are the challenges they will experience preventing them from reaching objectives.
- clarify how your offer provides superior value (or solves problems better, etc.) for the client.
- craft your macro (week or month) and micro (day or week) messages.

- develop goals and objectives for the marketing campaign.
- select an internal champion (who is doing the work) to manage day to day activities.
- identify internal and external resources to include in completing campaign details.
- Repurpose your campaign to other mediums. Match messages to appropriate mediums (newspaper, magazine, trade journals, emails, TV, radio, etc.)
- design micro campaigns per message and media requirements.
- allocate budget.

2.0 Integrate Campaign with current processes

- incorporate within the sales model.
- upgrade current marketing & sales materials (vxmail, website, brochures, powerpoint, etc.)
- upgrade CRM (Customer Relationship Marketing) system to track campaign effectiveness.
- upgrade scorecard system to recognize and reward performance for marketing activities.

3.0 Campaign Option 1 (Daily)

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

4.0 Campaign Option 2 (Weekly)

- Week 1
- Week 2
- Week 3

- Week 4
- Week 5

Resources

- [EPISODE C.022 MARKETING CHANNELS & CAMPAIGNS](#)
- <https://blog.hubspot.com/marketing/email-marketing-guide>

Show E2.011 Social Media Campaigns

Show Objectives - The WHY

Social media marketing has evolved quite a bit over the past few years. Strategies used to be about engagement and creating a more genuine and personal presence online. Now, social media is used for the full consumer journey, including customer acquisition, remarketing, retention, and service. Let's explore paid social vs. organic social media, why it's important to have a hybrid strategy in place and how to manage it.

Key Issues - Owner Perspective:

- determine which social media channels for organic promotion,
- determine which social media channels for paid promotion,
- reached out to friends and followers to make posts/ads viral.

What You Need to Know - The WHAT

Organic social is any social media activity without a paid promotion. It uses free social media tools to build and engage with an online following. Paid social refers to anything on social media that's influenced by advertising dollars. In other words, advertisements or sponsored posts that brands pay a social network to display to audiences beyond their followers. Cost-per-click (CPC) is one of the most common methods of charging for this type of promotion. Paid and organic social strategies work best in tandem to simultaneously

engage with and nurture your followers while extending the reach of your brand to a broader audience.

Organic is ideal for community management. You don't need paid campaigns to listen to what people are saying about/to you. You can use paid campaigns to reinforce core messages that you've shared via organic posts.

What You Need to Do - The HOW

Managing a successful social media campaign requires planning and putting together a sound strategy.

1. Start with a clear goal
2. Determine which social media channels for organic promotion
3. Determine which social media channels for paid promotion
4. Reached out to friends and followers to make posts/ads viral
5. Know the promotional rules of the platform you're using
6. Choose the right apps to help you
7. Incorporate social SEO to your advantage
8. Support your campaign with other tactics
9. Increase your reach with influencers
10. Add contacts to your social CRM
11. Distribute your best content with paid ads
12. Leverage the Best Targeting Option for Paid Campaigns
13. Measure your success
14. Conduct a follow-up

Resources

- https://medium.com/@the_manifest/how-to-create-strategies-for-organic-vs-paid-social-media-marketing-ce4e754606f7
- <https://www.nimble.com/blog/10-successful-social-media-campaign-tips/>
- <https://www.adroll.com/blog/growth-marketing/paid-social-vs-organic-social-creating-a-hybrid-strategy>

EPILOG

These show notes represent over 190 hours of Stage I programming delivered on the IBGR Network between July 13 and October 2, 2020. We have made every attempt to clean up the Show Notes for grammar, spelling, links, etc. However, it is a product of live broadcasting to provide guidance to our listeners and OnAir Talent.

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