



# S . B . M . A . P <sup>TM</sup>

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## SMALL BUSINESS MARKETING ASSISTANCE PROGRAM

### **Overview**

The Small Business Marketing Assistance Program was created with the small business owner in mind. In this economy, most prospects view one business like another. All accounting firms do the same thing; all contractors perform the same way. When this perception exists a business is left to compete on price. One of the most important marketing strategies a small business must master is the art of differentiation. Finding an important point of difference, one that matters to your ideal clients is the major aspect of a successful business. This can be done in many ways which can all be communicated in a business's image that is projected through its marketing.

### **The Benefits**

As mentioned, this program was created with the small business owner in mind. The coaching and marketing tools you will receive in this program will be placed on a monthly plan that works effectively for your business finances. This is because we understand the struggles a small business has to face day to day, but feel a small business should not lack the necessary marketing tools to compete.

#### **Key Elements:**

- One on one coaching to identify your needs and strategize a marketing plan that targets your ideal market.
- Development of marketing material that's personalized with your communication and speaks to each of your potential prospects individually.
- Creation of a content based web presence that builds traffic that extends into blogs, podcasts, RSS and online PR.
- Creation of a unique core message that creates your appeal in the market.

### **4 Important Guidelines for Success in the program.**

#### **Focus on Progress not perfection**

We've found that most people have extremely high ideals about how things should be. Although this can be a positive, it can also be a negative, never allowing you to celebrate the successes along the way. If you focus on your progress in the program, we can continually celebrate your achievements towards your business marketing goals.



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SMALL BUSINESS MARKETING  
ASSISTANCE PROGRAM

## **Everything is 100% Confidential**

This program tackles the issues your business has and helps you get over the various obstacles in being successful. Nothing you discuss with us will be shared outside of the program and your information is 100% confidential.

## **The only failure is not being engaged**

This program is designed for you to take action and control of your business in a way that will generate success. The only true failure in the program is the failure not to take action and not complete your agreements on time. Your coach is accountable to you as well in this regard and together we will help you achieve your goals. Arrange your time to focus before, during and after your coaching sessions. Each coaching session will help you clarify the goals of the previous meetings, answer questions you have and gain a greater sense of direction. We've found that 3 things help you to maximize your investment in the program:

- Organize your life so that you have some time before the session to think.
- Block out the time so you are focused during the coaching session and are not rushing in or rushing out.
- Spend some time after the session preparing for your agreements.

## **Your Individual Program**

Each session is tailored for each individual small business. Therefore, each strategy is created to fit your primary business. As well as the financial monthly plan you establish with your marketing coach. Plan to work alongside your coach in addressing your needs and strategizing a market plan that will benefit your business.

If you would like to schedule an appointment to meet with a coach or have additional questions, you can contact our office via the phone or by email with the information listed below.

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