



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

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## SMALL BUSINESS MARKETING ASSISTANCE PROGRAM

### **What can you expect from the monthly sessions ...**

#### **Before your first consultation**

This package contains homework for the first session. The more time you take to prepare for your first session, the more you will gain from the first hour. It will help you identify and clarify the business marketing needs you want to tackle in this program.

#### **Your First Session**

The first session is an important one. It will be the first process in laying down a foundation. The foundation will be the core of where you want your business to be and the right tools you expect from a strategic market plan. During your first session you can expect to talk about your goals of where you want your business to be.

#### **The Second Session**

The second session will help you have a clearer definition in how to reach your goals through marketing. During this session, you will receive a plan of action that will detail how together we can achieve your business success. We'll begin to eliminate obstacles that have tethered your path in the past. This we will do through the MRM, Marketing Road Map, which will detail each step we will take in reaching your goal.

#### **Key Elements in Session Two:**

- Re-examine your needs from the first session.
- Review your coaches' recommendations.
- Review your coaches' marketing plan of action.

#### **Monthly Sessions**

Twice a month your coach will meet with you one on one. Each session will contain a thorough explanation of one critical small business marketing topic, real-life small business examples and tools needed to help you implement your target market strategy.



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### **In preparation for sessions**

This program is designed to give you results and help you break through complexities in your business. To do this, you will be accountable to maintain your agreements with us and we are accountable to maintain our agreements with you. We recommend that you spend time in advance to prepare for your upcoming session and complete those agreements without outside distractions.

### **If you can't make a session**

We maintain a very strict schedule to provide maximum impact to each of our clients. However, inevitably you will have a conflict that will be unavoidable. If this happens, please call your personal coach 48 hours prior to your session and we will try our best to find a time that works best for you. If you are not able to give 48 hours notice, you will forfeit that session.

### **Confidentiality**

Our sessions and conversations are 100% confidential. We may be discussing and solving very personal issues as we build our relationship and you need to feel comfortable sharing, knowing nothing you say will be shared outside of the program.

### **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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