

The Ultimate Growth Guide



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Introduction

It's impossible to be in business without recognizing a few simple truths.

- » Things are changing fast
- » The market is more competitive
- » If you don't grow you die
- » You need to compete to grow

You have probably looked around for solutions on how to grow, but there are so many marketing buzzwords, digital hacks and self-styled gurus out there. You are probably more confused than ever as everyone is selling the latest trick or silver bullet.

Is it all smoke and mirrors?

The fact is, now more than ever, as competition has intensified, and before you spend another dollar on advertising and marketing, you need to focus on the fundamentals and the 9 components of growth.

If you don't focus on them, no amount of silver bullets will work, and you will be wasting your precious resources and the only tangible result is more frustration.

The good news is, it isn't as hard as you think. These are tried and true and implemented by some of the most successful companies in the world.



9 Components of Growth



What problem are you hired to solve



Who is your ideal customer



Product, Price and Proposition



Brand Experience



Positioning



Brand Imagery

THREE LEVERS OF GROWTH



Attracting more customers



Get them to spend more money



Get them to spend more often



A Quick About Me

This e-book isn't about me.

It's about you and your business. But you probably want to know where I sprang from.

Here's my story.

Having spent the past 20 years of my life working my way up the corporate ladder, I thought starting my own business was going to be a piece of cake.

It began well, as I got most of my early clients through referrals.

But I soon realised it can only last so long...

Eventually, work started to dry up, and before long, it dawned on me that I might be missing something really crucial.

Sure, every day I was busy, but I was working in the business and not on growing the business.

I grew increasingly frustrated by the uncertainty associated with going through endless cycles of boom and bust.

And if I didn't figure it out FAST, it would all be over.

I started to look at all of the new marketing hacks and quick fixes, and the only thing I got was more frustration, doubt, insecurity and a complete lack of energy.

It began to change when I discovered the missing piece, it was staring me straight in the eyes; I realised that I needed to use the exact growth systems that I had used when I was Chief Marketing Officer at large Corporates, but there was a twist.

Unlike when I was working in the Corporates, I didn't have a team of 100 people supporting me.

So, I went about taking the exact process and simplifying it down so ANY business could successfully apply and use it.

I had figured out the recipe for success and I fine-tuned how to:

- » Recreate the successful systems that have been proven to work and apply them to my business and my clients' businesses.
- » Simplify the proven marketing techniques major corporations have been using and make them work for me.
- » Apply these exact systems for the benefit of my clients no matter what their business size or industry type.



All these were made possible because I discovered that missing piece and modified it to work for me.

Now I'm able to:

- » Use a time-tested system to accelerate my business growth.
- » Attract the RIGHT clients to my business, and help them grow
- » Supercharge my marketing and sales conversion rate to attract great customers.

I finally have the business I deserve.

I'm sharing all these insights because, looking around, I see hundreds of NZ businesses making the exact same mistakes without knowing any better.

They're going down the exact same path that caught me out. They are all chasing the new shiny thing or silver bullet and of course none of these "magic formulas" seem to work.

The great news is the exact same process I developed and used can be applied to almost any business no matter what its size or industry.

Have the business you deserve and have the ability to:

- » **Accelerate business growth**
- » **Attract the right clients and help them grow**
- » **Supercharge marketing and sales conversion rates**

It Makes Absolute Sense

No, you don't need magic tricks or secret recipes to build a business – unless you happen to be a conjurer or a restaurateur. There are no secrets. It's absolute good sense, and it doesn't have to be hard.

OK. I didn't say it was going to be easy. There's a difference between simple and easy. But the principles are a snap, and they're the place you need to begin.

Before we start you need to be clear on your Purpose, Vision and Strategy, from there we'll use these three powerful steps:



1. Value Position:

Put simply, this is the problem you are solving for the customer, defining your ideal customer and your product, pricing and proposition



2. Brand & Positioning:

This is much more than logos, fonts and colours, you must define your positioning, the experience customers will receive at every touch point

ONCE WE HAVE THOSE TWO AREA'S NAILED, WE CAN LOOK AT:



3. Three Levers of Growth:

NEW CUSTOMERS:

How to attract more customers

SPEND MORE:

How to get your customers to spend more with you and

FREQUENCY:

How to get customers to come back more often

GROWTH PYRAMID




STRATEGY

-  Purpose
-  Vision
-  Strategy




BRAND AND POSITIONING

-  Positioning
-  Brand Experience
-  Brand Imagery

VALUE PROPOSITION

-  Problem You're Solving
-  Ideal Customer
-  Product, Price and Proposition

THREE LEVERS OF GROWTH

-  New Customers
-  Spend More
-  Frequency Of Spend



Let's Start At The Beginning

Before we look at the 9 components to growth we first need to understand the fundamentals.

These are:



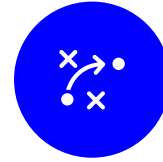
Purpose:

Put simply, the Purpose is why you get out of bed. This is your why, how you are going to change the world.



Vision:

Once you know your why, you need to define where you are heading. For example; the number one provider of IT services to small businesses in your region, or the most loved brand in your industry.

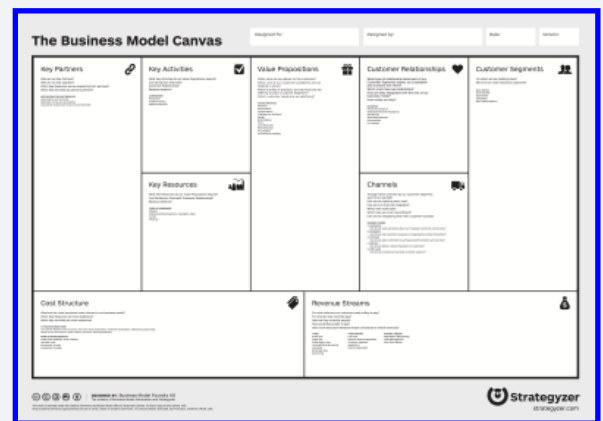


Strategy:

Once you know your why, and your ambition, we then use strategies to figure out how will you get there and your commercial model.

This doesn't need to be an extensive exercise, but knowing where you are heading and what your real ambition consists of is really important, without it there is no way of knowing if you are growing and succeeding.

If you don't have a strategy or need to flesh out your business model, here is a great tool that you can use to define it. It's called: the Business Model Canvas:



The Business Model Canvas >

Before you can start to grow your business you need to know:

- » Your why
- » Where you are and where you want to go
- » How you are going to get there

Value Proposition



Is it a buzzword?

No, this is where it all starts.

So what is it?

It's what makes you attractive to your customers, it's what you do for them, and why they choose to buy from you – and it consists of three things.

The three components of a value proposition



1. WHAT PROBLEM AM I HIRED TO SOLVE?

This is the first question I will ask you, and I keep asking you until we can really define your business and what problem it solves for your customer.

Too easy? Maybe not. People buy a product or service because it solves a problem or a set of problems. And what they're buying from you mightn't be obvious.

Nobody buys insurance. Instead, they buy peace of mind.

Nobody buys wool. They buy a warm, hand-knitted jumper.

Or as the famous quote goes 'nobody buys a ¼ inch drill bit, they're buying a quarter inch hole.' I would go one step further, they are buying the outcome of the hole, maybe it is hanging a picture or building a shelf. So no-one buys a quarter inch drill bit they are buying the feeling of having all their pictures hung in place and securely.

And there is a key word in here – hired. Your solution to the customer's problem has to be better, faster or better value than what they are already using.

The problem needs to be big enough that they want to pay to solve it.

What problem does your business solve, and is it big enough for people to pay money for what you can do? That's the key question.



2. WHO IS THE IDEAL CUSTOMER?

Just as you might have thought you sold insurance or believed your hardware store sold nails, you might have thought your target customer was “anyone.”

It's impossible to market to “anyone.” If real people are going to be willing to spend real money getting real problems solved through your business, you'd better know who you're talking to.

If you market to anyone you become invisible to everyone.

Not only that, you want to know who your ideal customer is: the one who proves the pareto principle by being part of the 20 percent of your customer base that makes you 80 percent of your profits.

You need to be able to intimately describe:

- » Who is this person?
- » What are their needs and wants?
- » What does he or she secretly fear / desire?
- » What is their world view?

Equally as important in understanding who your ideal customer is, is to understand who they aren't.





3. WHAT IS THE OVERALL PRODUCT, PRICING AND PROPOSITION?

We know there's a problem. We know who it's for. We have a solution. This is what we do.

Whether we're offering a service or a product, or both, specific features and the benefits that flow from them, will persuade people that ours is the one to choose.

What's the difference between features and benefits? Remember people don't buy features they buy benefits. When you're in the thick of things, it can be hard to put your finger on it, but a simple example might help.

Feature: iPhone storage is 32GB

Benefit: Carry all of your photos, music and apps in your pocket

But before we get too excited about selling iPhones, we need to consider pricing. Other people make phones too.

- » Will ours be more expensive than the norm but offer an added benefit?
- » Will people pay for that?
- » Or will we make low price the feature that persuades people to buy our phones rather than other, similar, phones?
- » How does the price play out for the ideal customer and what is it relative to the cost of the pain the problem is causing?
- » Where is the price positioned in relation to the size of the problem you are solving and your competition?

Before you can start to grow your business you need to know:

- | | |
|---|---|
| » What problem are you being HIRED to solve? | » How does your solution solve the above? |
| » Who is your ideal customer and who isn't? | » Where is the added value? |
| » What are your ideal customers' fears and desires? | |

Brand And Positioning



When most people think about branding they think about logos, images and fonts. The truth is a brand is so much more than that.

David Ogilvy, the “Father of Advertising,” defined a brand as “the intangible sum of a product’s attributes.”

The key here is the “intangible”, the emotional side of things, the relationships people have with brands, the experiences they associate with them, and more. Put simply a brand is what a brand does.

To simplify all this when growing your business, consider your brand as consisting of three components:

01. BRANDED EXPERIENCE



There’s a whole ecosystem that exists around a brand. It consists of emails, events, phone calls, packaging, day-to-day customer service, and a whole lot more. All of the interactions your client has during a branded experience will have a greater influence on how he or she perceives your brand than the colours you chose for your logo do.

02. POSITIONING



How do you want your brand to be remembered? Will you offer the greatest benefits and the highest quality? Or will you offer low prices? Your desired market positioning is very much part of your brand.

03. IMAGERY, FONTS, MESSAGING TONE OF VOICE, ETC.



Yes, these are important, but I have put it last for a reason. They’re worthy of an investment in time and effort. Just don’t think your work is done because you have a nice logo and a cool slogan.

A brand is what a brand does.

- » It’s not how it looks or what you say it is. It’s what happens when people interact with any part of your business.

So How Do You Grow A Business?

So far, you've been working on the environment that will help you to grow your business. Now we're going to use Jay Abrahams' three levers of growth and apply them to your business.

01. ATTRACT MORE CUSTOMERS

02. GET THEM TO SPEND MORE MONEY

03. GET THEM TO SPEND MORE OFTEN

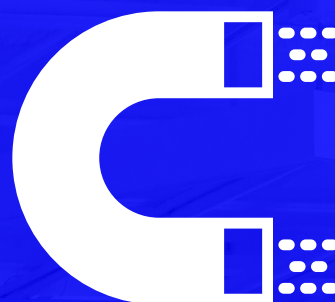
Here's a brief outline of how to do each of these three things.

Once you have nailed your value proposition, your brand and your position, if you:

- » Do one of these things and your business will grow
- » Do all of these things and your business will grow geometrically



HOW DO YOU ATTRACT MORE CUSTOMERS?



Customers are the lifeblood of any business. The ability to find, attract and then convert new customers is often the difference from a thriving, growing business and a business that is slowly going out of business.



Lead Generation

Before you can sell, you need to generate interest, get attention, and find ways to get in touch with people who are interested in what your business has to offer. That's called lead generation and there are many ways to go about it.



Distribution and Channel

Distribution, and the efficient use of channels and intermediaries forms part of the marketing mix. Clearly, you can't attract more customers unless you can get your product or service to them.



Offer and Close

Now that you have people's attention and have a means to supply them, you need to persuade them that your product or service is something they ought to get and that it's worth the money to do so. What is your offer to them, how do you close the sale?

HOW DO YOU GET THEM TO SPEND MORE EVERY TIME?

Attracting customers and making the first sale is the biggie. Now, you hope to retain your customer, and at all times, you're hoping they'll increase the amount they spend with you. But you needn't stop at hoping. Use tricks like:



Pricing Strategies:

Getting the price right has to be one of the fundamentals of making a sale. There are various pricing strategies that you can apply to influence consumers' perceptions and buying behaviour.



Bundling:

You see this a lot in your day-to-day life. It means combining several products or services in a single offering. The customer makes a single purchase, but buys several things at once. How do you add more value to a customer so they are willing to pay you more?



Value Adds and Add-Ons:

You can also get more from a single sale when you offer optional extras. Maybe it is extra customer service help such as a managed install, premium support or training.

HOW DO YOU GET THEM TO SPEND MORE FREQUENTLY?

Now that we've attracted customers and not only made sales but maxed them, we want to keep the same people coming back for more.



Customer Sentiment Analysis

Can tell us a lot about why our customers keep coming back – or never darken our doors again. Understanding our ideal customers and how they feel about doing business with us helps us to deliver a positive experience that keeps them returning.

Your Net Promoter Score is a tool that will help you to keep improving. It's a single number that you calculate by determining what percentage of your customers promote your business, how many feel neutral about it, and how many hate it.

Knowing what your customers think about you, or your product or service is one thing. Doing something about the results is ten times more important.



Customer Lifecycle Management

Techniques will help you to retain the customers you acquire, and with the right strategies, you'll be able to guide your customers through the different phases of the customer lifestyle beginning with the initial approach, through customer acquisition and ending with customer loyalty.



Churn Management

Doesn't have anything to do with making butter. Instead, it's a way of boosting your profits. The theory goes like this: it costs much more to get a new customer than to keep an existing customer. So you avoid "churn" or customer attrition.

Here are the numbers. Supposing that it costs 7 times more to sell to a new prospect than to sell to an existing customer, reducing customer attrition by 5 percent could increase profits by between 25 and 95 percent.



What Should You Do With What You Just Read?

Think about it. There is so much written on topics within this growth guide and big corporates have teams of hundreds to manage each of these elements.

While you don't have a team of 100 dedicated to solving and implementing these issues, knowing what questions to ask is going to put you on the path to success.

I have outlined tried and tested methods that you need to implement to grow your business on solid fundamentals that work.

Before you throw money at marketing and sales initiatives, ask yourself, how well do you know and implement the 9 components of growth?

You will need to understand the lifetime value of your customers – then you will know how much you can afford to spend to acquire and serve each new one.

You could try to do all this yourself by following the steps, techniques and principles outlined here.

But although the principles are logical, the actual leg-work can be daunting. When you're working from the inside, it's easy to go off at tangents, lose momentum, perspective, or simply not know how to proceed to the next step.

Hiring an expert to accelerate your growth, keep you on point, and work with your team makes as much sense as choosing sound business principles over "silver bullets."

Put it this way. If you had to fly a plane and your life depended on it, would you feel comfortable doing so after having read some books and articles, or would you want an experienced pilot who has done it all before beside you to guide you?

How Can I Help?

Perhaps some of my clients will be best qualified to tell you this. I know what I can do for businesses, but if I start by blowing my own trumpet, you'll start thinking I'm succumbing to silver bullet-hood.

“

Kursten's coaching helped me focus on where I could achieve the greatest leverage for my business. The result has been my monthly revenue has grown by 63% in twelve months and is on track to grow by another 50% in the next twelve.

That's a game changer.

Kursten challenged me from the very start of my journey, providing mentoring where it was welcomed and coaching where it was required. His simple strategies and techniques for dealing with problems helped me cut through the noise and fast-tracked business growth.

What I particularly enjoy about working with Kursten is his level of commitment to acquiring a deep level of understanding of my business, which means he's able to tailor his coaching and support to the to each specific problem I face. And his commitment and energy inspires me to match it. Best of all, he's always first to pick up the phone to celebrate wins.

”



Jarrod Bennett

DIRECTOR,
Luminate Limited

“

When I first took over my role at ACG Education, leading the marketing and sales functions across a diverse set of educational businesses, I had to bring a number of different teams together with a re-defined strategy, operational model and complete overhaul of the way our teams worked to be agile and nimble and achieve our goals.

Kursten helped me define what capability and team we needed, and helped me kick start some key projects that would set up the foundation for our marketing going forward. Kursten was invaluable in providing resources and recommendations for key specialists that became critical to the success of the key transformation project.

His team of highly specialised experts are professional, knowledgeable and easy to speak to (no jargon with his team. More importantly, Kursten was always available for a quick chat to bounce ideas off which I found invaluable.



Ana Maria Rivera

CMO,
ACG Group

”

“

Digital Island have ambitious plans to accelerate revenue and customer growth. We have recently been investigating how to grow multiple new sales channels and concentrate in the areas that will provide the biggest return. Kursten and his team helped us to evolve our strategic thinking and identified gaps in our approach. By better understanding our business priorities we have implemented a number of initiatives that are propelling our growth. If you are looking for a partner to help you boost your business potential I would thoroughly recommend Kursten and Market Fit.



Leon Sheehan

GM,
Digital Island

”

What I've Shown I Can Do

Incase it's any reassurance, I don't regard Market Fit as the silver bullet for all businesses, but when you answer the fundamental questions above, your business will be positioned for growth.

Likewise, I won't pretend my service is right for everyone, if I don't see any way I can help you to grow your profits I will offer alternatives.

And knowing that we're a good fit is crucial because I want to get ALL of my clients results and work with them for the long term and to do that, I need to deliver a quick ROI.

BROADLY, HOWEVER, I CAN HELP:

- » Business owners that want to grow their business
- » General Managers who are stuck doing the same old same old with lack luster results
- » Those that are confused about defining the fundamental questions
- » Business owners who have the means and are willing to commit to working with me, implementing the steps and investing in growth
- » Those who have hit a sticking point in their business growth and are ready to scale up but don't know how to take the next step

If you fit the above criteria and are ready to take the fast-track to growth, I can help you understand how growth principles apply to it, show you how to implement sound growth strategies, and guide the next steps on your business journey. Giving you peace of mind and a successful business you deserve.

CLICK HERE TO BOOK A FREE 45MINUTE STRATEGY SESSION WITH KURSTEN SHALFOON





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