

## **30 Main Street-Smart Things to Know** if you want to start a sustainable small business.

**Video Introduction** <https://youtu.be/Z7ZIDCSTTw8>



## **Small Business Skills Toolbox**

**Video Introduction and 1-30 skills. 1.5 hours**

<https://youtu.be/TPiYICTDRQQ>

**Video 1- 6** <https://youtu.be/msUp4oRK1Qk>

1. A great business plan will help you avoid unexpected pitfalls and expenses and tell you..... *What's Left!*
2. A great marketing plan will provide you “the golden egg – sell” and golden goose when you know ..... *What's Next!*
3. Three types of marketable profit centers are
  - a. *new customers/daily.*
  - b. *traffic builders, repeat continuous business at higher margins.*
  - c. *big ticket / grouped product-service sells.*
4. RFC is Raving Fan Customer
5. NDCP is No Demand Change Plan
6. ABCD is Always be Connecting Dots

**Video 7-12**

<https://youtu.be/W6mkUYWdq5c>

7. By the Way is password to UP-SALES and CROSS-SALES and Stacking Profits.
8. 3 important rules for catching fish are 1, 2, and 3. Keep fresh bait in the water.  
Catch customers: Keeps sending continuous promotions.
9. The best way to find customers is \_\_\_\_\_. Help them find you.
10. Our business cannot be all things for all people.  
However, it must be EVERYTHING to some people. \_
11. Do not plan to pay off long term debts with short term cash flow. Why?  
You'll go broke very quickly.
12. What is the difference in marketing and advertising?  
Marketing: Long term, Big picture. Advertising: Targeted, short term.

**Video 13-16**

<https://youtu.be/kvktpapvR6w>

13. Who is your toughest, meanest, strongest competitor? You and your Distractions.
14. What skill is needed to fight that competitor? Setting and achieving PRIORTIES.
15. Define Fair Market Value. The price in terms of money that a property will bring if exposed on the open market, between a willing seller and a willing buyer, neither under any pressure and both of whom are fully informed of all the uses, advantages and disadvantages of the property.
16. What is L and H advertising? The Look and the Hook.  
Ads must look great and included a "Call to Action" hook.

**Video 17 -20**

<https://youtu.be/IF9-qN4tQo>

17. Define: Positive Cash Flow? When a potential buyer enters your space with readily available money to spend.  
  
Define: Negative Cash Flow? When that same potential buyer leaves your space without spending money with you.
18. Explain the "Take It or Leave It." Merchandising messaging mistake.  
When your merchandising pricing does not encourage negotiating or any options for the shopper.
19. Explain: The THREE TIMES RULE when pricing products and services?  
Start pricing considerations at three times your cost. Then compare to current Market. Then adjust as needed.
20. Explain: the 27 TIMES RULE when planning a targeted advertising campaign.  
A shopper needs to see your marketing presentations 9 times before they'll consider you as "Credible" and consider awarding 'big ticket' business to you.

Shoppers will miss seeing your best placed ads 2 out of 3 times.  
9 x 3 = 27. Therefore, when planning an ad campaign, make sure you have peppered  
The target region/area/group with more than 27 small “introductory” marketing efforts.

**Video 21 - 26**

<https://youtu.be/z8jIwGH8NEQ>

21. “YES, if – NO, but” Negotiating. Keeps the shopper talking until you can close.
22. Our # 1 most important web page is: MOBILE PAGE made for cell phone screens
23. Our # 2 most important web page is: Pages that SELL! The landing pages.
24. Why do customers come back? 40%: Customer Service & 60 % Hospitality.
25. When closing a sell, do your best to SEND & Read: Non-Verbal Communications.
26. Who motivates others? An Assertive Person

**Video 27- 30**

<https://youtu.be/7oGSNPVWSc>

27. Which is a” good thing?” Tax avoidance or tax evasion?
28. It’s not how many times you are knocked down that counts.  
It’s how well you get back up that really matters.  
Be determined to Win the Race.
29. Will your legacy be that of a” Taker or a Giver?”
30. Be the best person you can be. Help others.  
Let your “candle light” shine.

**Where can you get expert small business counselling and access to  
a treasure chest of resources to open doors for networking opportunities?  
at the Small Business Center near you.**

**Make an appointment today**

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**1001**

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