

Business Success Seminar

Foundations for Growth



Attraction Studio



**Get the tools to solve
your growth challenges
and take your business to
the next level**

Am I ready for growth?

Is your business prepared to go from startup to scale?

Growing demand

1 2 3 4 5

What are my next steps to make this a 5?

(e.g. explore new markets, product diversification)

Establishing your funding requirements

1 2 3 4 5

What are my next steps to make this a 5?

(e.g. review my financial reporting, list potential funding avenues)

Establishing your growth budget

1 2 3 4 5

What are my next steps to make this a 5?

(e.g. review my cashflow forecast, find the right forecasting tool)

Am I using my accountant/bookkeeper to my advantage?

1 2 3 4 5

What are my next steps to make this a 5?

(e.g. review where I'm spending my business admin time, schedule a meeting with my accountant)

Do your future self a favour

We know that we need to know our numbers to reduce stress and future proof our businesses for growth and succession planning.

As a business owner, you're often wearing many hats. When you're busy providing your goods and services, the financials can often get pushed to the last on your list. Good news: it's never too late to understand your numbers and plan ahead. Invest in yourself by completing a bookkeeping audit, reviewing your financial reporting, and making a cashflow plan so you know where you're going.

What will you do...

_____ this week
(e.g. review your financial reporting, or book in for a payroll audit)

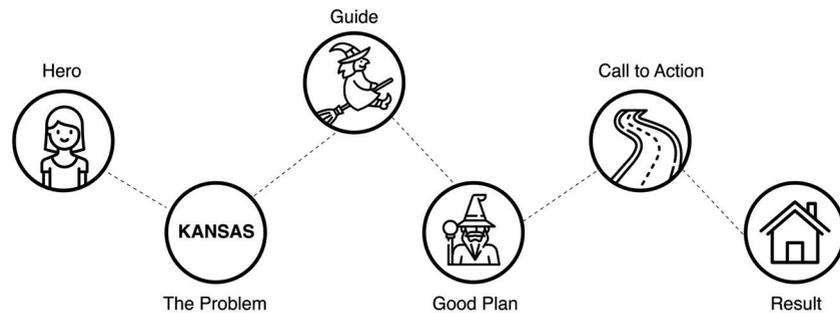
_____ this month
(e.g. complete a bookkeeping audit, or check your T&Cs are up to date)

_____ this year
(e.g. update your cashflow plan)

If you're feeling stuck, reach out to your accountant and/or bookkeeper for help. Let them use their expertise, so you can get on with what you do best!

Building a Story Brand

Every business has a story, and most of them follow a familiar format - recognise the example below?



Dorothy (the hero) is stuck in Kansas (which is a problem). She meets the Good Witch (her guide), who tells her to go and see the Wizard (a good plan), and how to get there - follow the yellow brick road (a useful call to action)! After a few adventures along the way, Dorothy clicks her heels three times and ends up back home - and her little dog, too.

In your business story, the customer is the hero. You're the helpful guide who solves their problems and shows them the path to success.

What's your story?

The hero (that's your customer) _____

has a problem _____

then meets a guide (that's you!) _____

who gives the hero a plan _____

and calls them to action _____

that results in _____

Brand Self-Audit

How memorable is my brand?

1 2 3 4 5

How clear are my brand's purpose, mission, and values?

1 2 3 4 5

How well do we communicate how we're different from our competitors?

1 2 3 4 5

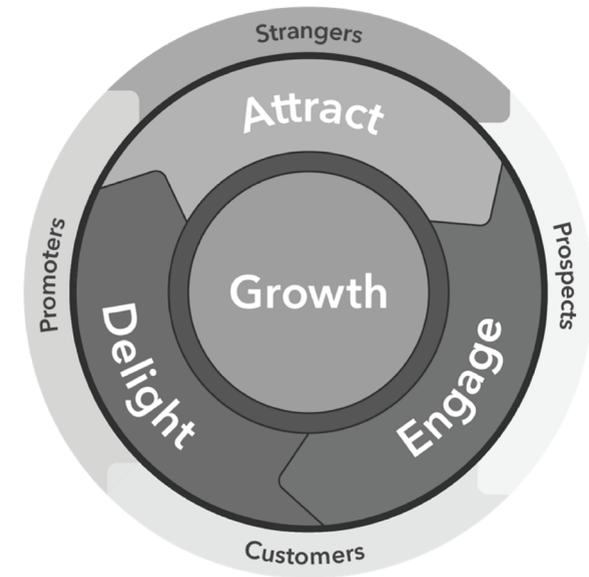
How consistent is our marketing?

1 2 3 4 5

How strong is our social proof?

(online reviews and recommendations)

1 2 3 4 5



How can we elevate our customer experience, every step of the way?

When we're attracting customers...

What do we currently do?

How can we make it better?

When we're engaging with potential customers...

What do we currently do?

How can we make it better?

When we're delighting our customers...

What do we currently do?

How can we make it better?

What We Measure, We Can Manage

What does success look like for my business?
(e.g. satisfied customers, money in the bank,
opening another location)

1. _____

2. _____

3. _____

How will I measure my success?

(e.g. number of five-star reviews, reaching financial
milestones, customer retention rate)

1. _____

2. _____

3. _____

Thank you for attending the Foundations for Growth event. To say thanks for coming and help you keep up your growth momentum, we've got some special offers from tonight's speakers.

Get to know your numbers

Special Xero offers from SBA

SBA is offering FREE setup of Xero Business addition or a free Xero Health check. Must be used within 30 days of the seminar, by a seminar participant.

Special Xero offers from Training and Beyond

	Special Offer	Normal RRP
Xero One-on-One Training	\$90 per hour	\$125 per hour
Xero Data Fix	\$90 per hour	\$125 per hour
Xero Payroll Health Check (1-3 employees)	\$275 \$49 per additional employee after first 3	\$350
Xero Payroll One on One Training	\$90 per hour	\$125 per hour
Xero Payroll Data Fix	\$90 per hour	\$125 per hour
Xero Payroll Data Fix in-conjunction with a Payroll Health Check	\$90 per hour	\$95 per hour

All prices are exclusive of GST.

Xero Promotion Codes

UPGRADESTARTER50

Gives: 50% off upgrade for 3 months.

Valid: 13/05/2021 to 31/08/2021 for

upgrades to the NZ Starter plan

PARTNERSTARTER50

Gives: 50% off Xero subscription for 3 months.

Valid: 13/05/2021 to 31/08/2021

for NZ Starter orgs only

Fired up about branding?

Special offers from Attraction Studio

Book in for one of our workshops with Attraction Studio, and you'll leave with a plan you can immediately put into action!

Brand Awareness Campaign Workshop

Need to market your brand, but not sure how to tell your story? In this interactive one-on-one workshop, we'll create a campaign plan that attracts and engages your target customers.

Usually \$900+gst, only \$600+gst for event attendees

Social Media Workshop

Make your business social media easy and effective. In this one-on-one workshop we'll create a clear content strategy, measurable goals, and plenty of ideas about what to post.

Usually \$750+gst, only \$600+gst for event attendees

Valid: 10/06/2021 to 31/07/2021

Get next-level business support

Special offers from Prosper Professional Coaching

Complimentary 1:1 Business Development Consultation
(valued at \$395+gst)

Valid: 10/06/2021 to 31/07/2021

Get in touch

SBA Barrington

Stuart Lowe

Director

P. 03 929 0579

E. barrington@sba.co.nz

W. sba.co.nz

Attraction Studio

Bianca Punt

Director

P. 03 338 3014

E. bianca@attractionstudio.co.nz

W. attractionstudio.co.nz

Training & Beyond

Melanie Morris

Principal

P. 0800 BEYOND (0800) 239 663

E. info@trainingandbeyond.co.nz

W. www.trainingandbeyond.co.nz

Prosper Professional Coaching

Karl Waretini

Founder

P. 027 243 9998

E. karl@karlwaretini.com

Attraction Studio, SBA, and Training & Beyond are providers for the Regional Business Partners Network. Your business may be eligible to secure funding to use our advisory services.

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