

# Small Business Success Blueprint

8 Steps to Unlocking Your True Potential

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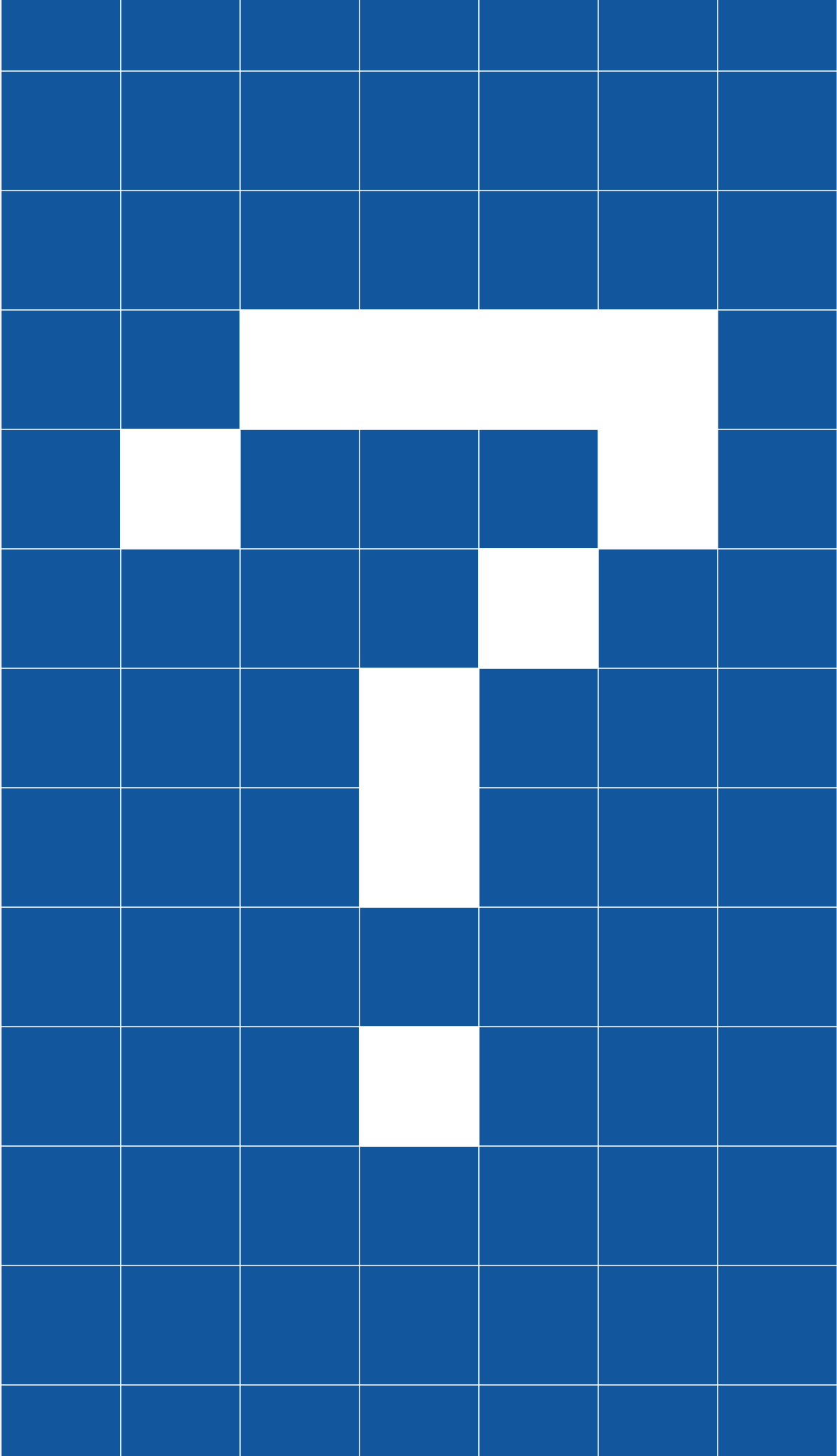
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# What's inside?

Welcome to the "**Small Business Success Blueprint**," a proven framework for small family businesses and startups just like yours. After nearly two decades of branding better business, we understand the unique challenges you face and the dreams you have for your business. That's why we've curated the most effective strategies and actionable steps to help you overcome obstacles and unlock the full potential of your business.

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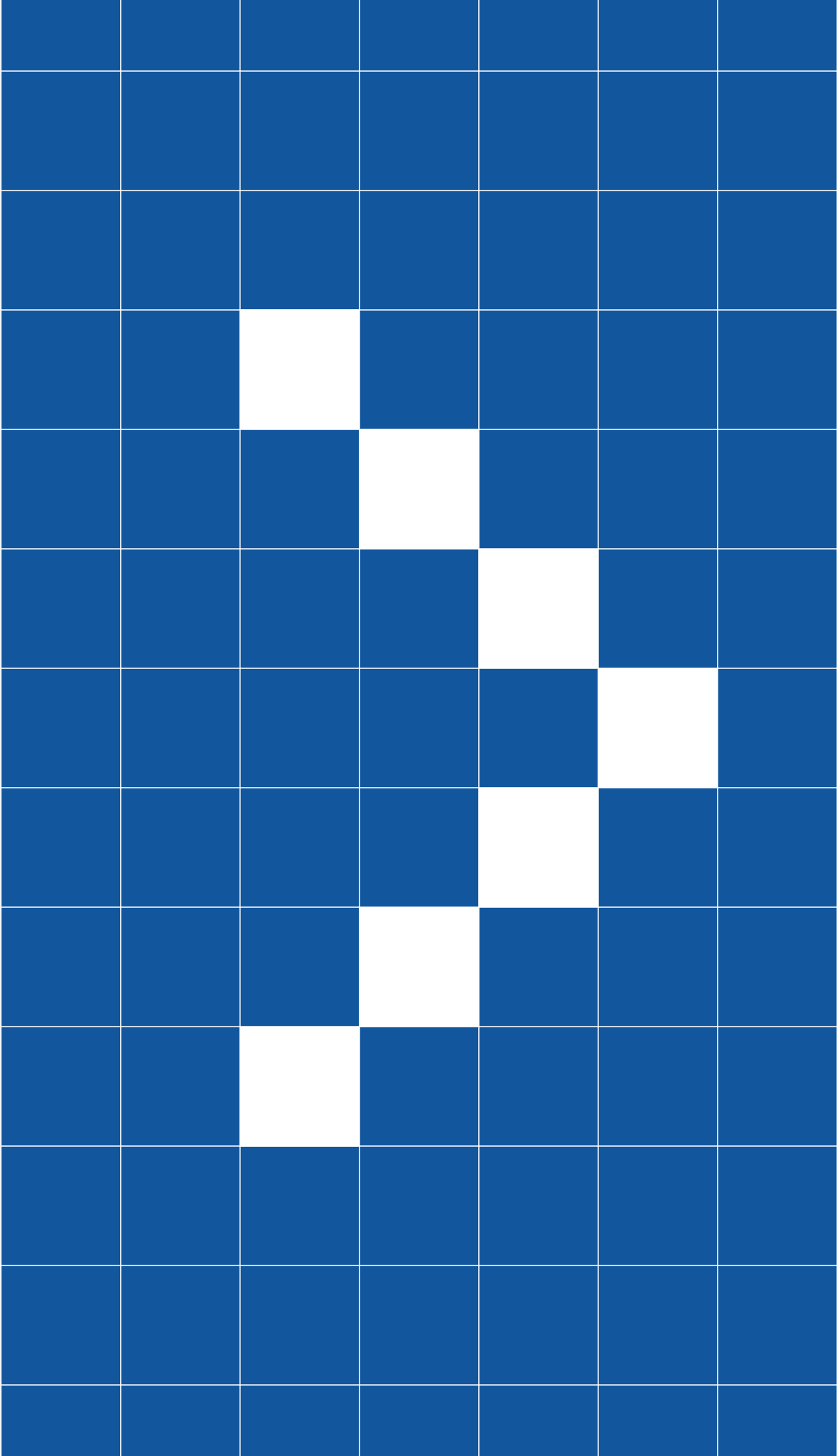
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# Your Blueprint to Success

- Step 1     **Articulate Your Problem**
- Step 2     **Prioritize Your Solutions**
- Step 3     **Define Your Purpose**
- Step 4     **Find the Right People**
- Step 5     **Assess Your Competition**
- Step 6     **Differentiate Your Business**
- Step 7     **Craft Your Irresistible Offer**
- Step 8     **Create, Evaluate, Iterate**

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A problem well-stated is a problem half-solved.



**Charles Kettering**

Former Head of Research at General Motors

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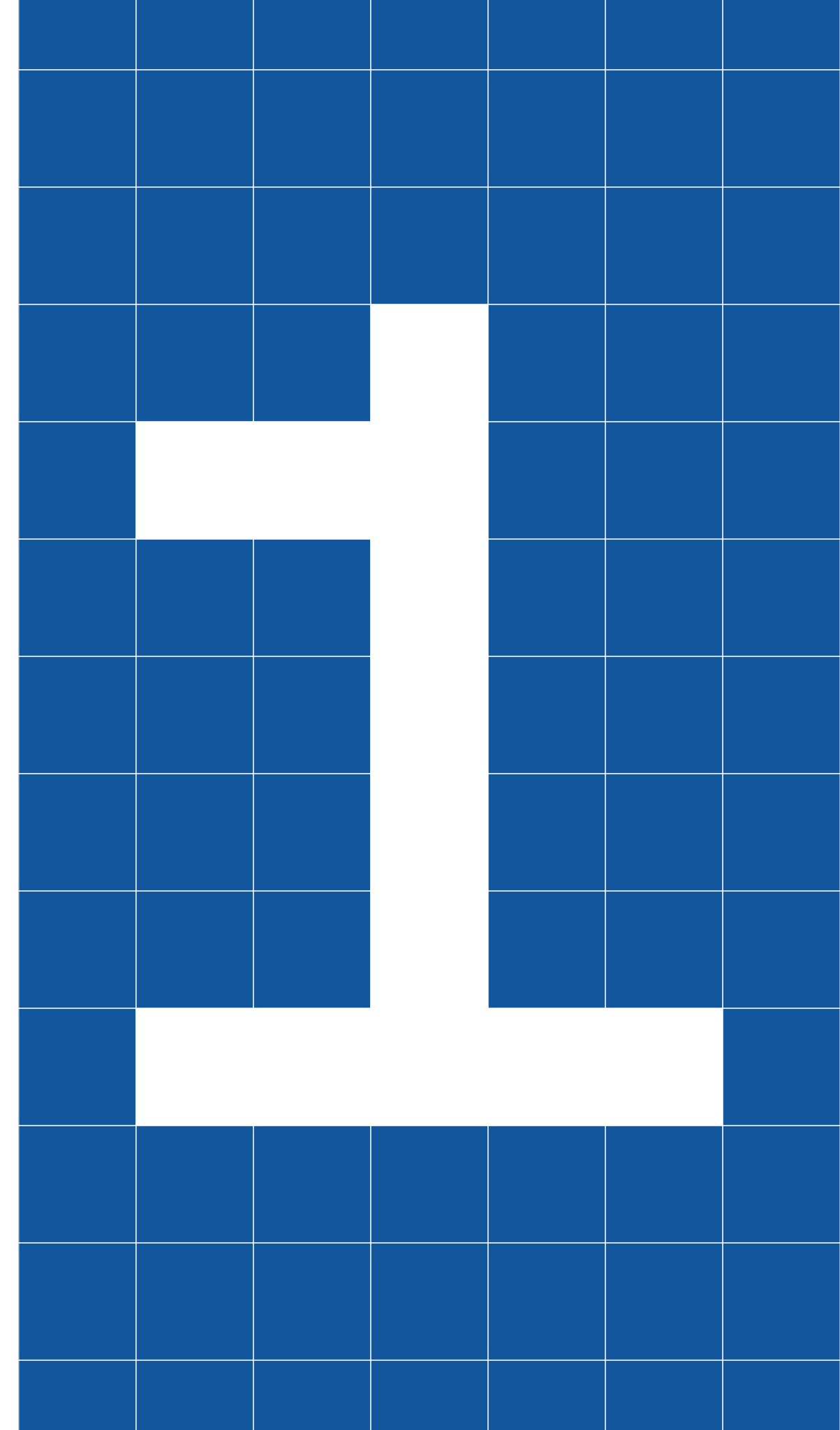
# 1. Articulate Your Problem

Are you tired of being overlooked in a crowded market, feeling like the best-kept secret? Are your marketing efforts going nowhere, leaving you unsure where to start? Perhaps you've been putting off branding and marketing, stuck in the daily grind just to keep your business afloat. Losing customers to low-quality competitors and struggling to effectively market your excellent product or service can be truly disheartening.

But don't lose hope. It's time to take the crucial first step towards lasting success by identifying the real problem. Whether you're facing a lack of customers, struggling with profitability, or encountering marketing obstacles, understanding the root causes will empower you to unlock your business's full potential and achieve the growth you crave.

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# For example...

## **What symptoms have we noticed?**

Davis Insurance Group, an newly independent agency specializing in auto, home, and small business coverage, faced challenges distinguishing itself and achieving steady growth. Prior to collaborating with Stewart Design, the agency grappled with standing out from other "last name" agencies and struggled to attract customers consistently.

## **What might be causing these symptoms**

Discussions with new owner Tyler Davis reveal two key factors: passive strategies in traditional insurance and an exclusive past partnership with Nationwide. Depending on Nationwide's broad marketing hinders their unique identity and customer experience beyond basic products.

## **What are our Key Performance Indicators (KPIs)?**

- 2X Safeco and Progressive Policies
- 2X Commercial Writings
- 5% Increase in Recurring Revenue

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# 1. Articulate Your Problem

## **What's in it for me?**

It depends on the challenges your business is facing. By defining the problem and establishing your Key Performance Indicators (KPIs), you'll gain clarity and focus, enabling you to identify targeted solutions that yield tangible results for the areas you've identified.

## **What if I skip this step?**

You'll never hit the target if you don't know where you're supposed to aim. Skipping this step risks wasting time and money on superficial solutions that never address the root cause. For the business owner, this means you'll likely find yourself caught in the painful cycle of wasted advertising dollars, failed ventures, and even frustrated leadership teams.

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# Take the First Step

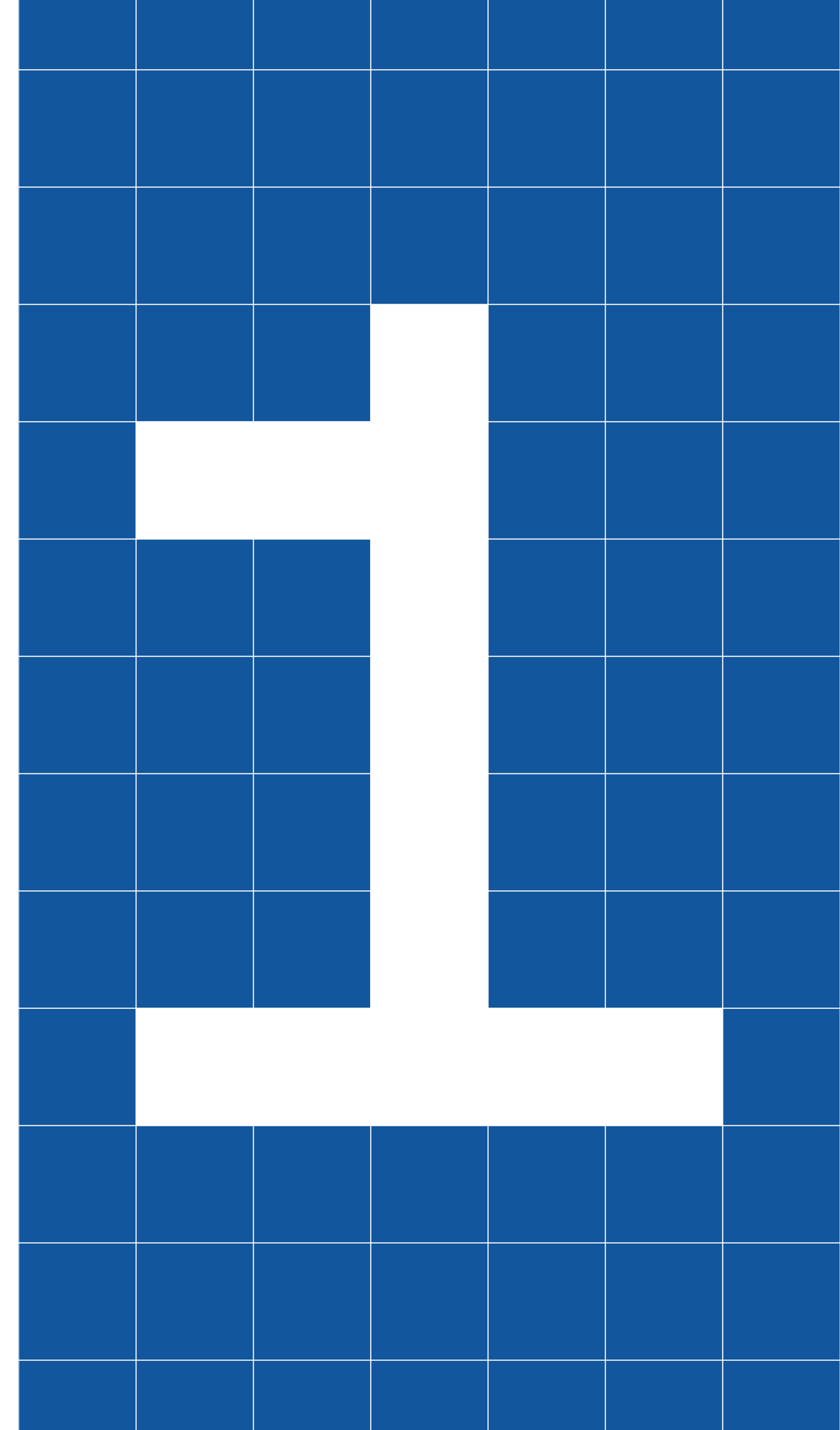
If your business doesn't change, it never will. Don't let your business continue suffering due to vague or misdiagnosed problems – or ignoring them altogether. Take the first step towards success by clearly articulating your challenges and set yourself on the path to long-term growth and prosperity.

Remember, defining your problem is the key to unlocking targeted solutions and achieving the sustainable business success you crave.

Invest the time and effort today, and you'll reap the rewards tomorrow.

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When you have too many top priorities,  
you effectively have no top priorities.



**Stephen Covey**

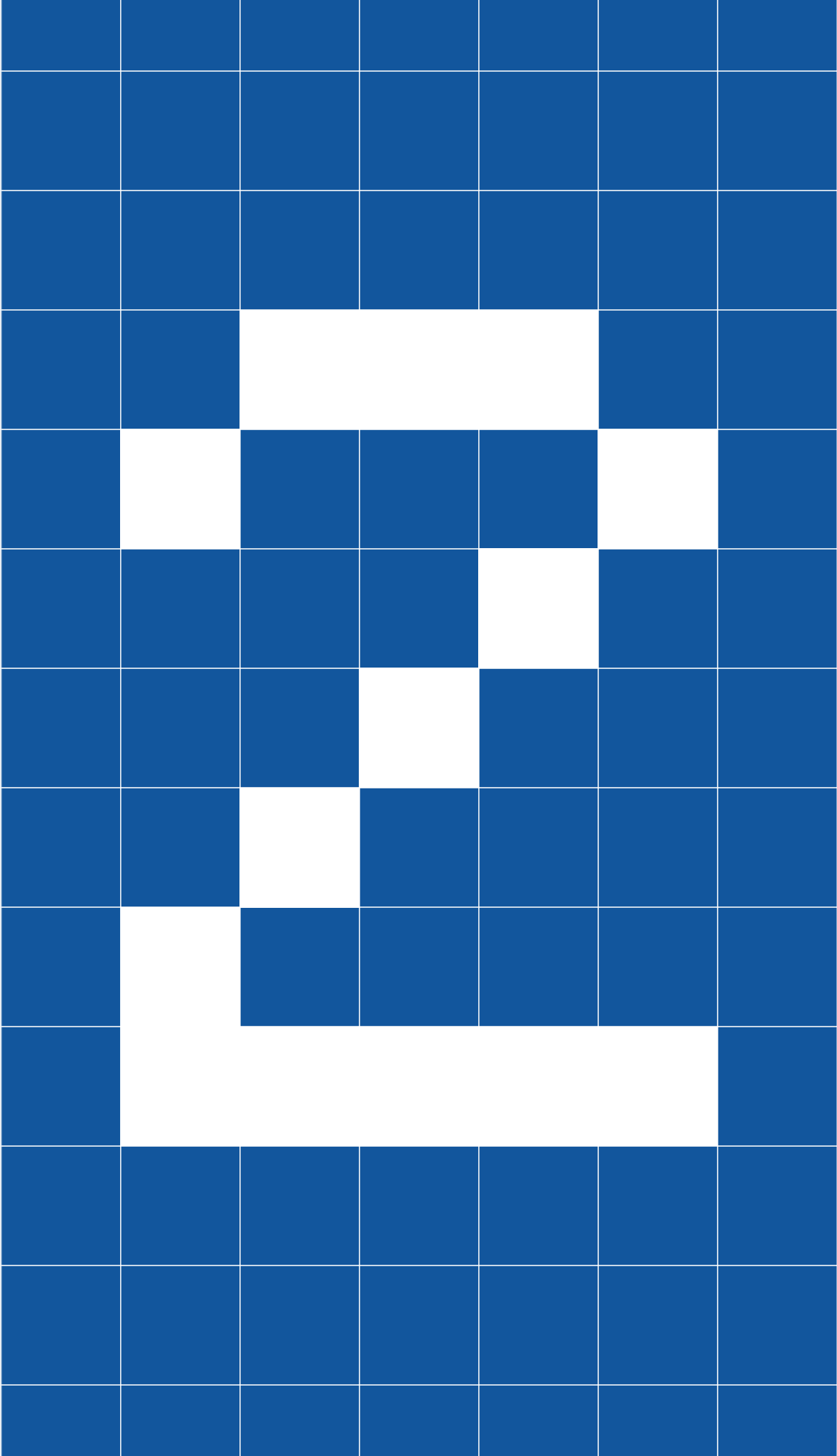
Educator, Author, Businessman, and Speaker

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# 2. Prioritize Your Solutions

Now that you have clearly stated the juicy problem, it's tempting to dive straight into solving it. However, don't do that. In the next step, prioritize possible solutions based on their impact and effort required. Create a list of 6-8 potential solutions to your challenge. Then, form two lists that rank the solutions first by difficulty and another by potential impact. Utilize a simple yet effective framework called the "Impact Effort Matrix," as outlined below:

- Do First » High Impact + Low Effort**
- Do Next » High Impact + High Effort**
- Do Later » Low Impact + Low Effort**
- Ignore » Low Impact + High Effort**



# Impact Effort Matrix

HIGH IMPACT	<b>Easy Wins</b> These solutions promise substantial results with minimal resources. Tackle them immediately for quick wins.	<b>2. Big Bets</b> Although these solutions require more work, their potential impact justifies the investment. Prioritize them once you've addressed the low-hanging fruits.
	<b>3. Incremental</b> These solutions may not significantly impact your business, but they are easy to implement. Consider them for later stages when other priorities are resolved.	<b>4. Money Pit</b> Avoid spending valuable time and resources on solutions that offer little return on investment.
LOW EFFORT		HIGH EFFORT



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## 2. Prioritize Your Solutions

### **What's in it for me?**

A focused effort on a single problem yields quicker and more effective results than scattered actions. By prioritizing tasks and focusing on what matters most, you maximize your impact and steadily work towards achieving your objectives.

### **What if I skip this step?**

Skipping this crucial step may lead to working tirelessly on low-impact areas, wasting time and resources without achieving significant results. Without prioritization, your efforts may become scattered, leading to inefficiency and frustration.

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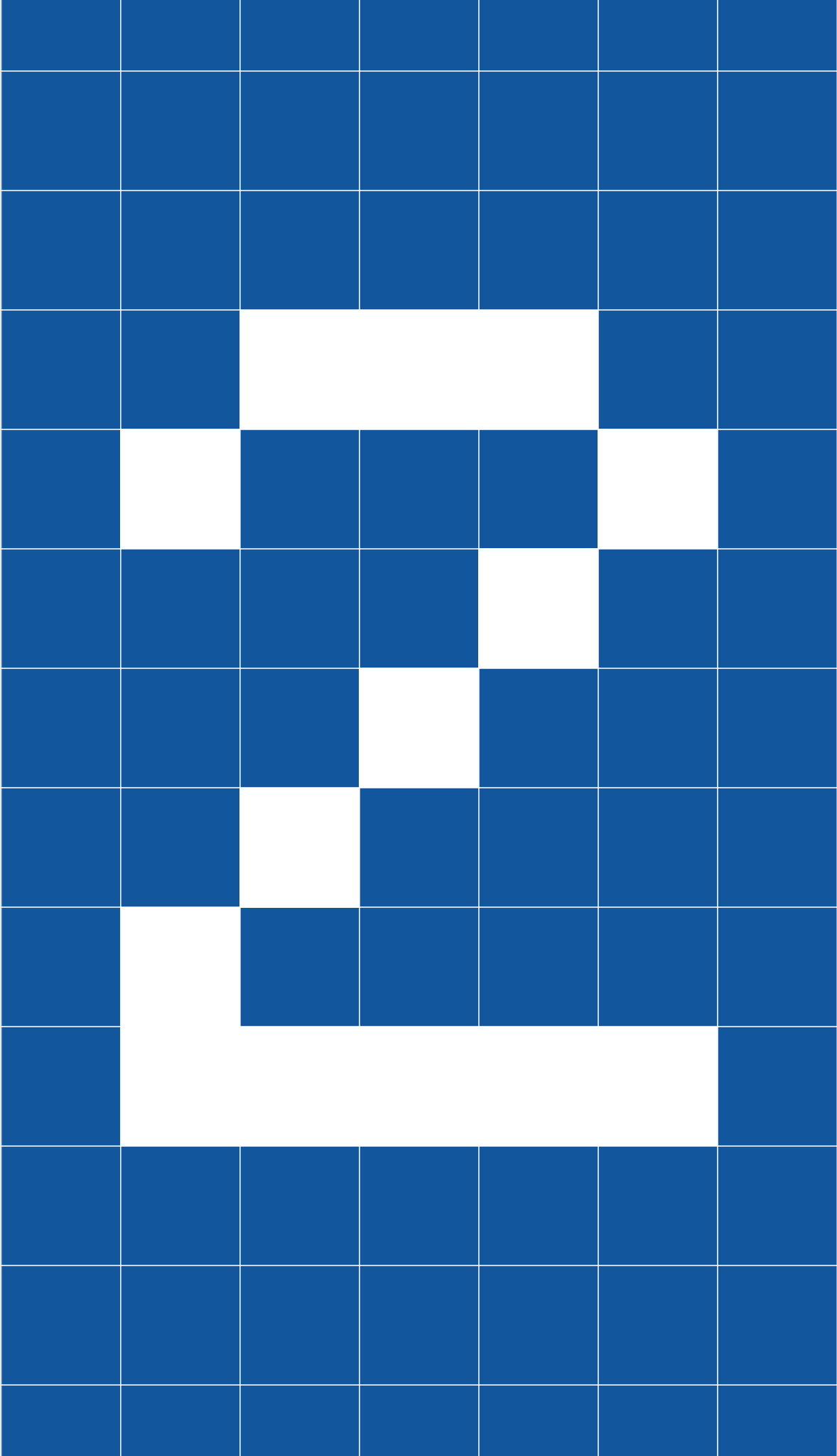
# Take Your Next Step

Don't let your valuable time and resources go to waste. Prioritize your solutions using the Impact Effort Matrix and set a clear action plan in motion. Focus on the high-impact, low-effort tasks first to start seeing meaningful progress. Remember, effective prioritization is the key to unlocking your business's true potential.

By using this structured approach, you'll make every effort count and pave the way for substantial growth and success.

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People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.



**Simon Sinek**

Author and Speaker

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# 3. Define Your Purpose

If your business doesn't make our world meaningfully different, it shouldn't exist. Your business's mission is more than just words on a page; it is the compass that guides your journey. Often overlooked, yet holding the power to transform your business from ordinary to extraordinary, defining your purpose is paramount. Let's explore how to craft a compelling mission that aligns with your values and goals.

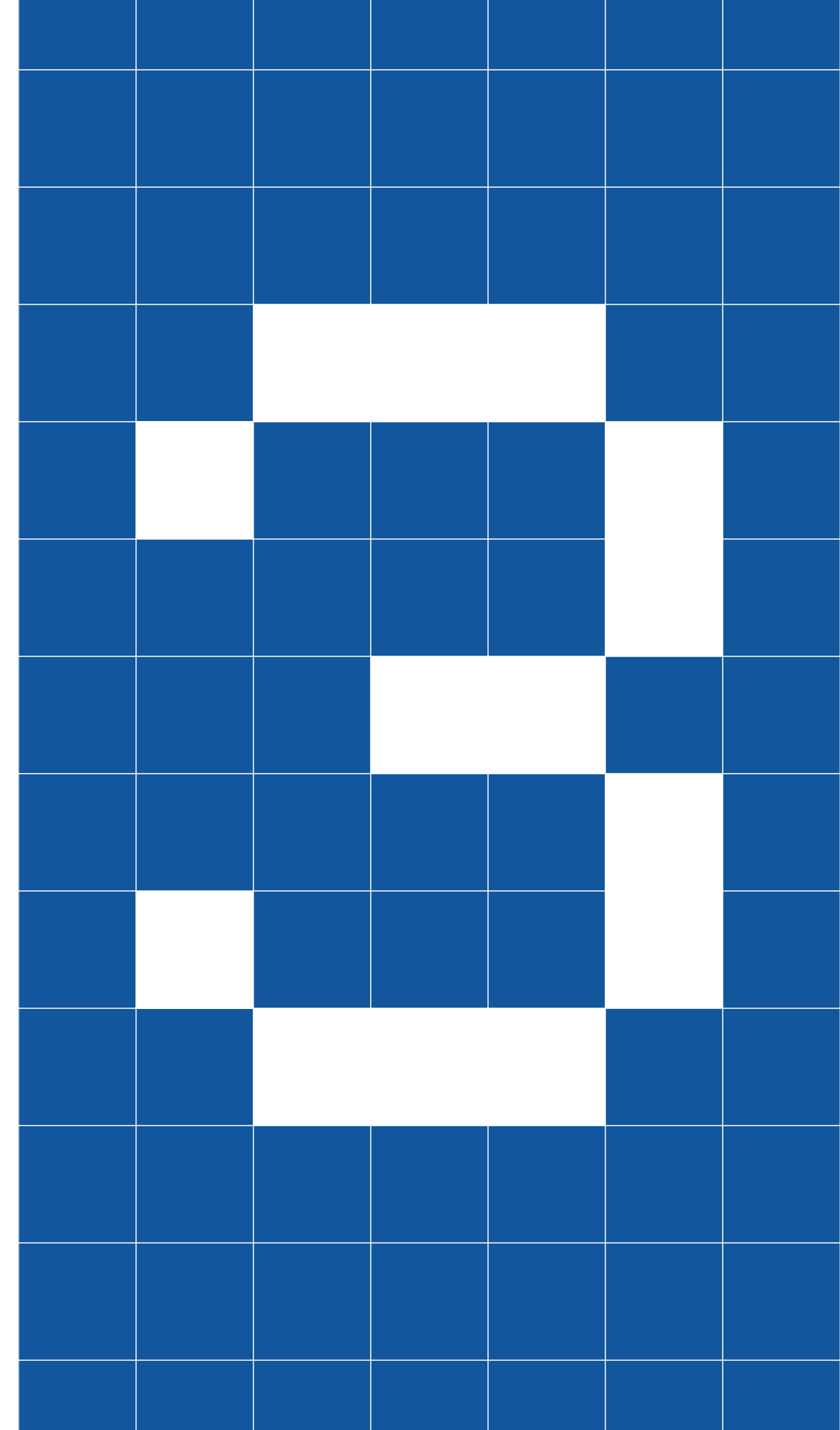
Gather your team, reflect on your core values, and envision the impact you wish to make. Now it's time to craft a mission statement that resonates with your beliefs and communicates your unique value to the world.

You can use something like this as a starting point:

**“We are on a mission to [impact] through [contribution].”**

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# Wherever life takes you, it's our mission to ensure your world stays whole.

Insurance is more than protection.

It's a promise to renew.

It's the confidence that what's broken will be restored.

It's the peace that our loved ones won't want for anything.

It's knowing that you won't have to face things alone.

Life moves quickly and unexpectedly. We can't stop the rain,  
but we can help you dry off after the storm. Of course,  
we hope you never need us, but if you ever do, we're here  
to help you put life back together.



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# 3. Define Your Purpose

## What's in it for me?

A clear mission gives you and your team a unifying purpose beyond just selling products or services. It ignites passion, fosters meaningful connections with customers, and sets you apart from competitors. Your mission becomes the driving force behind everything you do, inspiring loyalty and trust among your audience.

## What if I skip this step?

Without a defined purpose, your business lacks direction and focus. By neglecting to articulate your mission, you risk losing the opportunity to create deep, lasting connections with your customers and community. A compelling purpose with shared beliefs can turn occasional buyers into devoted advocates for your brand.

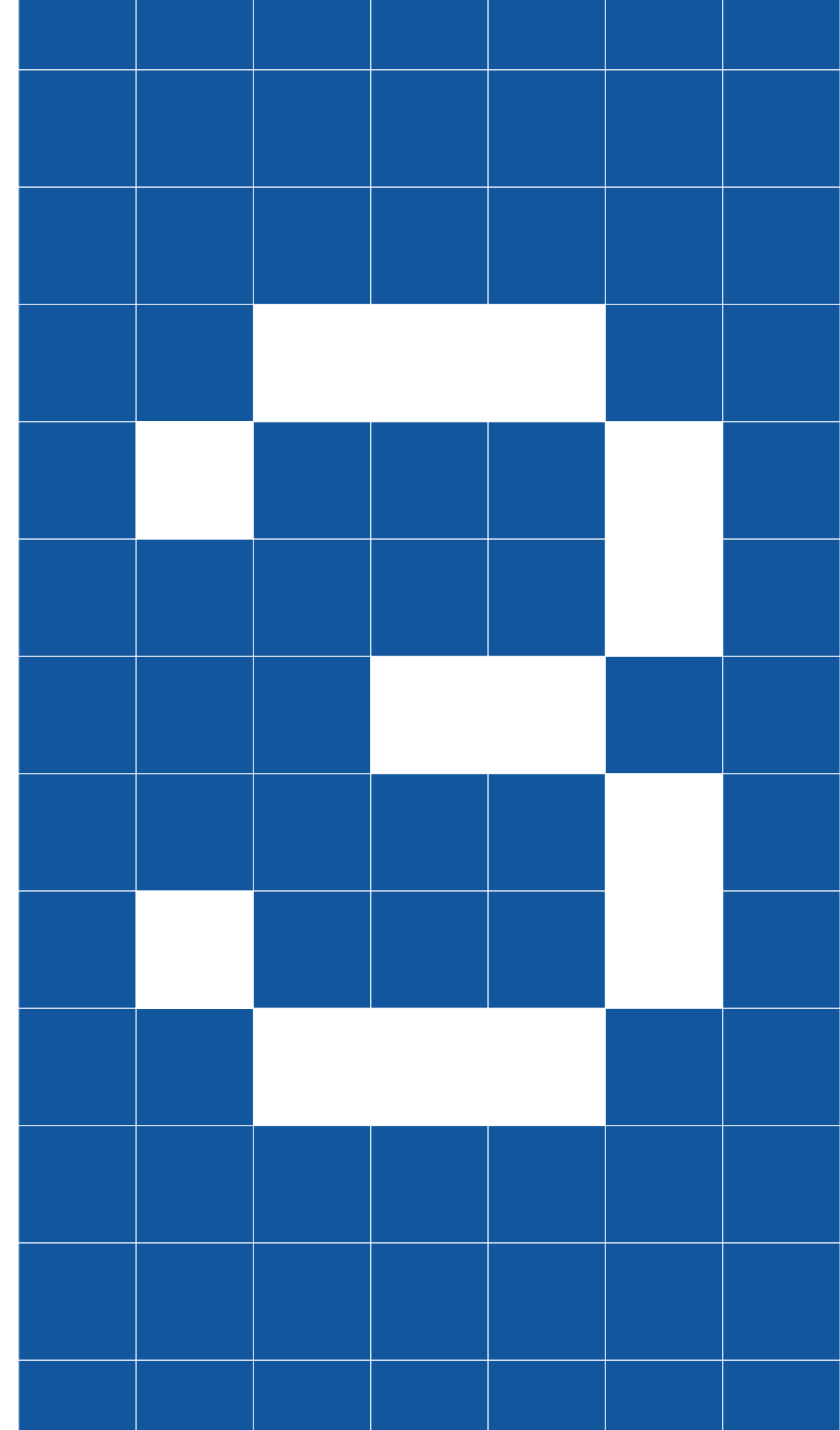
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# Take Your Next Step

Your mission is the heartbeat of your company, fueling growth and propelling you towards a future where every action you take is infused with meaning and significance. Define your purpose today, and unlock the extraordinary potential that lies within your business. Your journey to success starts with a clear and compelling mission.

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There is only one boss. The customer.  
And he can fire everybody in the company  
from the chairman on down, simply by  
spending his money somewhere else.



**Sam Walton**

Founder of Walmart

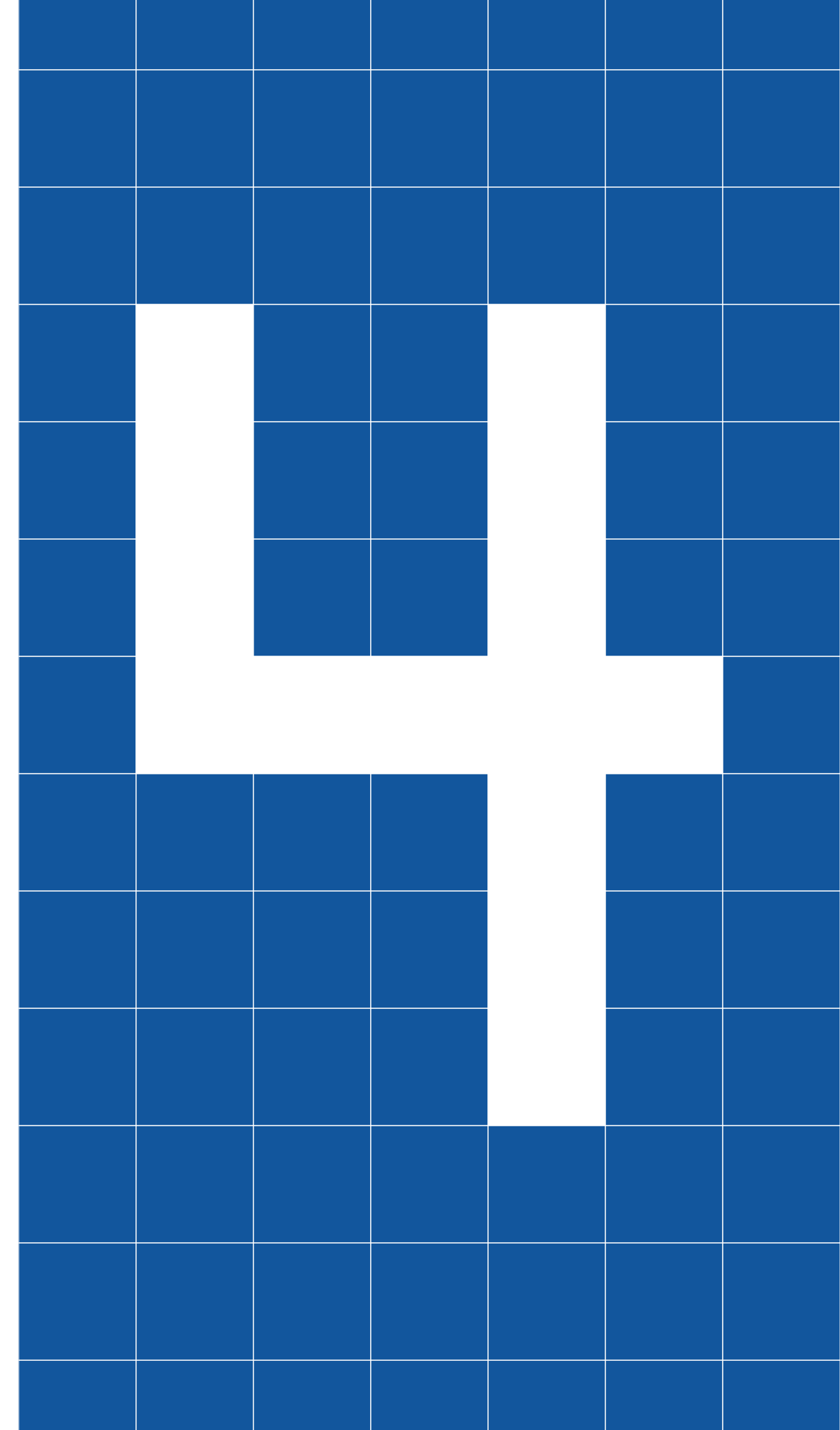
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# 4. Find the Right People

You're not for everyone, and everyone is not for you, and that's ok. Your top priority as a business owner is not to gain as many customers as possible. Instead, focus on the few and pursue them *relentlessly*. To thrive, identify your target audience and niche, and tailor your offerings to those who value them the most. Understanding their needs and preferences will attract more customers, more often, and more profitably.

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# Your first home, covered.



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# Growing families, covered.



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# Small business, covered.



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# Every chapter, covered.



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# 4. Find the Right People

## What's in it for me?

Identifying your target audience and niche allows you to customize products, services, and marketing efforts for those most likely to appreciate and engage. This fosters stronger relationships and customer loyalty to achieve sustainable growth.

## What if I skip this step?

Skipping this step results in a diluted offering that fails to resonate with any particular audience. Unfocused marketing efforts may lead to missed opportunities and reduced profitability.

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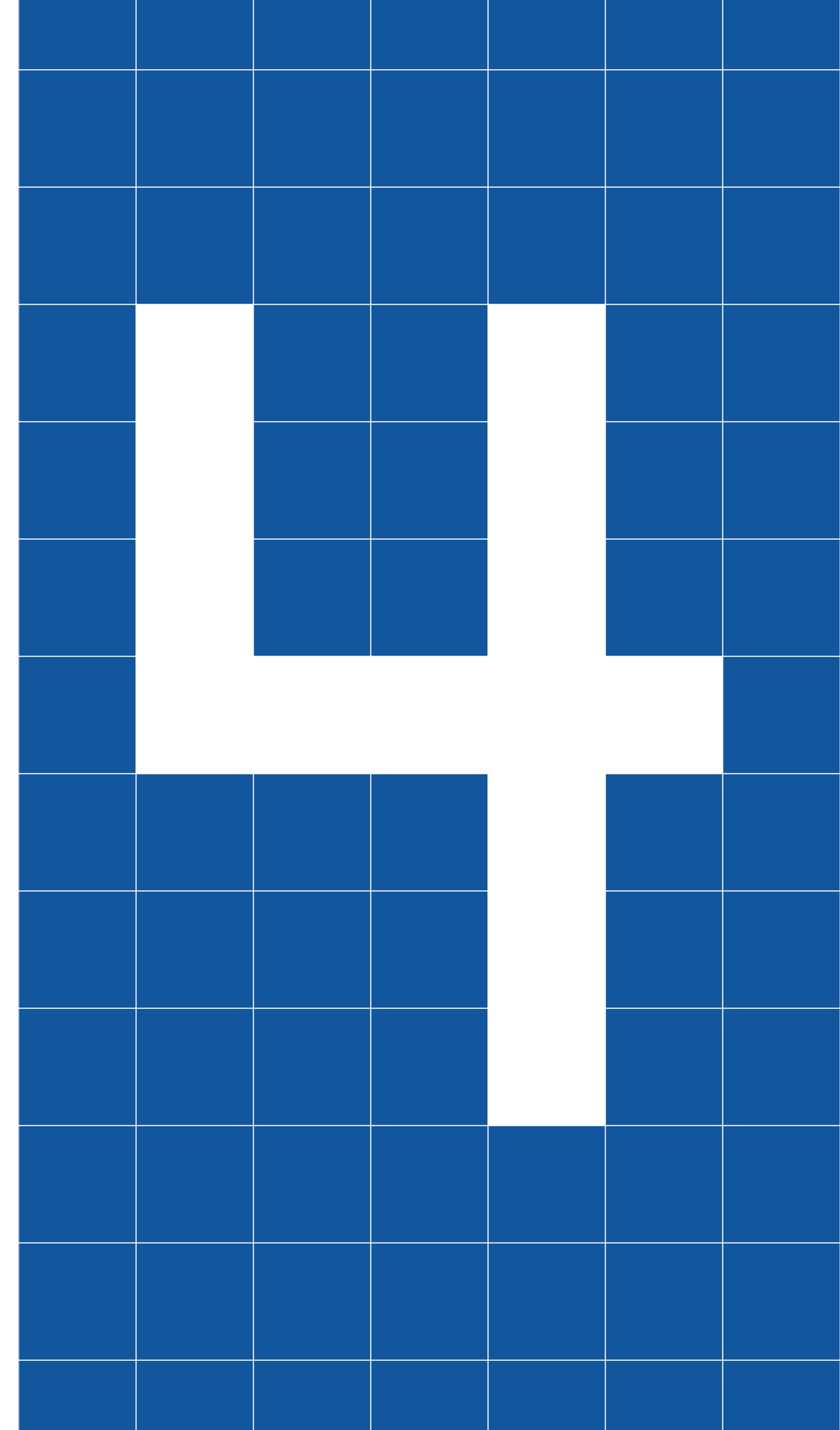
# Take Your Next Step

Don't miss out on your ideal customers. Take a strategic approach to define your target audience and niche. Tailor your business for success by creating offerings that genuinely meet their needs. Your journey to profitability starts with reaching the right people.

Act now and unlock the true potential of your business.

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You can't look at the competition and say you're going to do it better, you have to look at the competition and say you're going to do it differently.



**Steve Jobs**

Cofounder of Apple

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# 5. Assess Your Competition

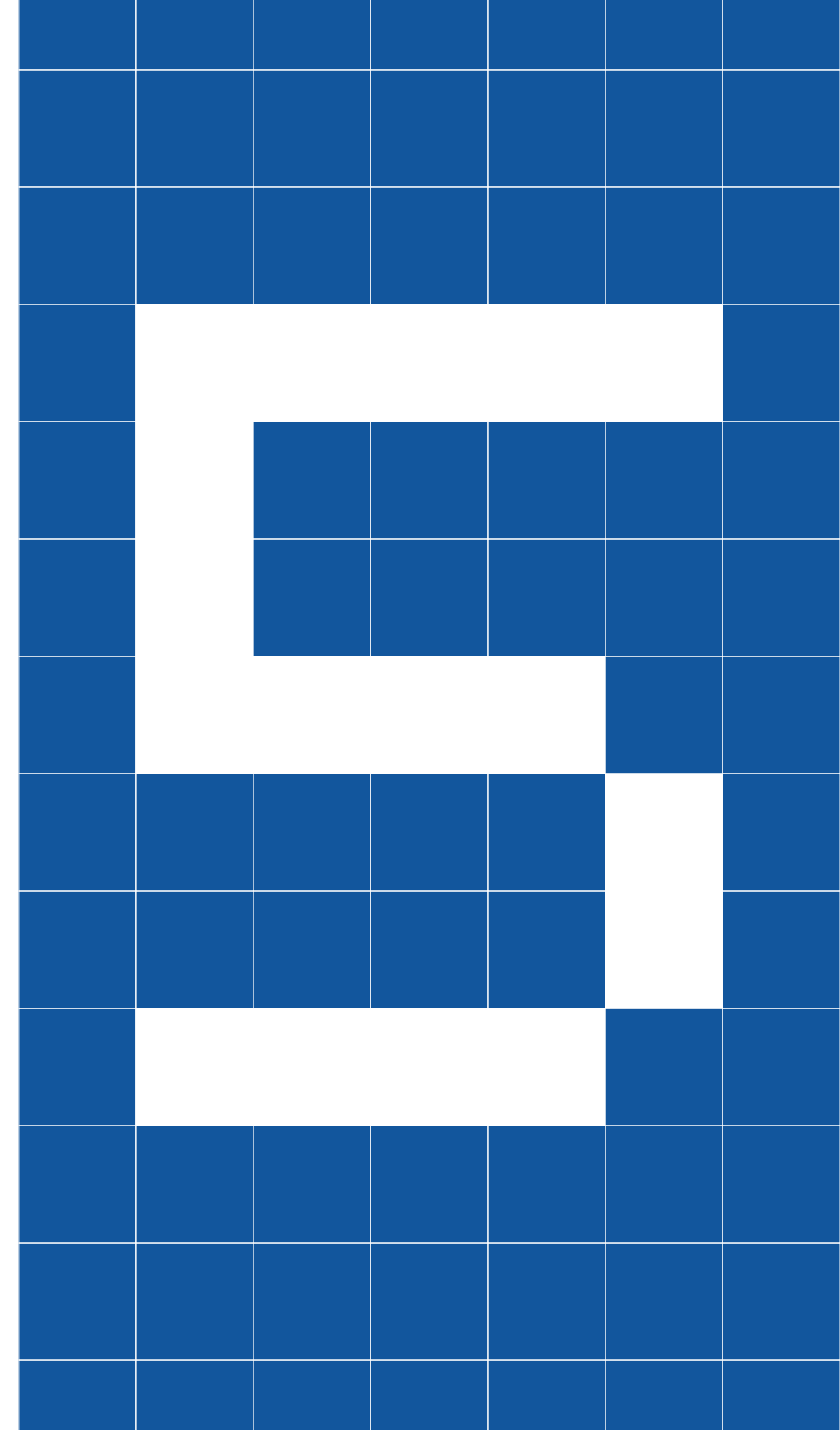
Understanding your competitors is crucial to position your business for success. Analyze their strengths, weaknesses, and strategies to identify opportunities for differentiation and gain a competitive edge.

What's one thing your business can claim that no one else can – or would – ever be able to claim? A great place to start is by defining your point of view. Where does your business stray from the status quo?

Find your banner and wave it high.

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# 5. Assess Your Competition

## What's in it for me?

By studying your competitors, you'll gain valuable insights into what works and what doesn't in your industry. This knowledge empowers you to differentiate your business, capitalize on their weaknesses, and present an irresistible offer to your target customers.

## What if I skip this step?

Skipping this step means missing out on vital information about your competition. Without a thorough understanding of their strengths and weaknesses, you may struggle to differentiate your business effectively and connect with your target audience.

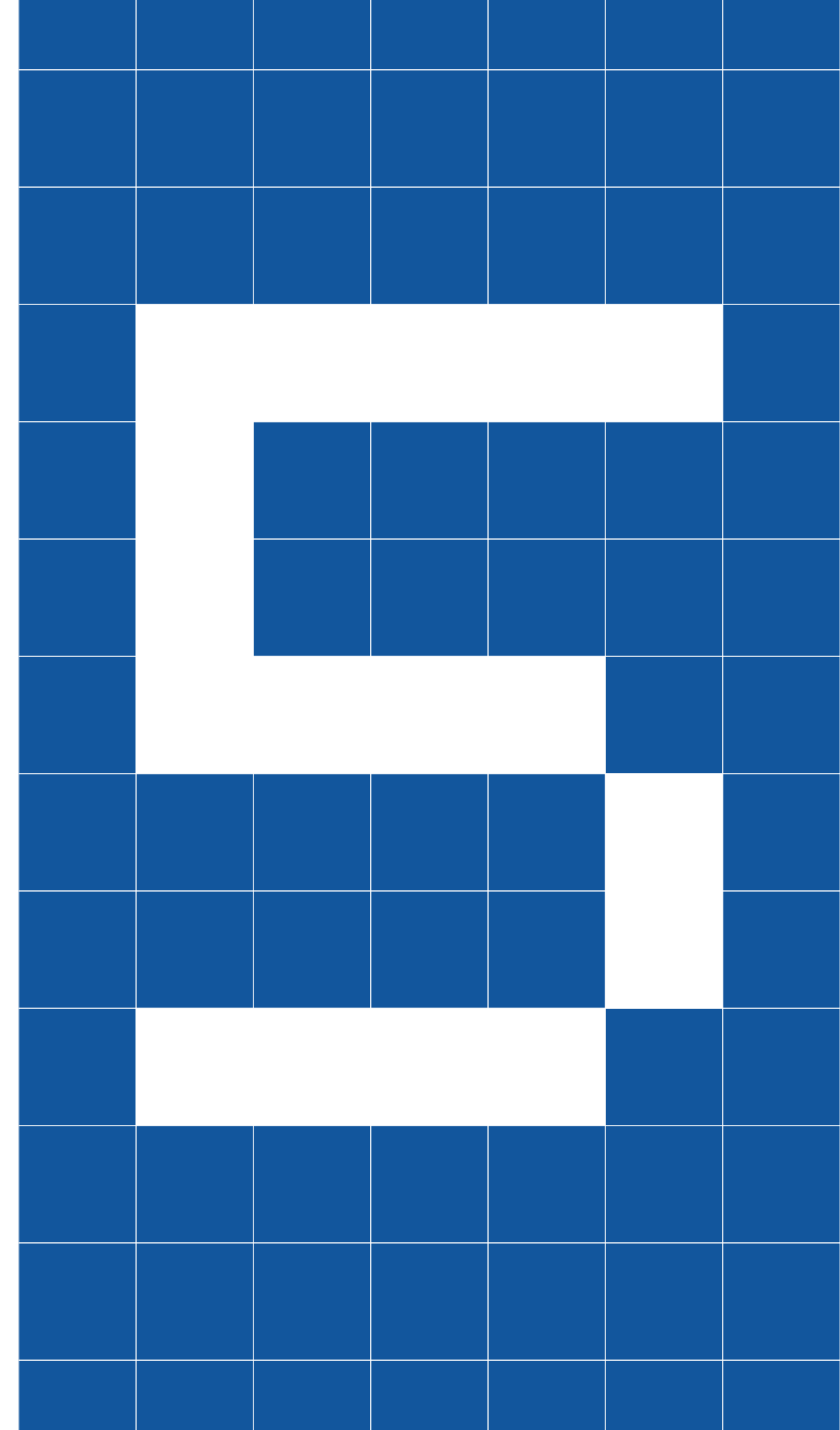
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# Take Your Next Step

Every day you put this off, remember that at least one of your competitors is working hard to win. If you let the competition outmaneuver you, you must take proactive steps to assess and understand your rivals. Analyze their strategies, products, and customer interactions. Use this knowledge to refine your approach and position your business for long-term success. Act now to gain the competitive edge your business needs.

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The reason it seems that price is all your customers care about is that you haven't given them anything else to care about.



**Seth Godin**

Marketing Author

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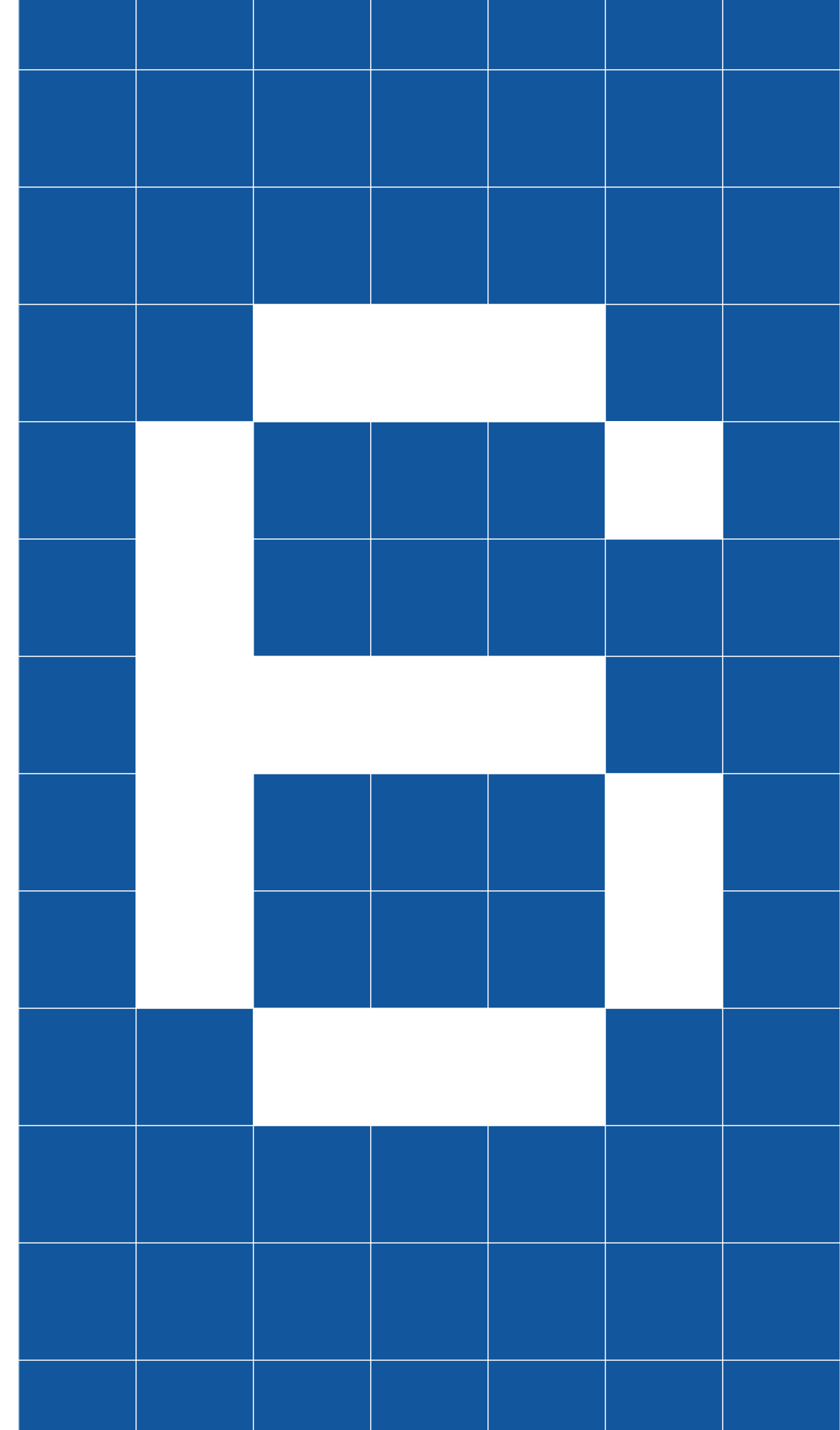
# 6. Differentiate Your Business


You're not entitled to any customers, and no, the quality of your work won't sell itself. In today's competitive landscape, people have the freedom to choose anyone – you, your competitor, or no one at all. So, why should they choose you?

It's time to uncover what truly sets your business apart and stand out from the crowd. Discover unique selling propositions and innovative approaches that make customers choose you over your competitors.

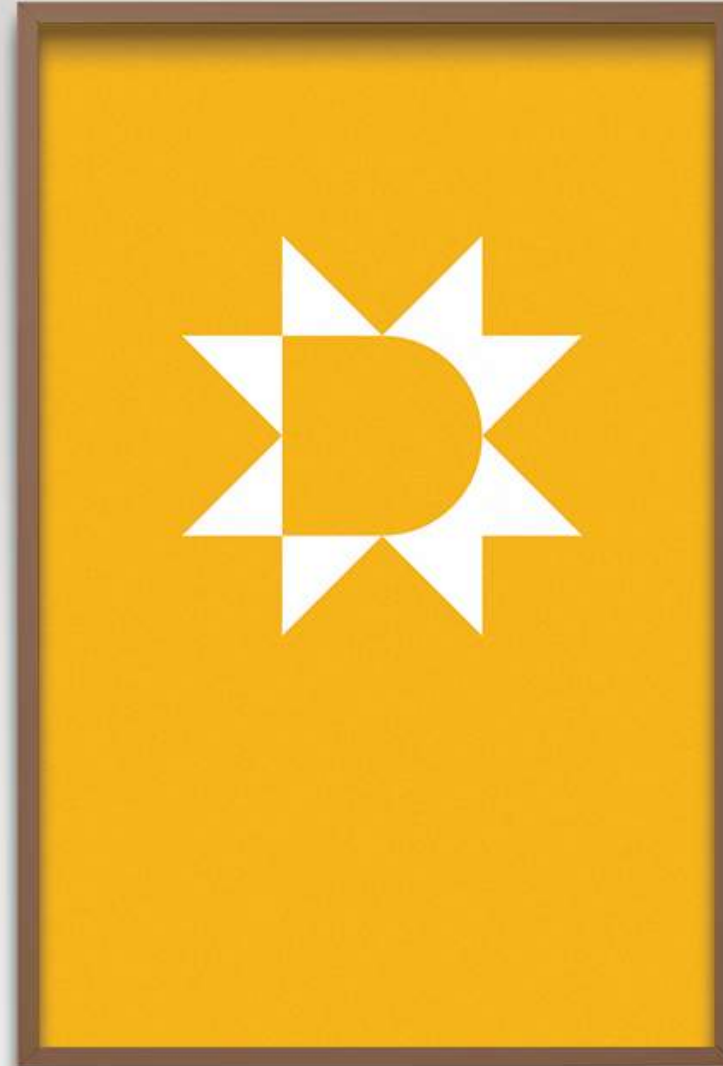

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# 6. Differentiate Your Business

## What's in it for me?

Differentiating your business allows you to create a distinct identity and value proposition. It showcases the unique beliefs, personality, voice, and image that make your business stand out. Offering something unique attracts customers who see your business as the obvious choice. Stand out, attract the right audience, and achieve long-term success.

## What if I skip this step?

Skipping this crucial step puts your business at risk of blending in with competitors. Without meaningful differentiation, potential customers may choose solely based on the lowest price. Without a strong value proposition, attracting loyal customers becomes an uphill battle, as they might view your business as easily replaceable. And a business that is easily replaced may be easily replaced.

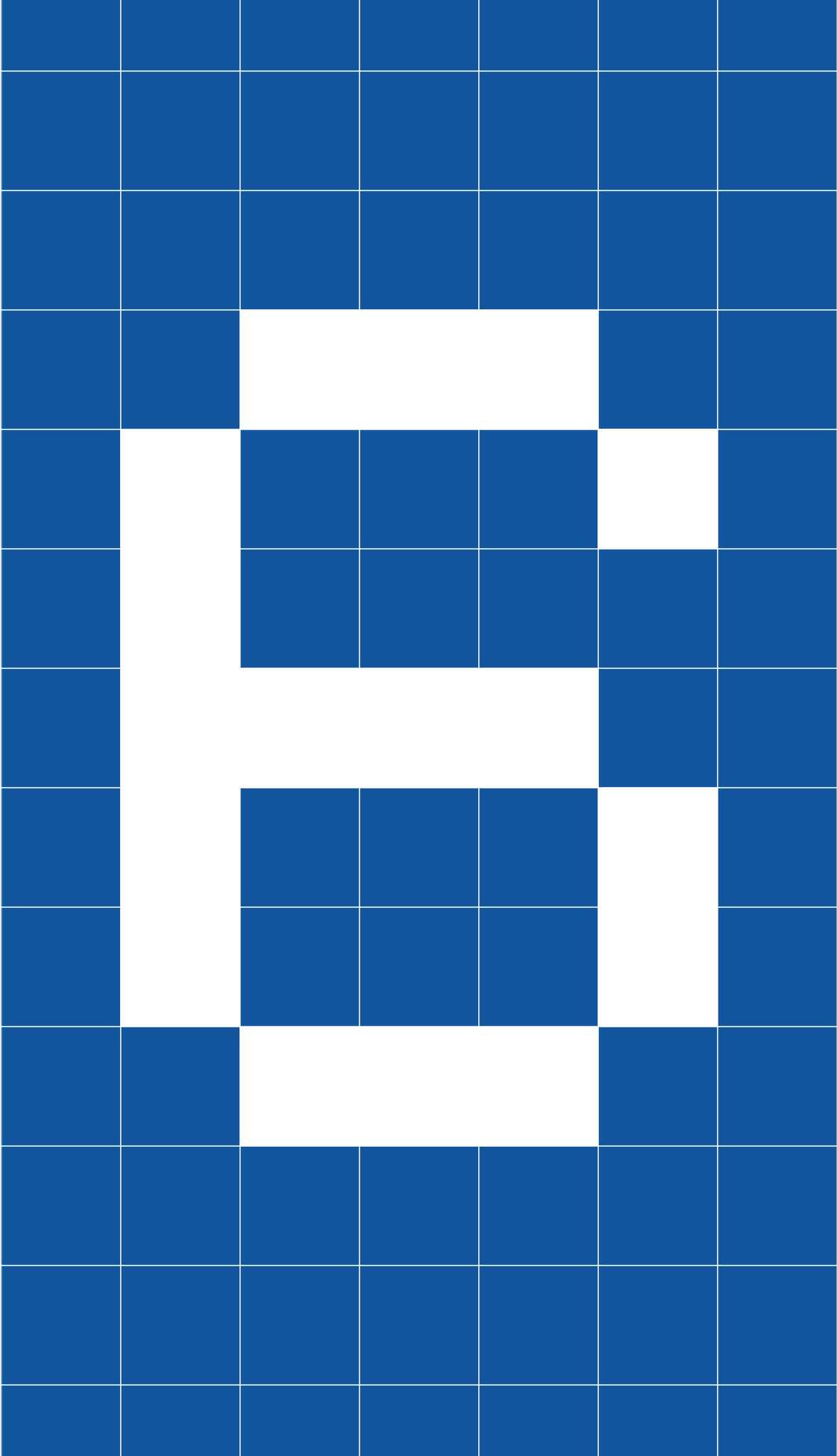
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# Take Your Next Step

True differentiation is achieved when none of your competitors can claim the same thing as your business. Define your unique selling propositions, clarify your brand personality, and showcase what makes you exceptional. Take action now to differentiate your business and pave the way for success, becoming a brand that customers can't resist choosing.

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Quality in a service or product is not what you put into it. It is what the customer gets out of it.



**Peter Drucker**

Consultant, Educator, and Author

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# 7. Craft Your Irresistible Offer

Now that you know what you need to say, it's critical to consider how you will say it. Craft compelling messages that resonate with your target audience, reinforcing your brand's identity and engaging customers on a deeper level. Remember, no one really cares about *what* you do; they care about what's in it for *them*.

Consider what your customers believe, what they long for, and the challenges they face every day. Identify what frustrates them about the alternatives. Focus on how your product or service makes them feel and the value it brings to their lives.

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# Ensuring Your World

Life moves quickly and unexpectedly. Wherever life takes you, it's our mission to ensure your world remains whole. We know everyone's world is different, and we leave no stone unturned. So, let's get started. Your income goes to one of two places:

## The People You Love

*They're counting on you. What if something happened to you?*

Your Spouse – Name, Age, Profession

Your Kids – Names, Ages

Who else that depends on your support? – Parents, Employees

There are many things that can erode your world, especially if you're the primary provider for your home. Which of the following areas do you find most concerning today?

☐ Health

☐ Disability

☐ Loss of Life

☐ Property Loss

☐ Car Accident

☐ Lawsuit

## The Things You Own

*Anything that's worth buying is worth securing, right?*

Your Home(s) – Size, Age, Condition

Your Vehicle(s) – Cars, Motorcycles, RV's, Boats

Your Wish List – What are you currently saving for?



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# 7. Craft Your Irresistible Offer

## What's in it for me?

When you speak directly to a customer with empathy and understanding, you instantly gain their trust. By showing that you know and understand them and their challenges, you demonstrate that *you* have the perfect solution they crave. Crafting your irresistible offer allows you to build genuine connections and establish a meaningful relationship with your audience.

## What if I skip this step?

By skipping this step, you hinder your ability to effectively communicate your brand's essence and unique benefits. Crafting a compelling offer is the key to standing out and winning the hearts of your audience. Without it, your messages may lack clarity and fail to captivate potential customers. As a result, you risk sounding like everyone else in the market, making it challenging for your target audience to see the distinct value that you bring to the table. And when a potential customer doesn't immediately see the value, they'll look elsewhere for alternatives.



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# Take Your Next Step

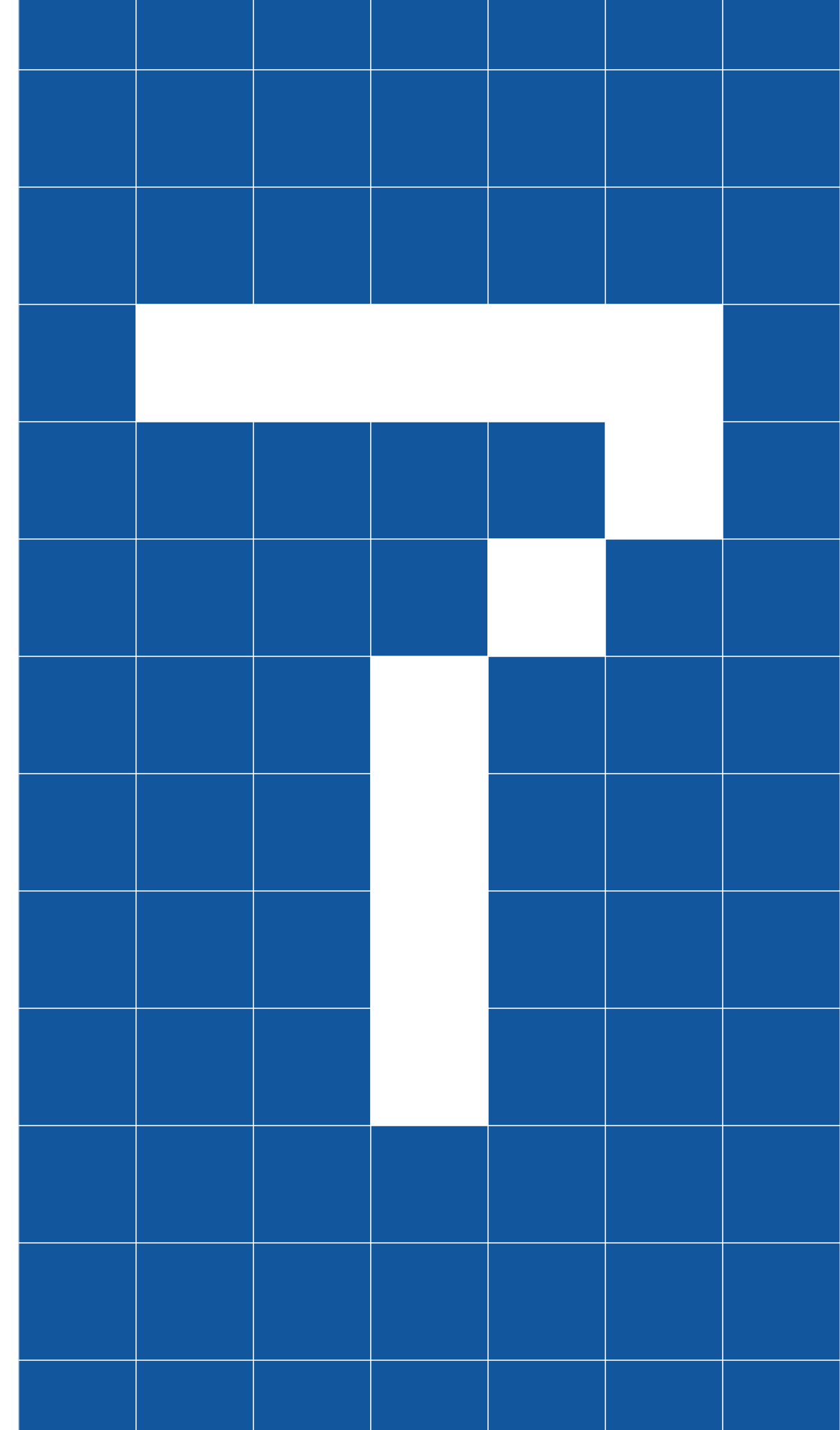
This step is all about becoming the only and obvious choice for the right people. Bring together the previous steps of defining your purpose, identifying competitive advantages, and differentiating your brand to craft your irresistible offer.

Focus on a niche audience to create a tailored and compelling offer. Craft messages that speak directly to the needs and aspirations of your target customers. Infuse your personality, beliefs, and values to make it more distinctive and compelling. Take action now to captivate your audience, build brand loyalty, and propel your business towards success.

Embrace the power of effective messaging to make your offer irresistible and stand out in the market.

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Stopping advertising to save money is  
like stopping your watch to save time.



**Henry Ford**

Founder of Ford Motor Company

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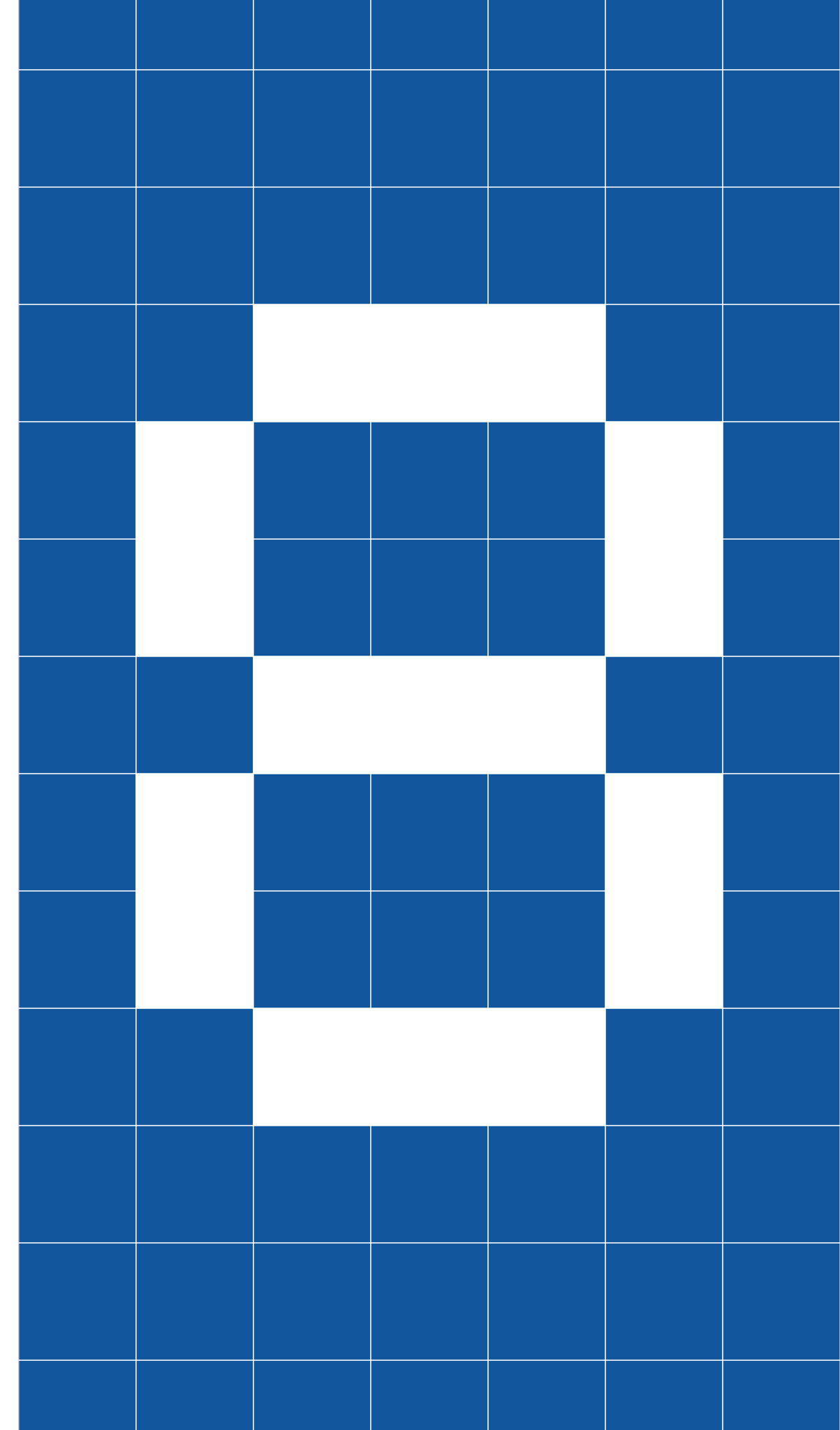
# 8. Create, Evaluate, Iterate

Massive change requires taking massive action. This step is critical to actually moving the needle on the metrics defined in Step 1.

After completing the previous steps and having a clear understanding of your problem, solution, purpose, target audience, competition, differentiators, and compelling message, it's time to share it with the world.

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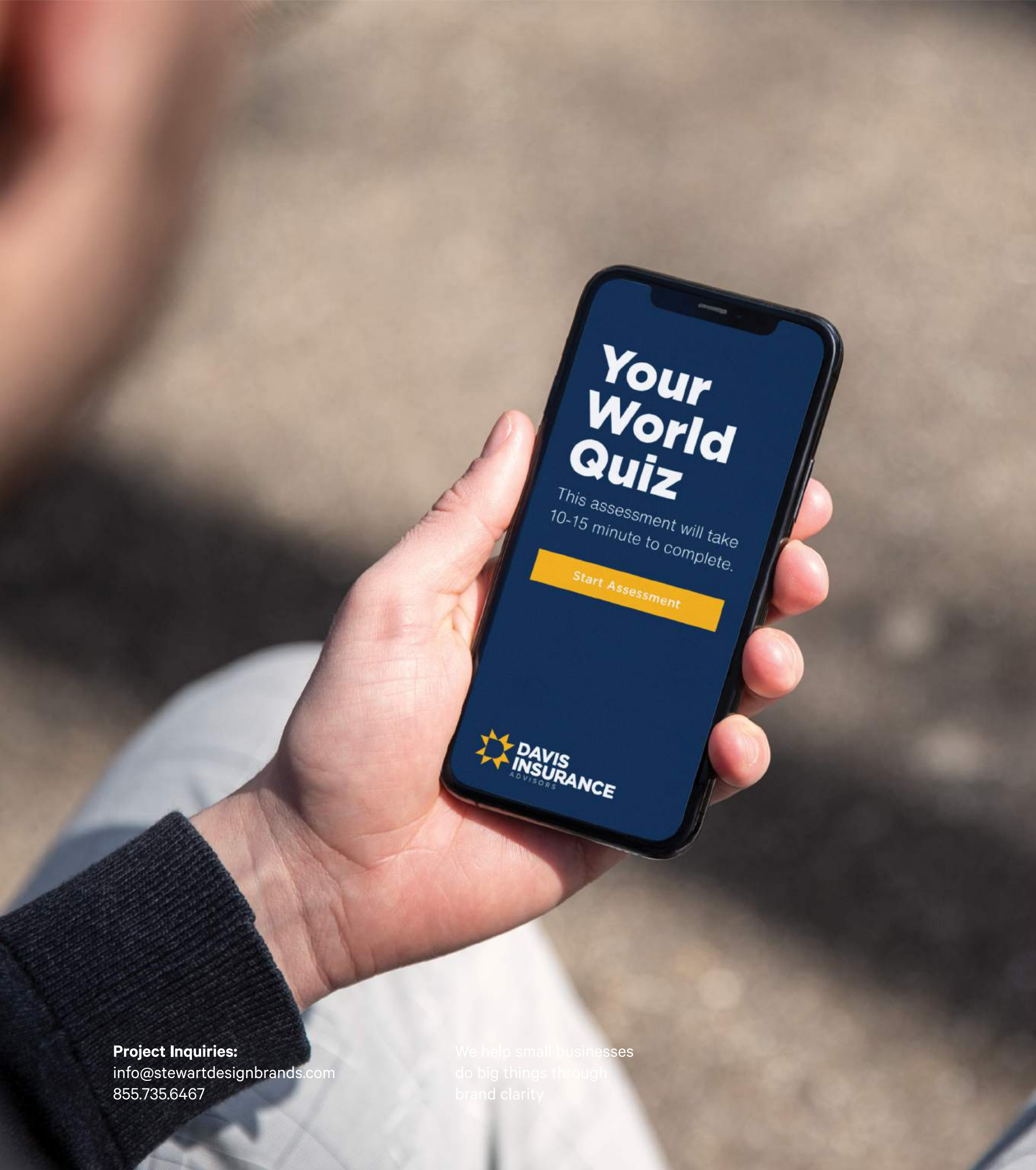
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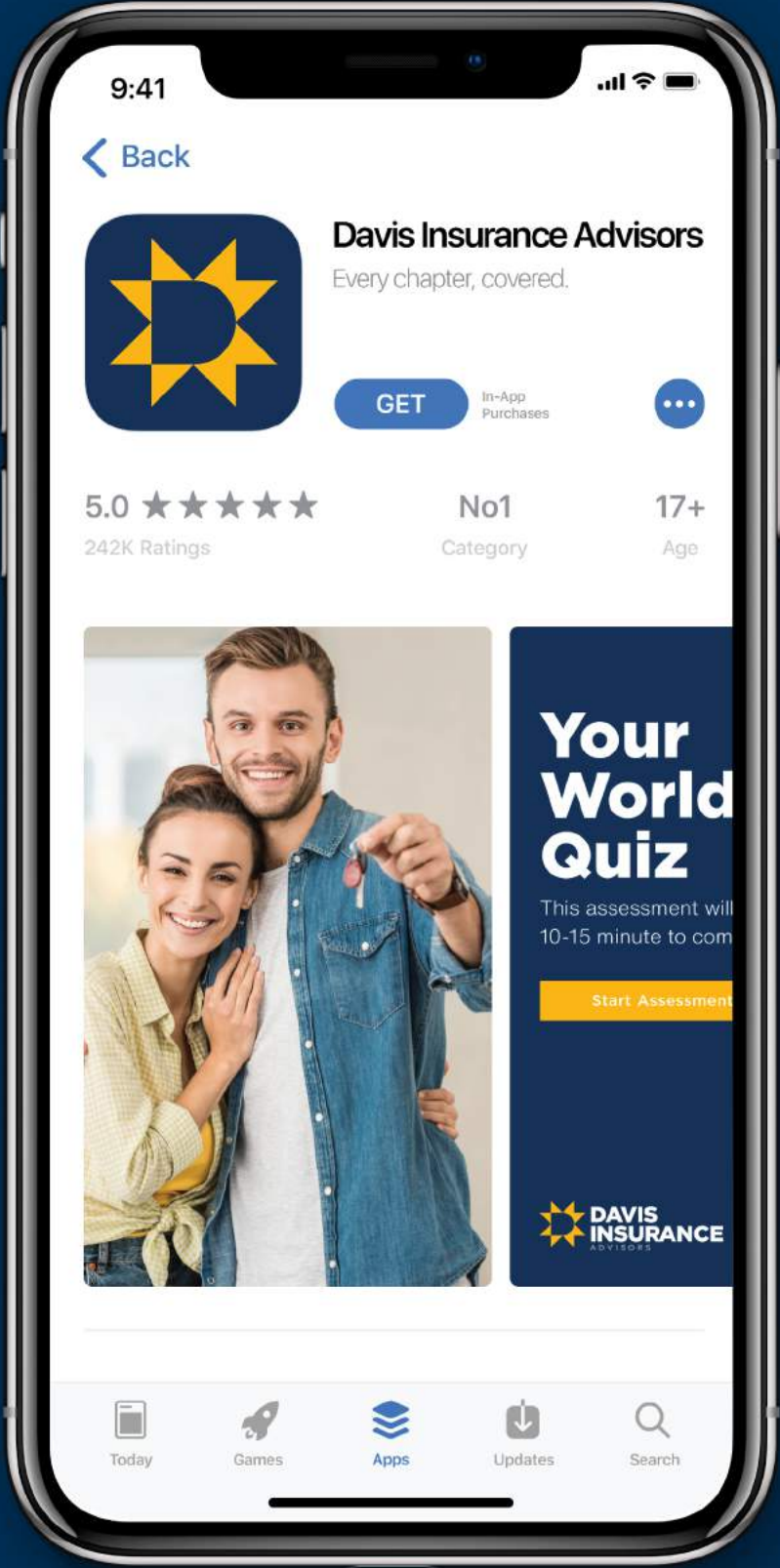






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**New horizons,  
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**Roughnecks,  
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**Coal country,  
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**Calloused hands,  
covered.**



**Pickup trucks,  
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**Blue collars,  
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# 8. Create, Evaluate, Iterate

## What's in it for me?

Creating, evaluating, and iterating on your marketing efforts provides valuable insights into what works best for your business. This data-driven approach allows you to refine your strategies, optimize campaigns, and achieve better results. Taking action and continuously improving your marketing initiatives lead to increased brand visibility, customer engagement, and sustained business success.

## What if I skip this step?

Skipping this step hinders progress and leaves your business stagnating. Without taking action and testing your strategies, you miss opportunities to identify effective tactics and areas of improvement. In a rapidly evolving market, standing still means your competitors will outpace you, and you risk losing relevance. Do you think all your competitors are resting on their laurels?



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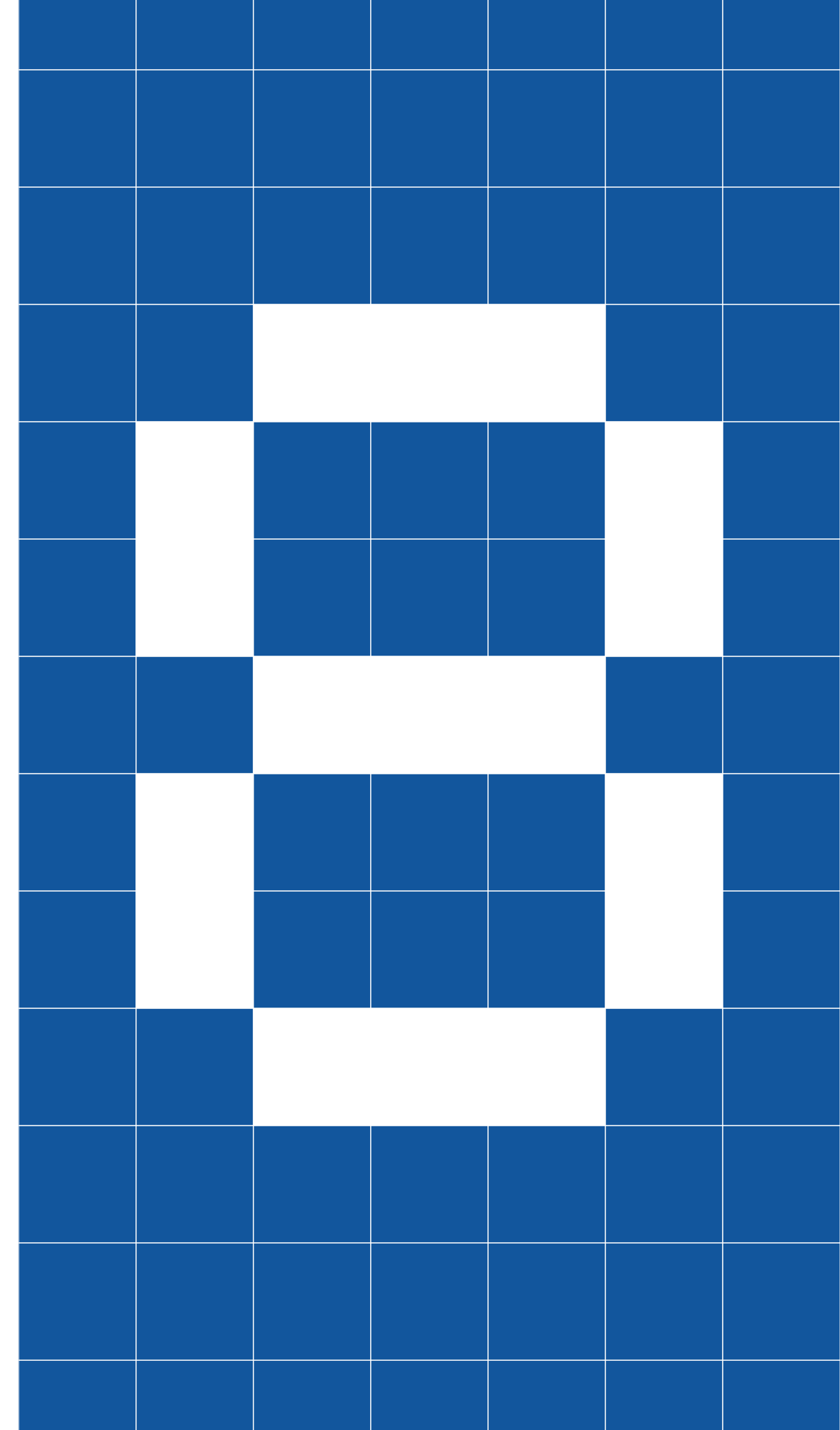
# It's Time to Get to Work

Use the same framework to assess new campaigns, ads, and initiatives. Test different content by sharing posts, running ads, and creating videos that highlight your uniqueness and address customers' pain points. Evaluate each effort based on your predefined standards. If it doesn't yield desired results, iterate and improve.

Embrace the power of taking massive action today to propel your business forward, stand out in the market, and make a lasting impact on your industry. Continually create, evaluate, and iterate to build the success you've always envisioned.

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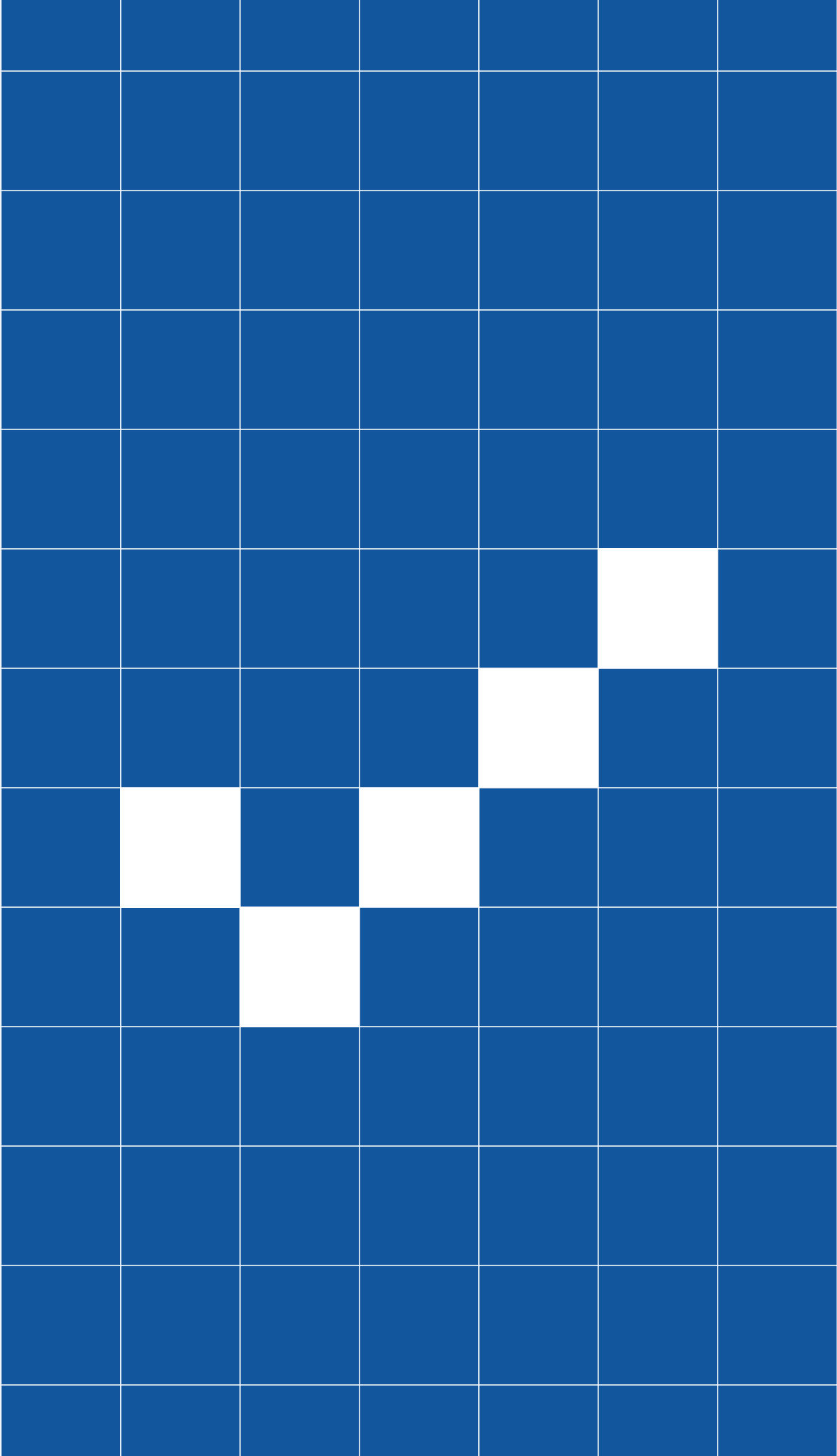
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# Congratulations!

By following these eight essential steps, you've equipped yourself with the knowledge and tools to transform your small family business or startup. At Stewart Design, we've made it our mission to empower small businesses like yours to reach their greatest potential through brand clarity to create positive change.

**Project Inquiries:**  
info@stewartdesignbrands.com  
855.735.6467

We help small businesses  
do big things through  
brand clarity



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# Still feeling lost?

If you're struggling through these steps or you'd prefer a guide through this framework, you may apply to work with us at **stewartdesignbrands.com** to schedule a call to discuss the challenges you're facing and explore how we might help.

Find us at **@stewartdesignbrands** and **#brandingbetterbusiness** for more insights on building a business that's easy to know and love.

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