



## **The SBR Signature Offering: CONCEPT, EVALUATION, STRATEGY, EXECUTION!**

### **This package includes:**

- 2 hours business coaching
- Digital evaluation and delivery of a 4-6 page “Business Concept/Business Model Development and Marketing Evaluation and Strategic Approach”
- 1.5 hour presentation and discussion/coaching session.

### **We look at the questions and challenges that must be answered!**

#### **Market Need:**

Determining the need in the market and carefully position your specific solution to where the opportunity lies.

#### **Why You:**

Offering a business product or service, why you are the person to make it happen.

#### **Why Your Offering:**

Why should anyone buy your product instead of something, or someone else? Identify your unique attributes.

#### **Business Model:**

Creating a business model that determines how are you going to make the money. What’s going to bring in the revenue? How do you build and grow?

#### **Business Concept:**

Creating a business concept sentence that captures the essence of your product or service and opens the door for conversations and meetings.

#### **Competitive Analysis:**

Being sure you understand your competition, understanding it’s a competitive marketplace and what and who is out there will help you determine how rise above the rest and stand out

#### **Right Fit Marketing:**

How do we spread the word about your business? How are you showing up? Which are the right marketing strategies and platforms for you to be seen, including your website and how does it really reflect you when people arrive upon it? **This includes a through digital investigation:** addressing why your website brings you nothing, how to make your email effective, what is happening with your social platforms, what needs to be done and how you are showing up on the internet.

**Get Started Today!**  
Call Shelly Now at 617-201-7224 or email: [Shelly@smallbusresults.com](mailto:Shelly@smallbusresults.com)