
OPEN

for business

By Lisa Thomas

WORKBOOK



— WHO IS THIS COURSE FOR?

OPEN for Business (OFB) is designed for those people who have their own business but are not sure on who their target market is or believe everyone is their target market. Business owners when asked what they do, go into a long-winded explanation, or shut down completely. Business owners when networking verbally vomit over people and therefore hate networking because they can never get it right.

— HOW CAN THIS COURSE HELP ME?

- The course has four modules
- Requires you to work on your business
- Is self-paced but ideally can be completed in a month
- Helps you get focused on your target market
- Improves visibility
- Helps position you as the expert in your field
- Identifies where to network and who you should be networking with

— MODULES

MODULE ONE

- Who are you?
- What do you do?
- Who do you do it for?
- What do you charge?

MODULE TWO

- Visibility
- Social media
- Website
- Customer reviews
- Developing word of mouth referrals

MODULE THREE

- Creditability
- How do you show up?
- Follow up

MODULE FOUR

- Presence
- Finding your people
- Asking better questions
- Networking to grow your business

— WHAT IS THIS WORKBOOK FOR?

This workbook is to help you record and work through the information that is covered in the four modules.

The information that you create in this workbook will help fill the gaps in your business to help you personally be more confident but also help you develop a clear marketing message that can be used on any platform as well as in face-to-face encounters.

The time you spend over the next month (ideal time frame but no pressure) will help take you and your business to the next level.

— WHAT DO WE NEED FROM YOU?

- Time
- The ability to treat yourself like your best friend (you need to do the work)
- Hold yourself accountable
- Be prepared to be different by the end of the course

Your business will truly be OPEN for Business.

If at any stage, you need to do a deep dive into any of the topics, Lisa is available for one-to-one coaching sessions charged at an individual coaching rate.

Lisa also offers the course with a one-to-one coaching component for \$2,500 plus GST.

Lisa has been working with small businesses for over 15 years. Helping them develop a clear message of who they are, what they do and how best to develop word of mouth referrals for continuous growth in their businesses.

MODULE TWO

VISIBILITY

ARE YOU OPEN FOR BUSINESS?

Do you have:

- A real email address?
- Business headshots?
- Business cards, real or digital, a video business card?
- Website?

Can your LinkedIn be used as an introduction to your business?

Is your business active on Facebook, Twitter, Instagram, TikTok, or Google places?

Answer the following questions:

1. Where can I go to find out more about you and your business?
2. If I met you and was impressed and wanted to follow up on your business, what would I look at?
3. Where do your current clients and customers find you - are you leveraging that platform?
4. Is your branding consistent across all these platforms?

MODULE TWO

VISIBILITY

CUSTOMER REVIEWS

How do you get them?

Testimonials – where do you put them?

How do you track where your customers come from?

Word of mouth referrals, do you have a system to receive them?

How do you thank those who give them to you?

OUTCOMES OF MODULE TWO

ACTIONS

At the end of this module, you will have identified the gaps in visibility consistency.

- Have a process for customer reviews and testimonials.
- You would have identified where your customers are coming from.
- Have a process for tracking referrals and thanking referrers.

Congratulations

MODULE TWO COMPLETED

MODULE THREE

CREDIBILITY

REVIEWS AND TESTIMONIALS

Now that you have a process let us get busy!

Asking for a testimonial is as simple as:

"If you were happy with the service we provided please use the template below to provide us with a testimonial:

I needed help with (problem).

I was initially concerned about choosing (name) because (things that worried you).

What I found was (how they solved your issue).

The results that I got were (describe the results).

I particularly liked (specific feature).

I would recommend (name) to (whom you recommend them and why)."

Remember to always remind people to highlight the benefits of collaborating with you.

GOOGLE REVIEWS

Follow the link below to set up a link to a business page to ask for google reviews:

<https://support.google.com/business/answer/7035772?hl=en>

MODULE THREE

CREDIBILITY

How do you show up?

In person, online, your brand

Posting / Video's – Be of value / add value

Commenting online – How can I serve mentality

Follow up 24/7/30 model

Email 24 hours

Socials 7 days

Face to face 30 days

Notes:

OUTCOMES OF MODULE THREE

ACTIONS

At the end of this module, you will have created:

- A template for your business for testimonials.
- When meeting face to face your personal brand aligns with your online presence.
- Have a follow up process in place.

Congratulations

MODULE THREE COMPLETED

MODULE FOUR

PRESENCE

FACE TO FACE NETWORKING ARE YOU READY?

Before we send you out Networking let's look at where we can find your target market.

Number one question - Where do your clients go before they come to you? Or who recommends that your clients or customers see you?

These are the people that will make great referral partners. Find out where they network and are they part of a specific industry association? This is where you need to do your networking.

Networking like a pro – have this all prepared before you leave!

MODULE FOUR

PRESENCE

SPECIAL TIP – Do you ever go to a networking event to buy anything?

NEVER SELL

- When networking, be genuinely interested in the other person.
- Listen.
- Have your pitch prepared.
- Have a business card / some way of being contacted.
- Know where to send people who want more information.

NETWORKING CHALLENGE

Attend a local BNI meeting.

Attend your Council's local business networking event.

Search Eventbrite and meet up for local business networking and attend a face to face or online event.

Congratulations

MODULE FOUR COMPLETED

OPEN
for business

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Phone: 0419 882 856



Thank you for putting your trust in OPEN for Business to help you feel more confident and comfortable promoting your business.

Kind regards,

Lisa Thomas

CONTACT
