

## Welcome to **BizQuack Spurt!**

This format can be used in either a 6 week or 3 months Spurt. (We will focus on a 6 week Spurt which can be extended for an additional 6 weeks)

This exercise is designed to accomplish the following:

- Help you focus on one item which will have the greatest impact on your business. The item can be any one thing from an increased bottom line, new client acquisition, introducing a new product/service, to increasing your data base, or anything else that is vital to your growth.
- To help you stay on track and to be accountable for the action items you determined necessary for success.
- Encourage you to do some "out of the box" thinking and to implement change whenever necessary.
- To help you develop good habits and to master time management.
- To help validate your action items and to assist in making necessary adjustments.
- To help you reach your goal in the designated time period.



Participant rules and expectations:

- Dedication of the necessary time, resources and energy to reach your goal. Ideal time recommendation is between 3 and 4 hours every day.
- Selection of a stretch goal (a goal that will require you to put in more time and effort than normal).
- Follow the instructions for the creation of your "War Room."
- Create a Master War Plan
  - Sample outline is included
  - Follow visual recommendations if possible. I believe in large visual reminders of what is to be accomplished and the steps necessary to make it a reality.
- Create a budget for this Spurt. Be realistic! There may or may not be funds available and your work will be accomplished within the budget you set.
- Schedule two meetings a week (10 to 15 minutes each) with Nick. Times and days to be consistent throughout the process. Please arrange for your preferred days and time on the first day of process.

To determine where you are coming from, please review your BizQuack Vision Based Business Plan prior to the start of your Spurt.

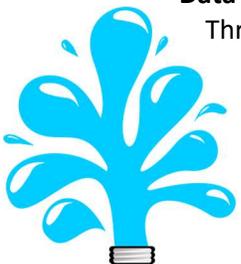


## THE SPURT PROCESS

The following is the introductory outline that is recommend for your six-week **Spurt**.

- **Setting the goal:** This is one of the most important parts of this process; knowing where you are going will keep you focused. Remember that your choice of goals should be one that will, when reached, have the most significant, positive impact on your business. As mentioned before, this must be a “stretch effort”. Do not be unrealistic but set it high enough that it will be a definite victory when achieved. The goal must be extremely specific as the entire process will be centered on that goal.
- **Target market identification:** The world is different from the last time you selected your target market. The future will be a “new normal” and a review of your current products and services is in order at this time. Are they still relevant in the eyes of your past target market? The COVID-19 epidemic has impacted everyone. Who can best benefit from your existing products/services? What changes must be made in your offerings due to the virus? It may be necessary to rethink your target market. Who can best benefit from your “new” or “tweaked” products/services?
  - Because target market must be specific it is possible that more than one focused target market may be viable. If you feel that this is necessary in your situation, please discuss this with BizQuack at your first meeting.
- **Budget time:** Your investment will be primarily one of time, but there will be an occasion when there will be a cost to accomplish some facet of the process. Instead of the typical budget-setting process which first identifies the scope of the work, and then set an amount as a budget to accomplish it, you are asked to first look at the value of your goal when reached, and then, without borrowing funds, determine what amount you can invest in the Spurt process.
  - In the first few weeks we will take a closer look at the costs involved, the cash available and what must be done in case of a shortage. The goal is not to be a afraid of developing action items that are tied to an existing budget.
- **Target market details:** The following are a few of the questions that must be answered before the next step can be taken. You may have to do some research (validation) before you can correctly answer all the questions. In other words, do not guess, validate.
  - Who exactly is your target market? Be specific. Is your business B2B or B2C?
  - What is the size of your target market?
  - What does your target market do?
  - What are their pains?
  - Why do they have those pains?
  - Where is your target market located?
  - What are the best ways to communicate with your target market? Why did you select these methods?
  - How has the COVID-19 affected their industry?
  - What other essential information do you need before an effective marketing program can be defined and implemented?

**Data Base:** For this Spurt a new look at your data base management system is needed. Three or more data bases may be needed.



- **Existing support base:** This is made up of people that know who you are and what you do.
- **Existing customers and past customers:** Because your products/services have been updated considering the COVID-19, they become an important part of your future growth.
- **Spurt Target Market(s) base:** This a new category focused solely on new prospects. As mentioned earlier, for some, there may be two distinct target markets for this Spurt. If past contacts fit your current target market they should be added to this data base.
- **Other base:** This is made up of people that do not fit in any of the above categories but have given you permission to keep them informed. This may also include past prospects that do not fit your current target.

**Marketing-Making it happen:** The first step in this part of the Spurt is to generate a list of all the possible marketing options available to you. The following are a few options. Please add your own marketing outlets. List everything that comes to your mind even though you may not be using it.

- Social media: Be specific i.e. LinkedIn, Facebook, etc.
- Newsletter
- Snail mail
- Blogs
- Zoom or other conferencing vehicle (education, focus groups, discussion groups etc.)
- Printed material, flyers and brochures.
- E-mail
- Podcast
- Video
- Phone contact
- Networking (on-line for the present time)
- Education
- News releases
- Referrals (list all the possible sources)
- Existing support data base
- Advertising
- Business support group
- Advisory group

Add as many other options as possible. When complete, prioritize this list based on the profile of your target market.

**War Room:** For the next 6 weeks you are at war with an invisible enemy that will do everything possible to keep you from achieving your goal. The enemy can take many forms including procrastination, time thief, too hard, TV, unbelief, interruptions,



easier task, and many other terrible barriers. To prepare for the battle you need to create a war room.

- Your **goal** should be foremost on your mind for the next six weeks. Start by writing your goal on a piece of paper and tape it to your bathroom mirror. In this way you will see your goal first thing in the morning and the last thing before you go to sleep.
- Keep a **journal** of everything you do in the next six weeks. This is not a computer journal, but a real live paper journal in which you must record your daily actions, and thoughts, as well as your pains and gains. Use this journal as your Accountability Tracker by setting daily action items and checking them when completed. **5-day-a-week entry is required, seven-day-a-week is even better.**
- A visual reminder can serve as a powerful tool during this period. The sheets of an easel pad, if possible, can be used for this purpose. At the top of each sheet write your goal and label one sheet with each of the following:
  - **Target Market:** Identify your target market and a sentence as to why you selected it.
  - **Marketing Tools:** From your list of marketing options lists all those that you plan to use and next to it the frequency which that tool will be used and the start date.
  - **Measuring success:** Draw a thermometer type chart with your zero start point at the bottom and your goal at the top. Keep it up to date as you make progress on your goal. At the top of the sheet write down the benefit you achieve when your goal is reached.
  - **Tape each sheet to a wall in your office.** You may want to develop other visual support systems as needed.

This sets the foundation for the **Spurt**. Your initial call and the subsequent, required, twice-a-week Zoom calls, along with a few additional written instructions make up the rest of the **BizQuack Spurt**.

**Additional individual contact with BizQuack is encouraged. It will help you stay on track and gives you a chance to discuss ideas and issues.**