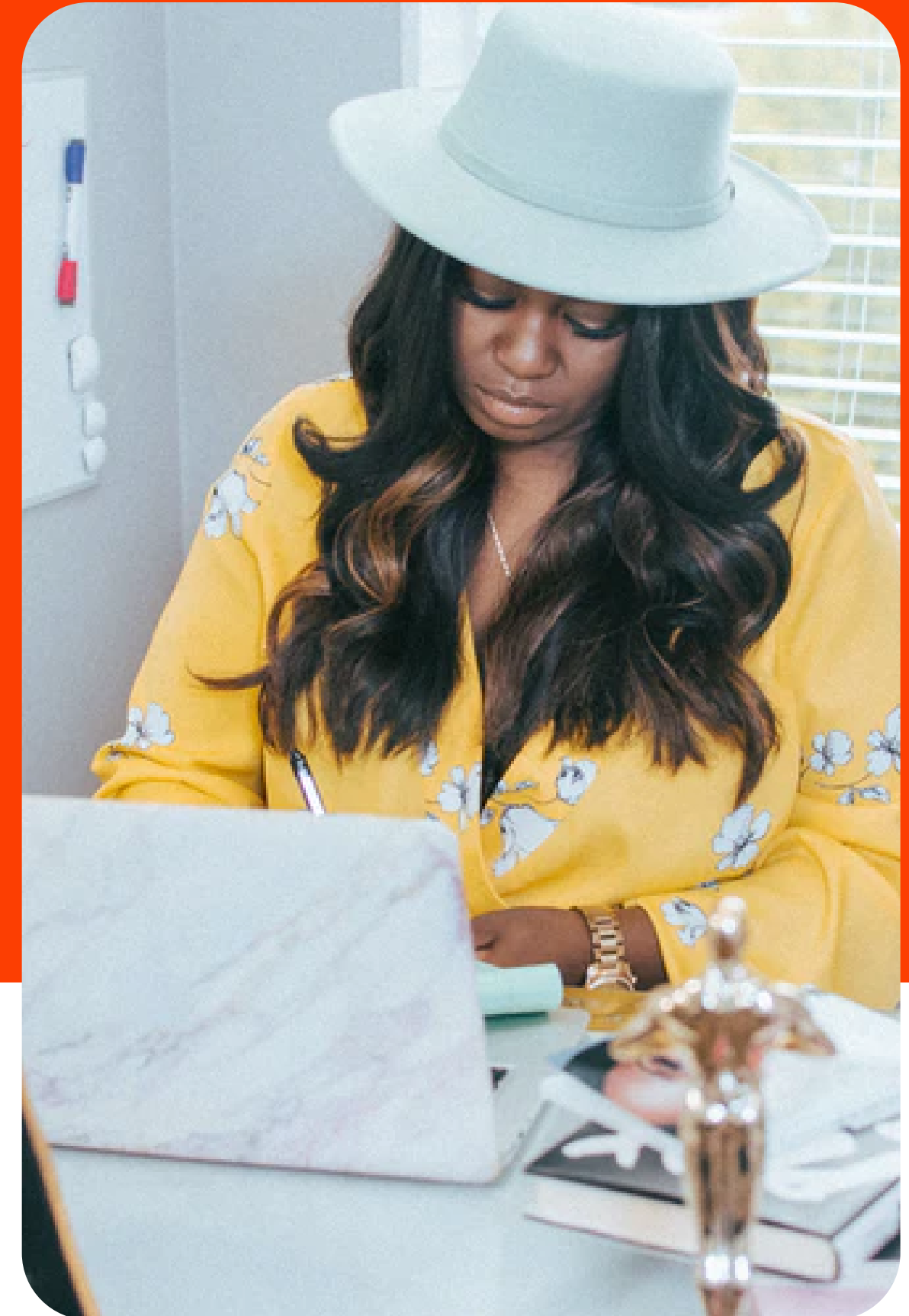


FREE EBOOK

10 Business Growth Areas To Check When You Feel Your Business Isn't Turning In Enough Revenue, Profit or Impact



Before We Dive In

When it comes to driving growth for your business, knowing what to do is crucially important!

Here are 10 areas that will point you in the right direction:



1. Your Customers & Their Problem

This is the first area to look into, you want to make sure what you think about your customers is still valid and most importantly they still have the problem your business is offering a solution to.

We have prepared carefully thought out questions you need to answer to know if this is the area affecting your business growth, revenue profit or even impact. You can find them in our Business Growth Analysis document.



2. Market Opportunity

It's one thing to know your customer and the problem they are facing, it's another to have a pool of such customers who are ready to buy. Here, you need to see if there is still a market opportunity for what you are offering.

We have prepared carefully thought out questions you need to answer to know if this is the area affecting your business growth, revenue profit or even impact. You can find them in our Business Growth Analysis document.



3. What You Are Offering

Yes, what are you offering? How different is it? Are you sure someone else is not offering it better than you, price-wise, quality-wise, experience-wise? This speaks to how well customers prefer you over other existing solutions.

We have prepared carefully thought out questions you need to answer to know if this is the area affecting your business growth, revenue profit or even impact. You can find them in our Business Growth Analysis document.



4. Your Business Model

What's your model of doing business? Do you buy and resell? Do you produce and sell? Do you connect buyers to sellers? Can you carefully find out if that model is leaving you with enough profit?

We have prepared carefully thought out questions you need to answer to know if this is the area affecting your business growth, revenue profit or even impact. You can find them in our Business Growth Analysis document.



5. Your Awareness Channels

If truly you are sure a set of people need what your business is offering, then it could be that your business is not in their faces, hence they go with what they see. How are you using social media, paid ads, offline marketing, brand positioning to get seen by potential customers?

Do you know which is working more and by how much, or you are just 'taking it as it comes'?

We have prepared carefully thought out questions you need to answer to know if this is the area affecting your business growth, revenue profit or even impact. You can find them in our Business Growth Analysis document.



6. How Are You Clearing Doubts?

It's one thing for your business to be seen by your potential customers, it's another thing for them to have trust in your business. How do you know if a prospect is not sure about your business validity or capability to deliver what they are about to purchase? How do you 'counter' those doubts?

We have prepared carefully thought out questions you need to answer to know if this is the area affecting your business growth, revenue profit or even impact. You can find them in our Business Growth Analysis document.

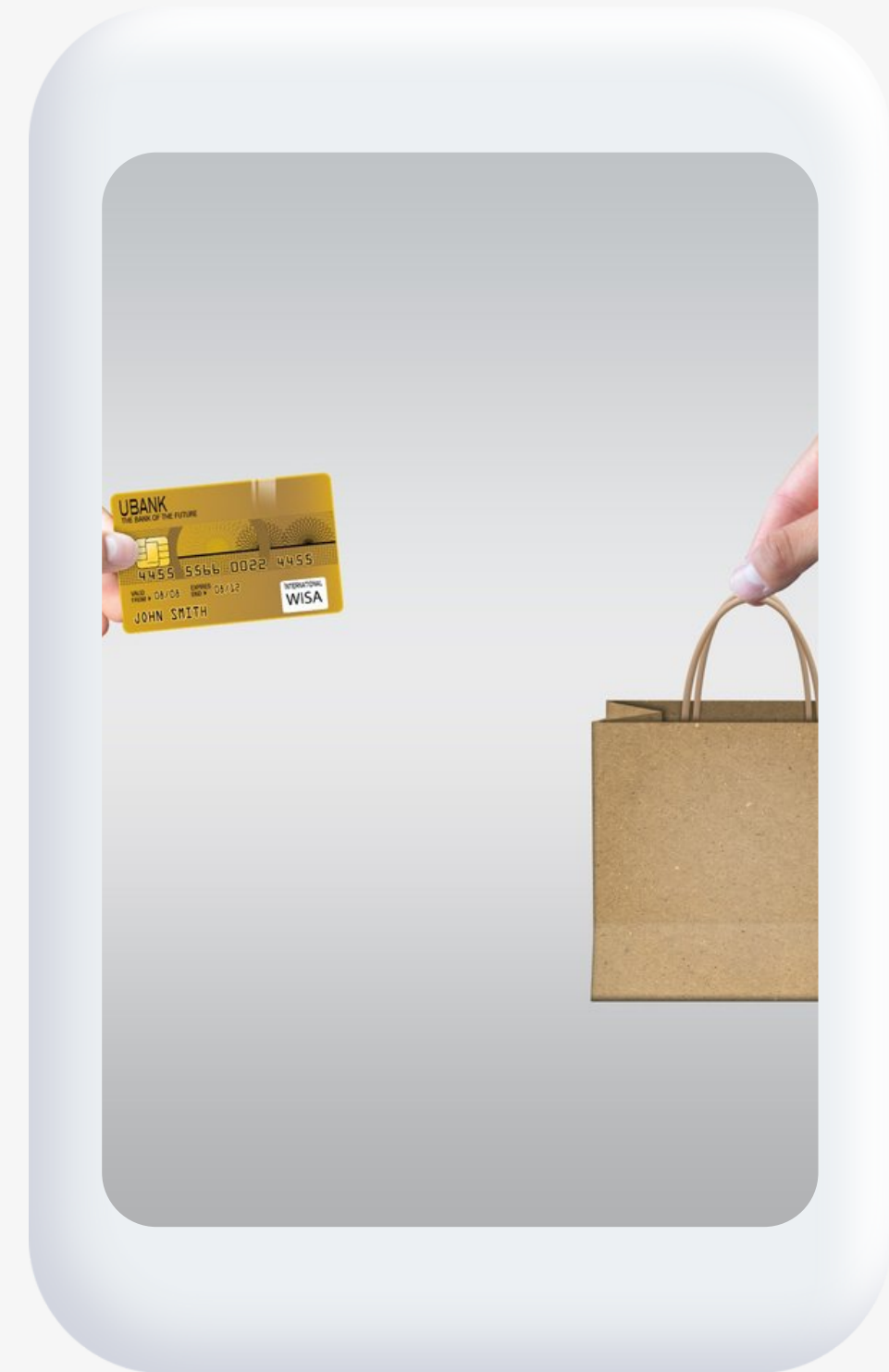


7. How Easy Is It To Actually Purchase

You have done all the hard work! Now it's time to earn a sale. A very complex purchase system could be the turnoff that breaks it all.

Is that DM back and forth turning your customers off? is that long process of purchase a pain? is that surprise charge at the end check out page putting them off?

We have prepared carefully thought out questions you need to answer to know if this is the area affecting your business growth, revenue profit or even impact. You can find them in our Business Growth Analysis document.



8. How Are You Delivering Your Promise

Ah ah! Congratulations, You made the sale! If their sale made you happy, then your smooth and effortless delivery will make their day also. Are your customers happy with your service delivery? Is your staff expert at their job? Is that delivery agent representing your company well? Did your customer get the value they paid for?

We have prepared carefully thought out questions you need to answer to know if this is the area affecting your business growth, revenue profit or even impact. You can find them in our Business Growth Analysis document.



9. How Are You Getting Feedback

Feedbacks point your company in the right direction and helps you show your customer that you are listening. Not having a feedback system makes you appear tone-deaf to the deep concerns of your customers.

We have prepared carefully thought out questions you need to answer to know if this is the area affecting your business growth, revenue profit or even impact. You can find them in our Business Growth Analysis document.



10. What's Your Plan To Retain Customers?

Lastly, are your plans to retain customers working out? Or you don't even have any? Even if you have a 100% amazing offering and service, your customer retainer plan put you a step ahead in ensuring you don't loose those customers to competitors.

We have prepared carefully thought out questions you need to answer to know if this is the area affecting your business growth, revenue profit or even impact. You can find them in our Business Growth Analysis document.



Was That Helpful?

Let me guess, you had thought the reason you are not getting enough customers or revenue is majorly because you weren't marketing enough? Now you know other key things that might be wrong



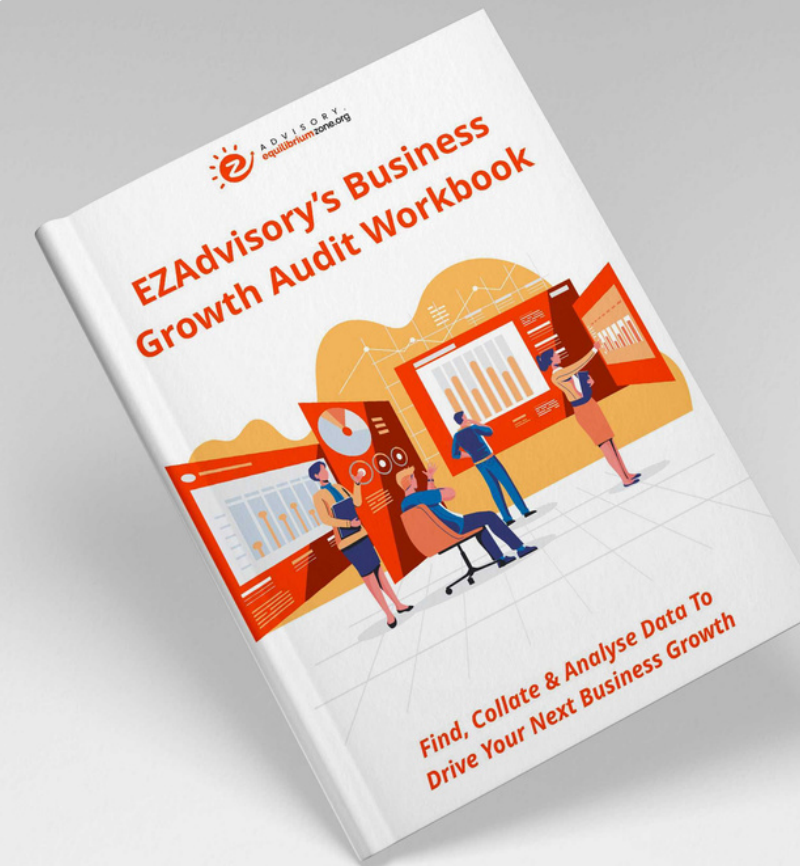
Do You Need Our Business Growth Analysis?

You probably saw this on every slide.

Our Business Growth Analysis comprises of thoughtfully crafted questions to help you analyse each stage to find out:

1. Which business is area affecting your business growth
2. Understand what to do to fix it
3. Get some form of data to guide whatever follow up decision you make.

Get it at: advisory.equilibriumzone.org/audit



Contact Us

Email:

advisory@equilibriumzone.org

Website:

advisory.equilibriumzone.org

