

{Digital *Dining Room*}



[B&L] It's ALL Marketing

Or, How to Create and Deliver Purple Cow
Products & Services Without Losing Your Mind

Story  Bistro

Question!

- ▶ What's your definition of "Marketing"?

What IS Marketing?

Product + Price + Place + Promotion

How it All Fits Together

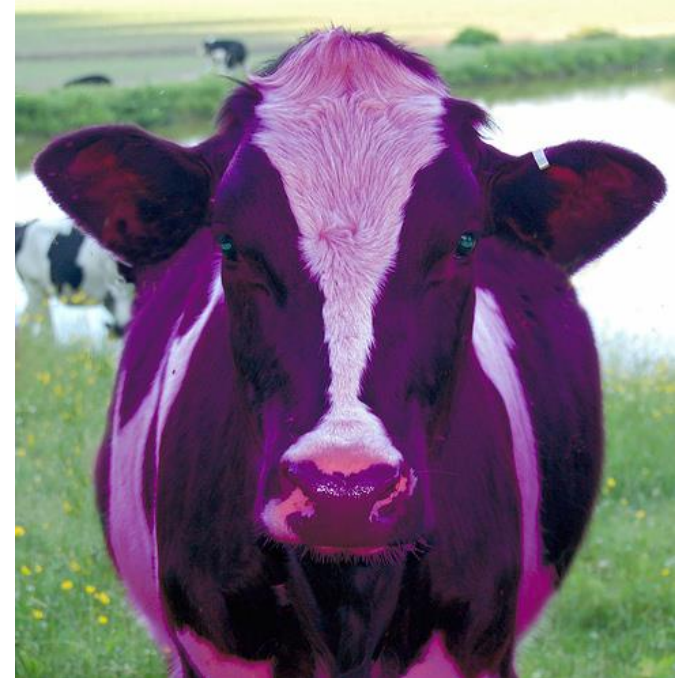


It's Not About Multi-Tasking



Question!

▶ Who knows what a
“Purple Cow” is?



The Remarkable Purple Cow

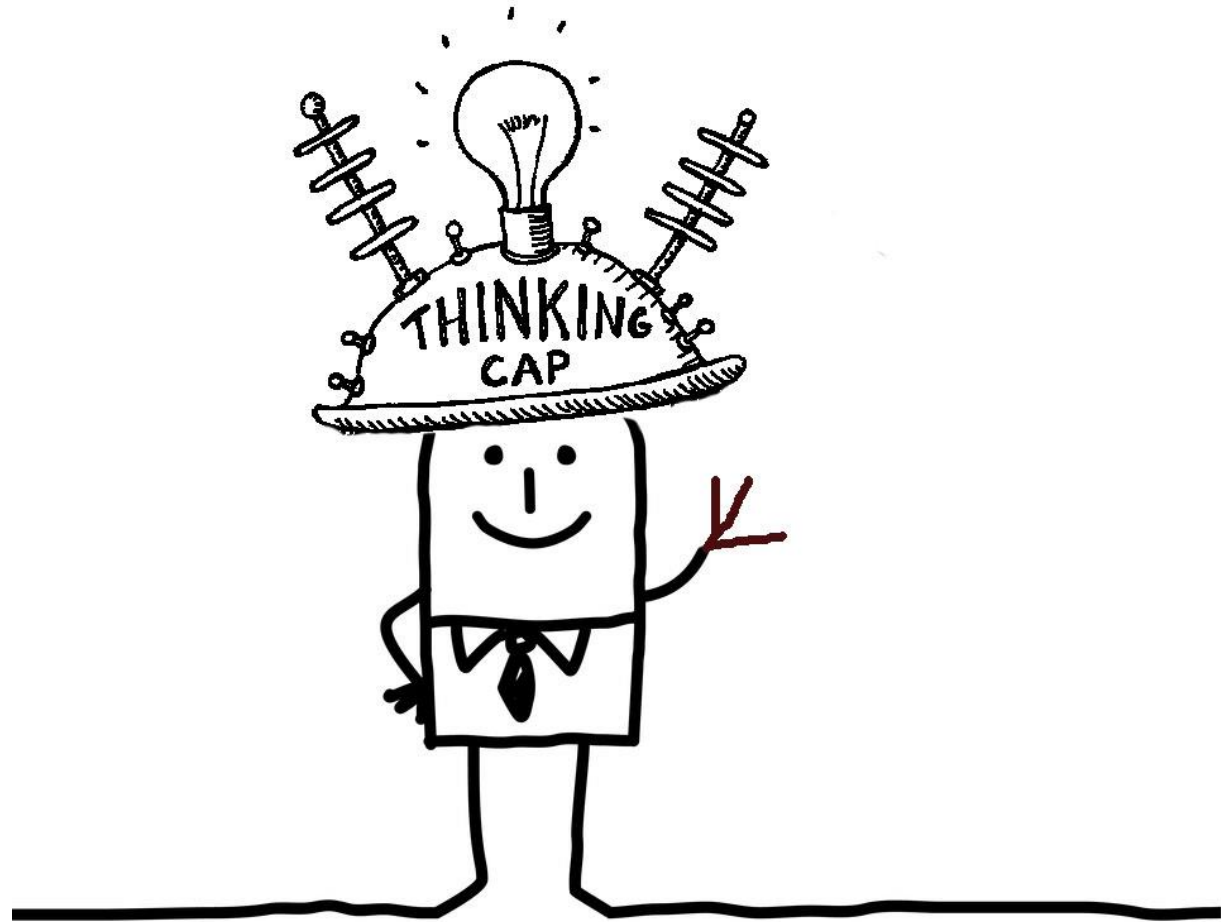
- ▶ Innovative
- ▶ Unique
- ▶ Powered by Word-of-Mouth

How Do YOU Become Remarkable?

- ▶ CREATE a Unique Product -and/or-
- ▶ DELIVER a Product in a Unique Way



PROBLEM: No Time to Think



BE the CEO!

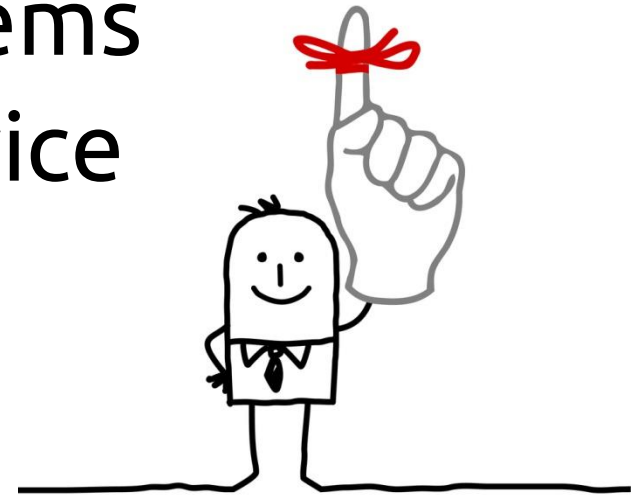
- ▶ Block out regular time (1-2 hours) **each week** to meet with your CEO
- ▶ Review Financials and other “Reports”
- ▶ Ask yourself questions about the data
- ▶ Choose where & how you want to grow
- ▶ PLAN and STRATEGIZE



BE the MANAGER

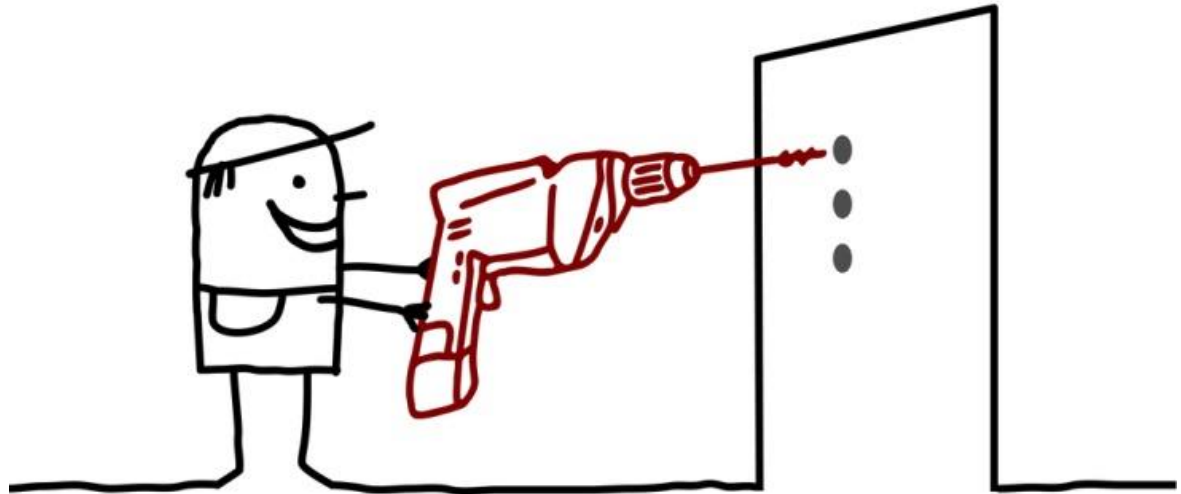
Block out regular time (10-20 hours) each week to **MANAGE & IMPLEMENT**

- ▶ Pay the bills
- ▶ Do the Marketing & Sales
- ▶ Create repeatable systems
- ▶ Oversee Customer Service



BE the TECHNICIAN

- ▶ Perform the work for which you were hired
- ▶ Create the products



Start with Your Calendar

[illegible]

Billable vs. Non-Billable Hours

Ideally, you want a 50/50 balance:

- ▶ 20 hours as The Technician
- ▶ 20 hours as CEO + Manager

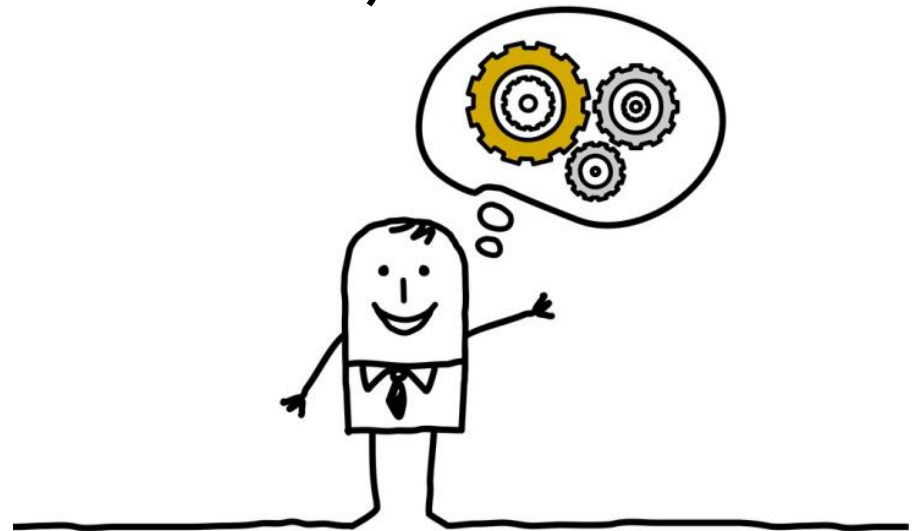
Your “hourly” rate needs to cover all 40 +
Overhead & Expenses

Sanity Requires Systems



Traditional Types of Systems

- ▶ **Marketing** (how you generate & capture leads)
- ▶ **Sales** (how you nurture & convert leads)
- ▶ **Service & Fulfillment** (how you deliver goods)
- ▶ **Financial** (how you get paid, pay bills)
- ▶ **Operations** (IT, Human Resources)



Systems Require Documentation



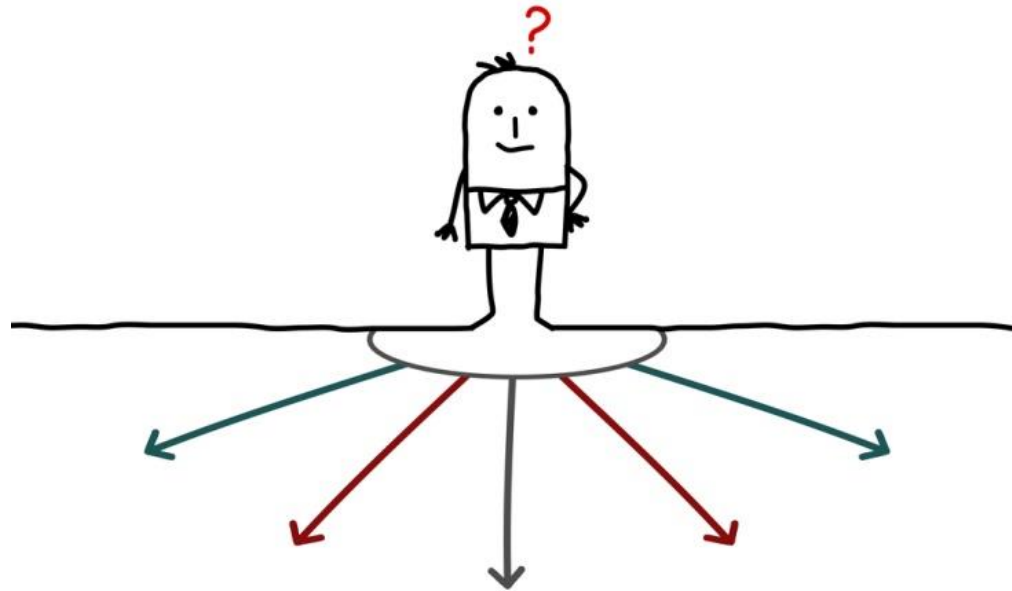
- ▶ Write Down Your Process
- ▶ **Repeat What Works**
- ▶ Find & Fill Gaps
- ▶ Refine & Polish

People First, Systems Second



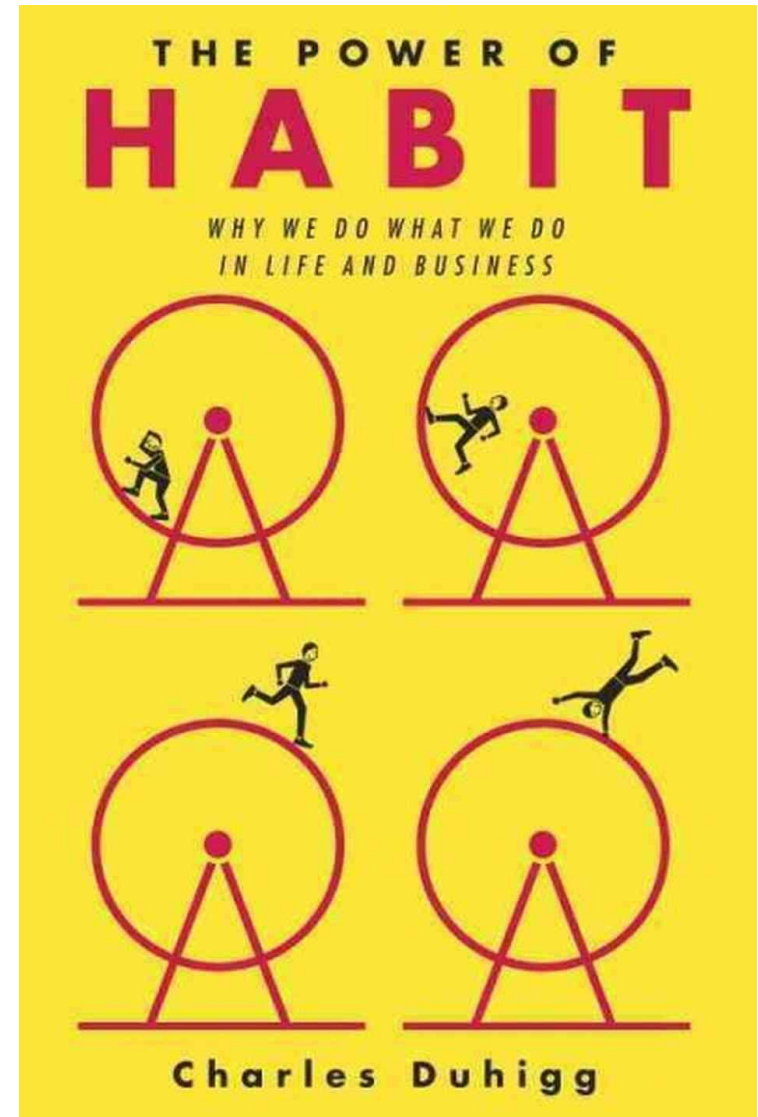
Sanity Requires Simplicity

- ▶ Don't overthink things
- ▶ Look for the path of ease and grace
- ▶ Remember that this is YOUR business



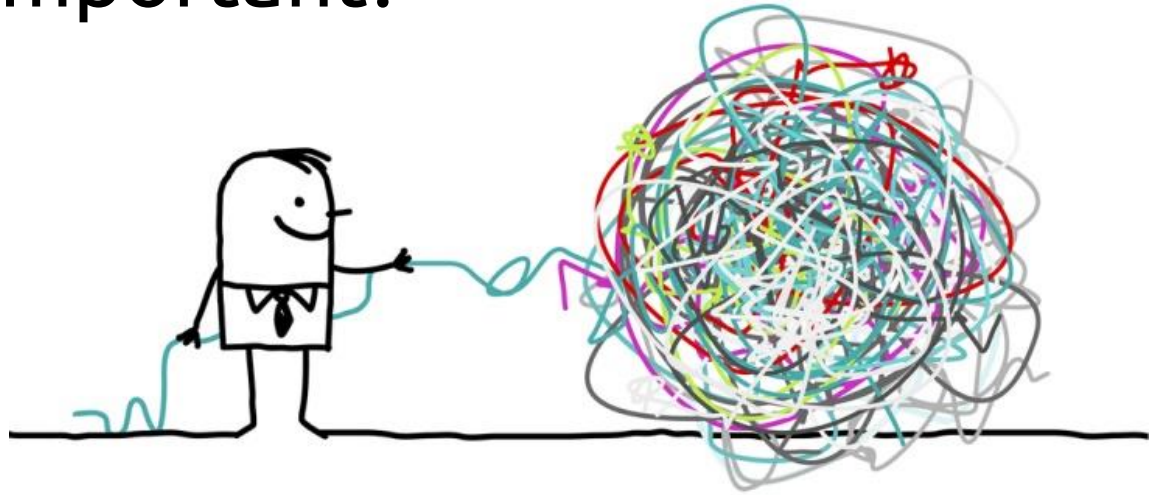
Create New, GOOD Habits

- ▶ **One at a time**
- ▶ Commit fully
- ▶ Know what motivates you
- ▶ Build in triggers
- ▶ Build in accountability

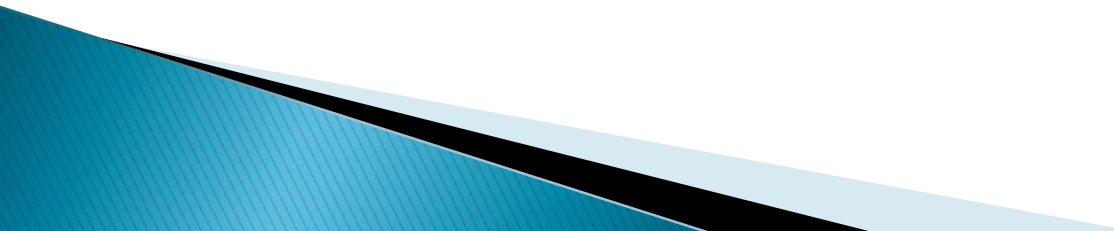


Understand Your Situation

- ▶ Who Supports You?
- ▶ What's Missing from Your Foundation?
- ▶ Where Can You Ask Questions?
- ▶ How Do You Make Decisions?
- ▶ Why Is This Important?



Your Assignment

1. Block out time on your calendar to wear your CEO & Manager Hats. Tell us what times you chose & why.
 2. Outline your agendas for those meetings.
 3. Pick ONE piece of your business to systemize this month.
 4. Spend TWO weeks documenting what happens & when with that piece; identify what needs to improve & how you'll get answers.
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For More...

▶ **DigitalDiningRoom.com**

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