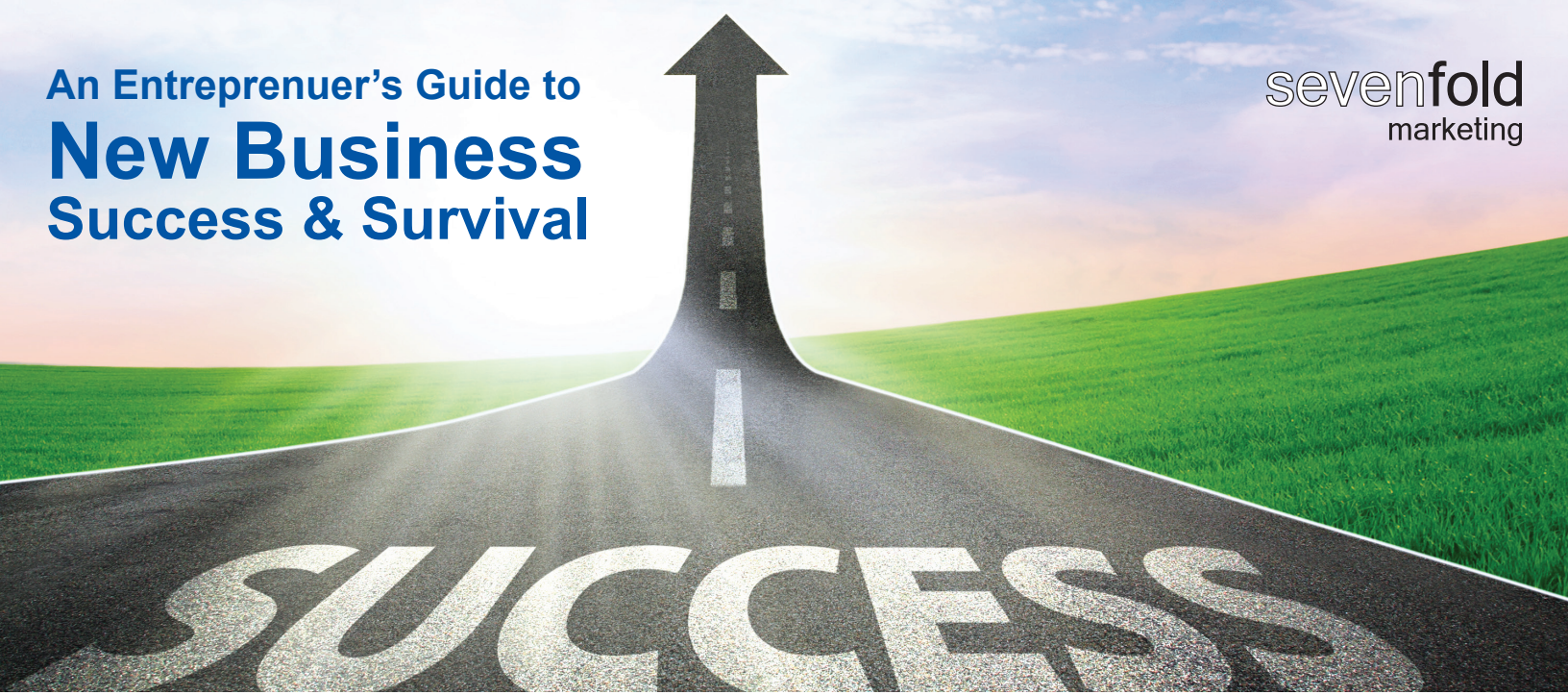


An Entrepreneur's Guide to New Business Success & Survival



You're in the driver's seat

Imagine your business as a car, about to set out on the open road for success and prosperity. All you need now is a roadmap to your desired destination.

sevenfold marketing offers you all the benefits of our wisdom and experience in the world of small business strategy. We have aligned ourselves with a complete network of support partners to provide a comprehensive small business team.

Let **sevenfold** provide the direction, clarity, focus and confidence you need to drive the success of your business.

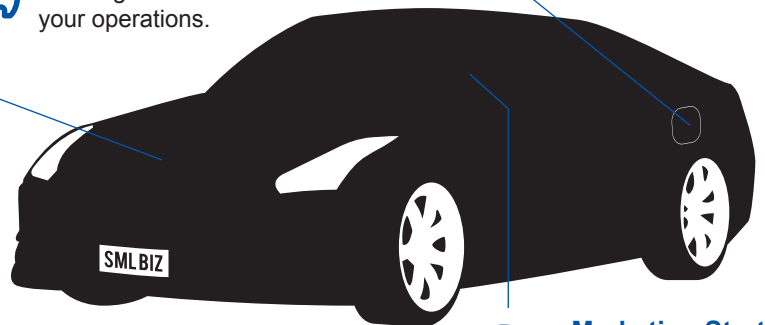
Your Success Requires:



Business Strategy
The engine that drives your operations.



Financial Strategy
A plan to supply the fuel needed to keep the engine running.



Marketing Strategy
The steering force that directs you to your target.

15%

of new entrepreneurs fail before the end of their first year in business.

1 in 3

small businesses fail before their third year due to cash flow issues.

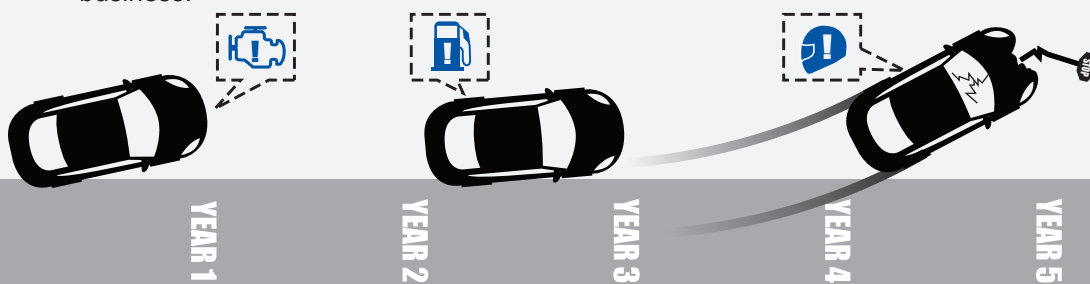
Half

of all small business are no longer viable after five years due to dried up sales.

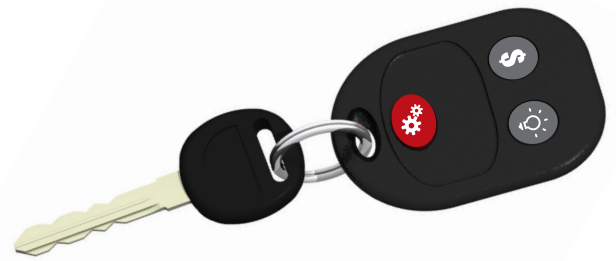
Small business success doesn't get easier over time.

The challenge is maintaining your drive beyond the initial launch and reaching new prospects every year.

Leverage our experience and strategies to keep your business headed in the right direction.



Keys to Small Business Success



Here are some key considerations when developing the three essential pieces to your success plan.

Business Strategy



Stay focused on your strengths and try not to branch out too far from them.

Recognize and work away from your weaknesses and common pitfalls.

Identify your greatest opportunities and strategically target those market niches.

Leverage your unique position to develop a competitive advantage.

Establish viable and sustainable operational procedures.

Explore partnerships with related businesses to reach a larger audience.

Services you may require:

Business computer sales

IT set-up and support

Business coach or consultant

Virtual assistant

Financial Strategy



Clearly establish attainable sales targets and a profitability model for your business to ensure it can remain viable over time.

Set a working budget for staffing, cost of goods sold / raw materials, operating costs, marketing, networking and taxes.

Anticipate peaks and valleys in your revenue with a plan to manage shortfalls.

Grow smart and spend wisely.

Implement proper financial systems and procedures.

Services you may require:

Bookkeeper

Accountant

Business Lawyer

Financial Advisor

Marketing Strategy



Understand your target market and stay connected to them.

Develop a brand that accurately represents your unique strengths.

Protect and maintain the brand with consistent and professional campaigns.

Communicate your brand with honesty and integrity.

Services you may require:

Marketing consultant/agency

Web designer/developer

Large/small format printer

Promotional products company

Professional photo/video

Signage and displays/exhibits

Social media/communications

Your Small Business Pit Crew

As part of a close-knit network of business professionals, **sevenfold marketing** brings together a full spectrum of service providers to support your small business.

Enjoy the benefits of a one-stop agency with all the connections you need already in place. We work together so that you can focus on your business without having to manage multiple service providers.



Contact us today for a free consultation at info7@sevenfold.ca or www.sevenfold.ca

sevenfold marketing

