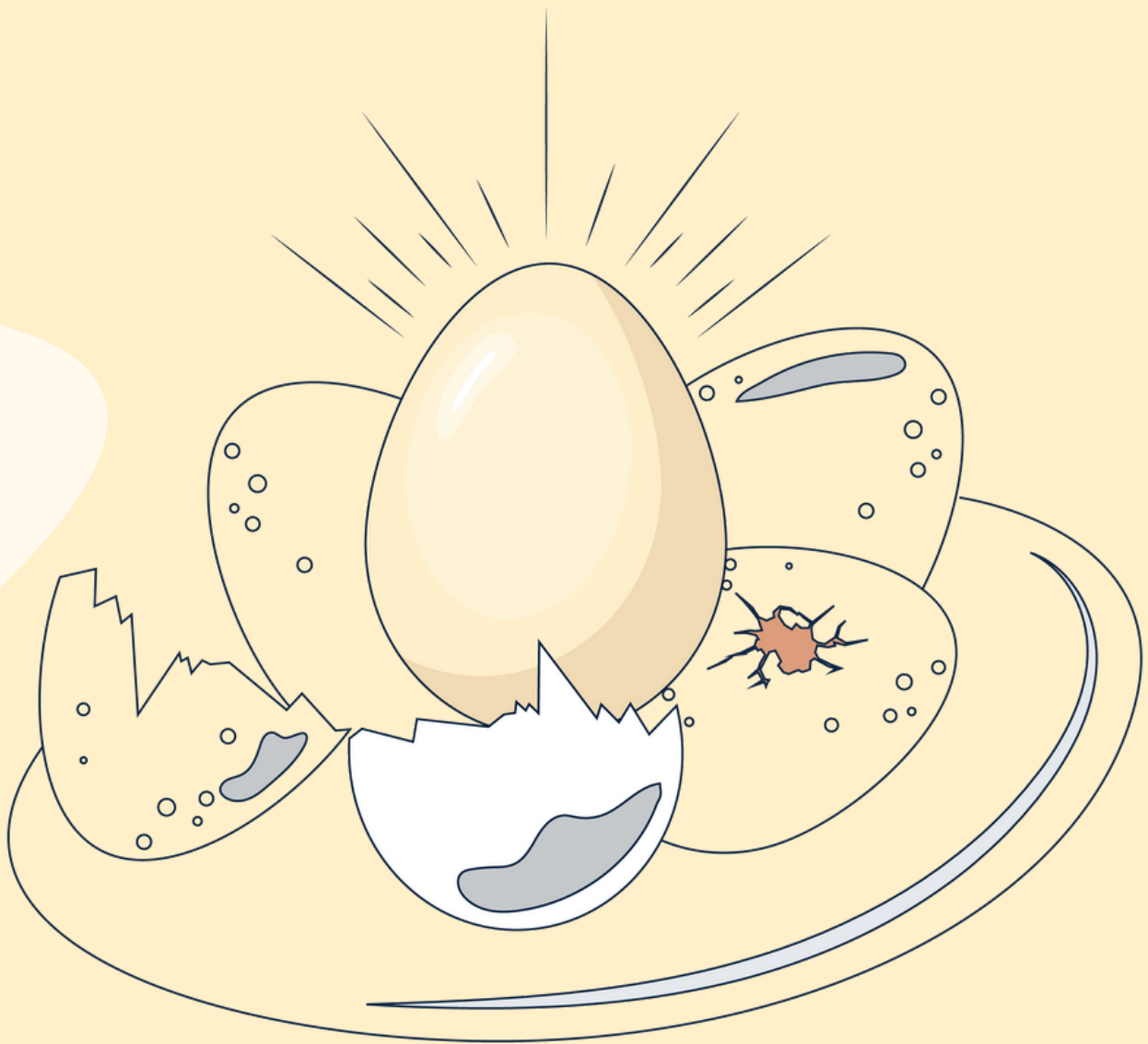


9 steps to business success



PROCUBATE

9 steps to business success

Every business that wants to guarantee survival needs to follow & action these 9 universal steps. If these steps are neglected, the consequences can cause fatal cracks to appear which could be disastrous.

This guide provides some top tips and actions to immediately consider & implement, in order to help avoid becoming scrambled.

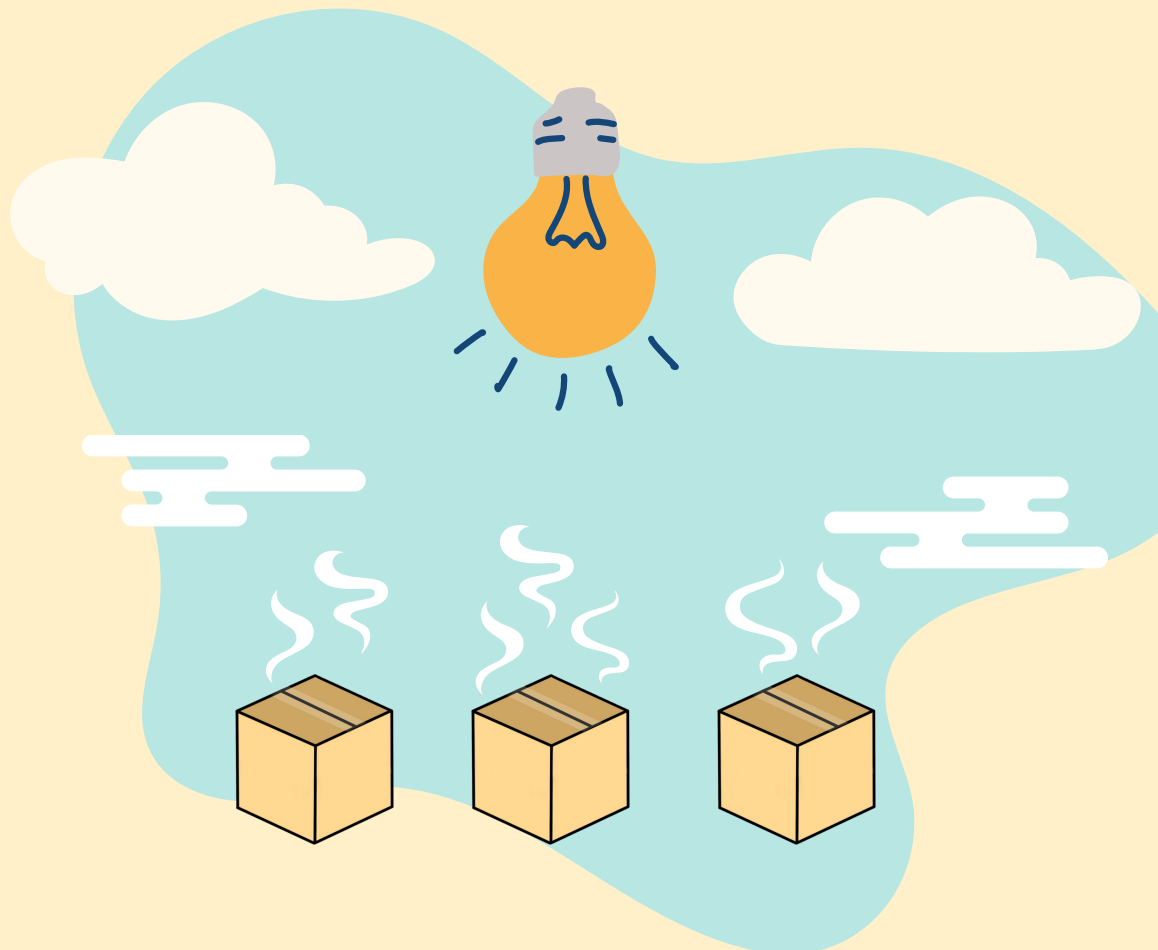
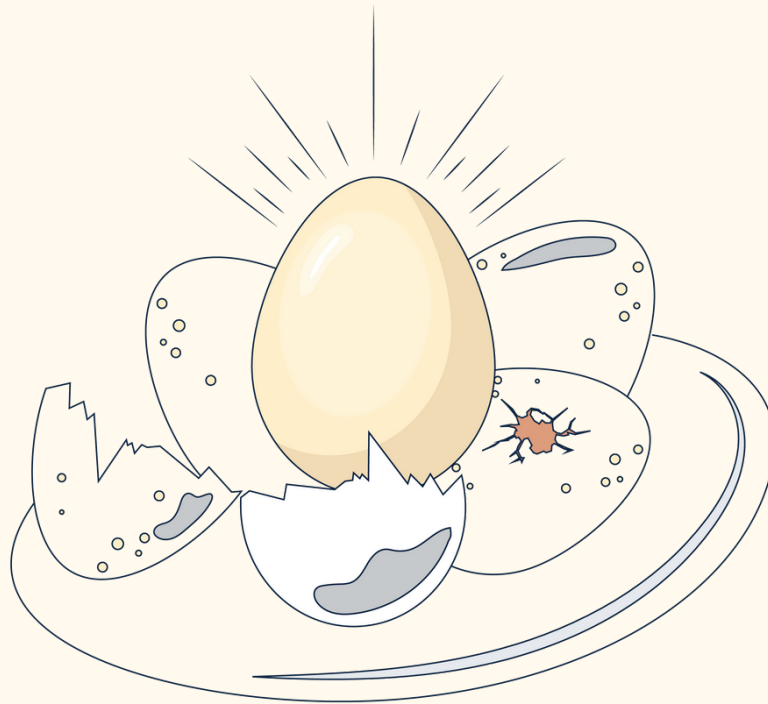


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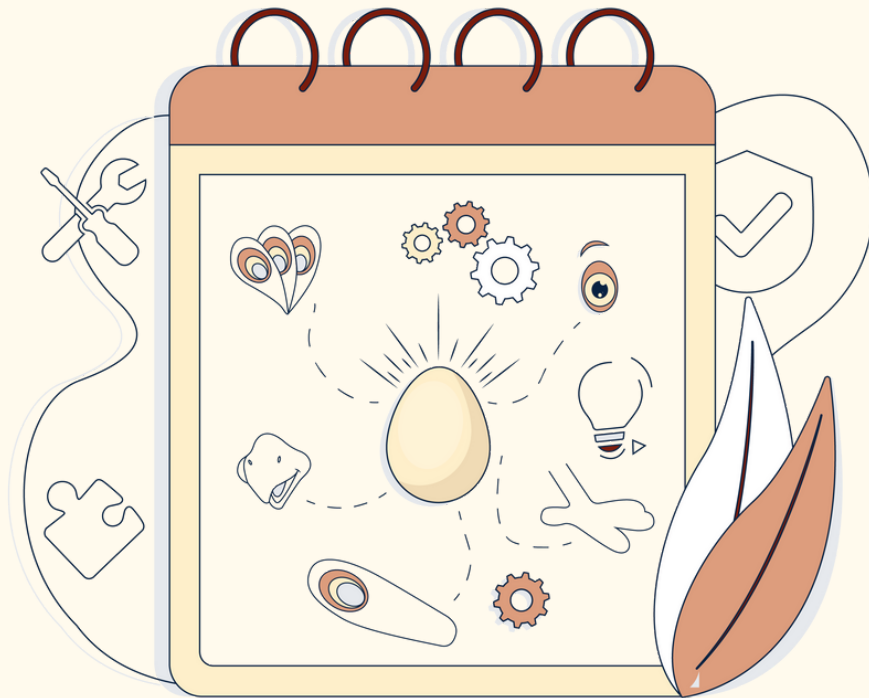
What it is

The first step is to find an idea that has wings, and then ask difficult questions to verify it. So many entrepreneurs just don't do the required work to verify their idea. They just feel a positive gut response about their idea and move on to step 3 or 4 straight away and are blissfully living in ignorance that they are building a house on top of quick sand.

Tips and actions to implement today

● Capture your idea & identify all the stakeholders impacted by your idea gaining wings. Stakeholders impacted by your idea won't necessarily come flocking, as they may already have an alternative they are happy with. So how does your idea provide enough benefit that someone will leave their happy place, and come across to roost in your nest?





What it is

Look for flaws and inconsistencies in your idea and fix them.

At the end of the process, you should have captured all ingredients of what it will take to deliver the required service to clients.

Tips and actions to implement today

- Playback is always a test of understanding. If someone else can't playback what you've explained, is it because they didn't understand, or because there's a flaw in your model? Either way, there's a gap that may need to be filled. If you can't articulate the business, no-one will understand what you really offer, or make the plunge to try what you have.

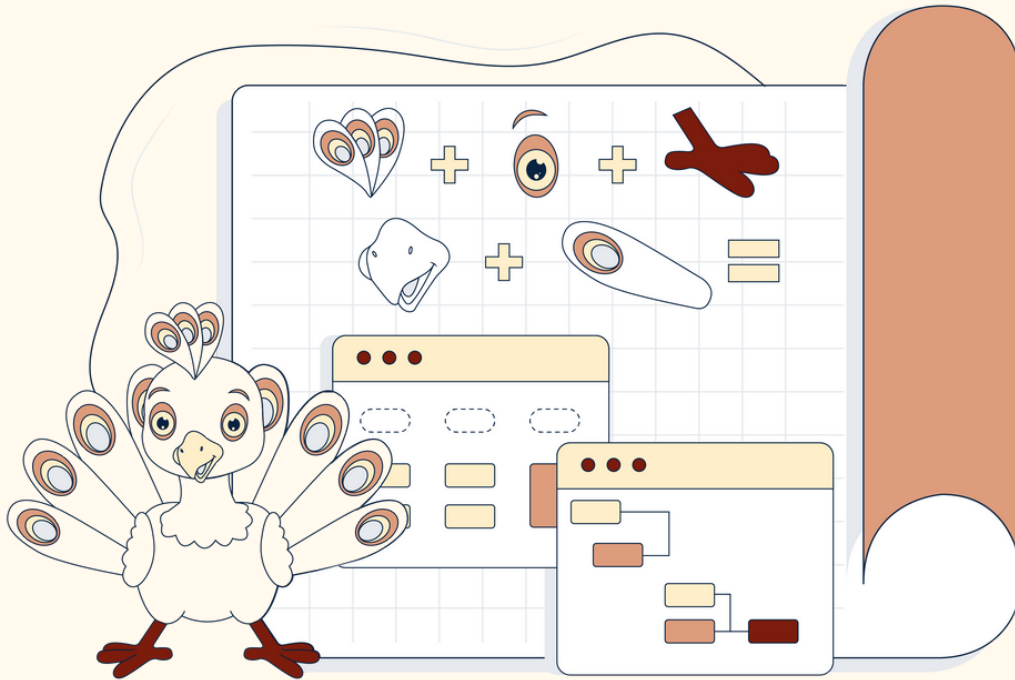




Organise

Step 3

Preparation



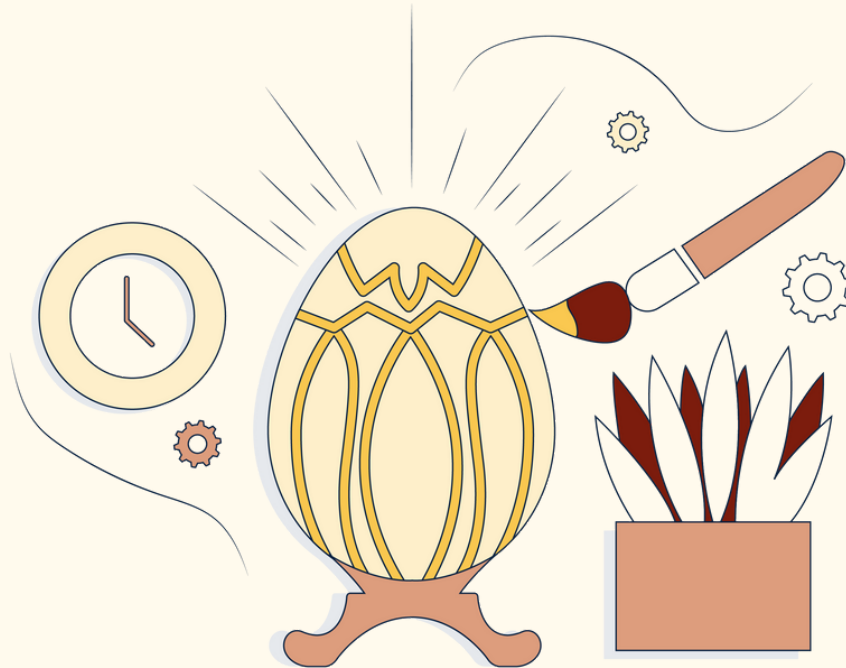
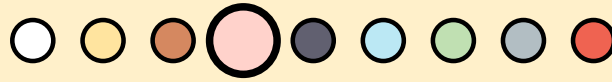
What it is

This is where you create the blueprint for what needs to happen to get your business up and running, based on the elements you discovered in step 2. Creating a working plan is good. Actioning it is great. Always remember to stick to the plan, unless you want something to be forgotten about.

Tips and actions to implement today

- In your plan, include strategies to reach all those prospective customers out there, how much it will cost and how long it will take.
- Make sure you lay out your plan well, & visit & re-visit the plan often. It's great to see how far you've come, and also to spot gaps you haven't yet considered.
- Breaking your plan into smaller milestones will help make sure you stay on track. Ask yourself: To achieve the goals I've set for myself for this month, what will have to happen this week? And what will I have to do today to stay on track for this week?





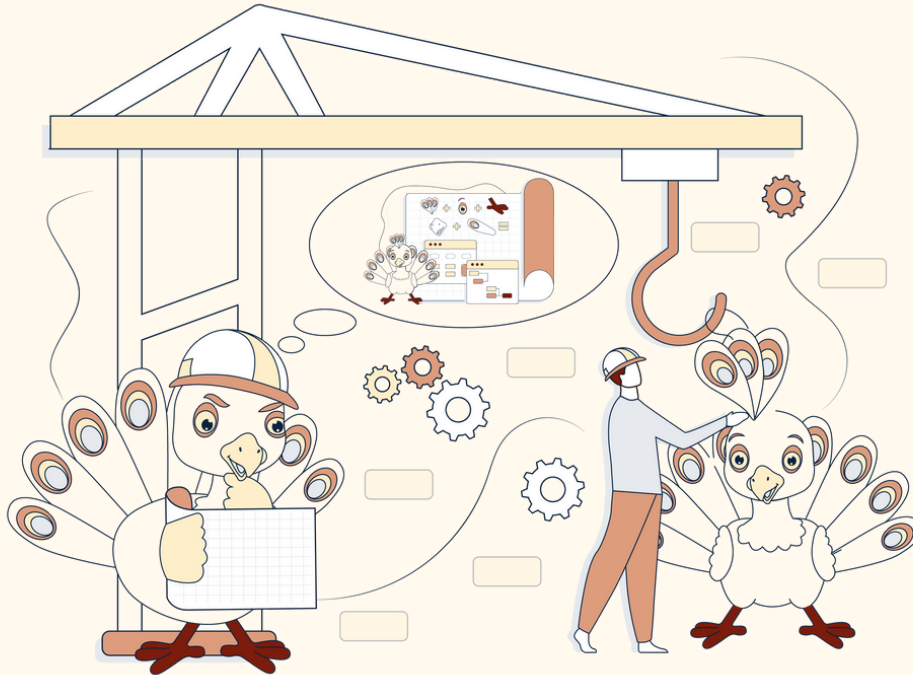
What it is

Create products and services so compelling that they virtually sell themselves. It's about handling any potential objection and making your products genuinely that good! Creating compelling products & services is not a one-off exercise, but shouldn't need to be done often.

Tips and actions to implement today

- What messages do your competitors use for their comparable products & services, and how do yours compare?
- If you tried to explain what you do to someone who has just spent 20 years on a desert island, would they understand it?
- At the moment, when your target audience discovers you, do they think "I HAVE TO check this out"?





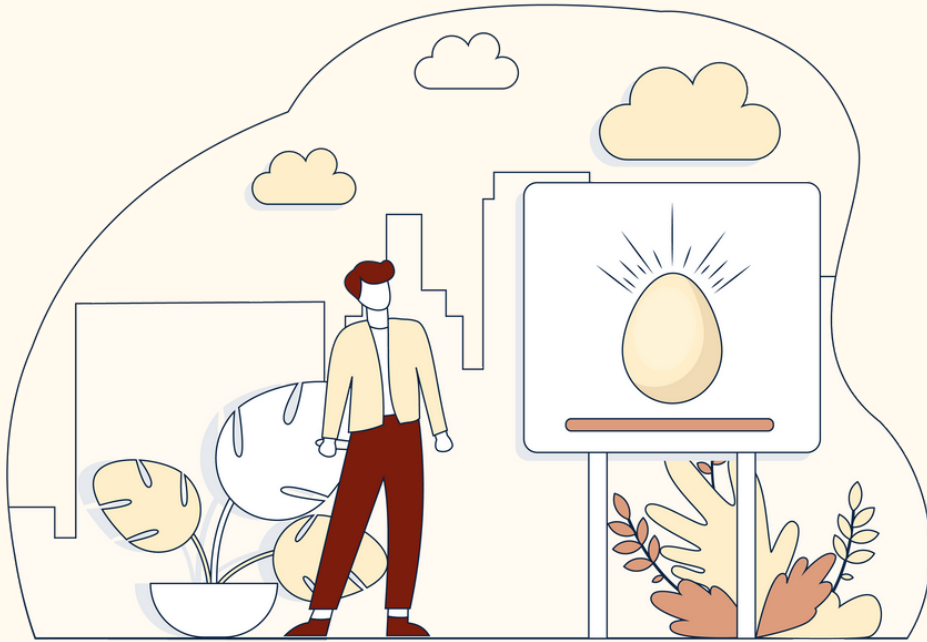
What it is

Action the plan you made in step 3. Create the framework to underpin the Business. Undergo all business foundation activities focusing on sales readiness (incl. funnels, ladders & lead Gen). Make it able to handle demand, deal with enquiries, fulfil orders, or you'll soon be overloaded with admin, and unable to cope.

Tips and actions to implement today

- Implementing processes on paper is easy. Are they implemented in real life? Do you have a very clear and quick to action Plan B for every step, should one break down? And will these Plan B's automatically kick in if something goes wrong on a step with the Plan A?
- For each step, one by one, work out how you can protect it with a reliable safety net, or suitable alternative, by having a clear Plan B in place. You may even discover that some of your Plan B's are better than your Plan A's!





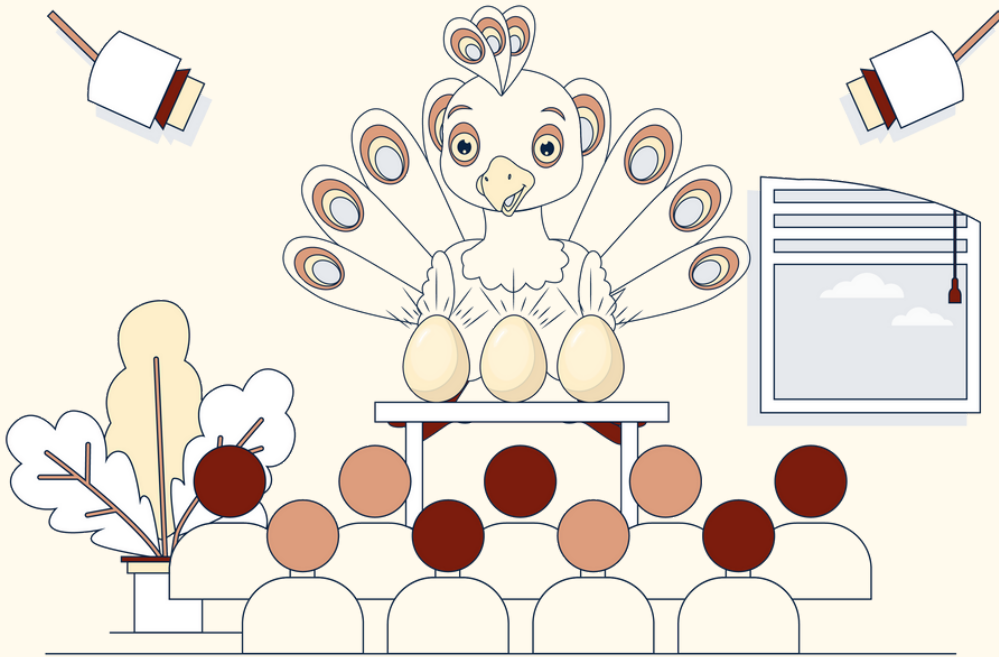
What it is

Branding is about consistency with all aspects of messaging. What do others think of when they experience your logo, your website, your social media, messaging? Are they all singing in harmony, or are they driving your audience cookoo?

Tips and actions to implement today

- People don't buy what they need, they buy what they want. Make your product appeal to what your customers emotionally want, not what they realistically need.
- Know your target audience intimately - their hopes, dreams and desires. This will enable you to speak their exact language so that they feel that your solution is the perfect solution for them.





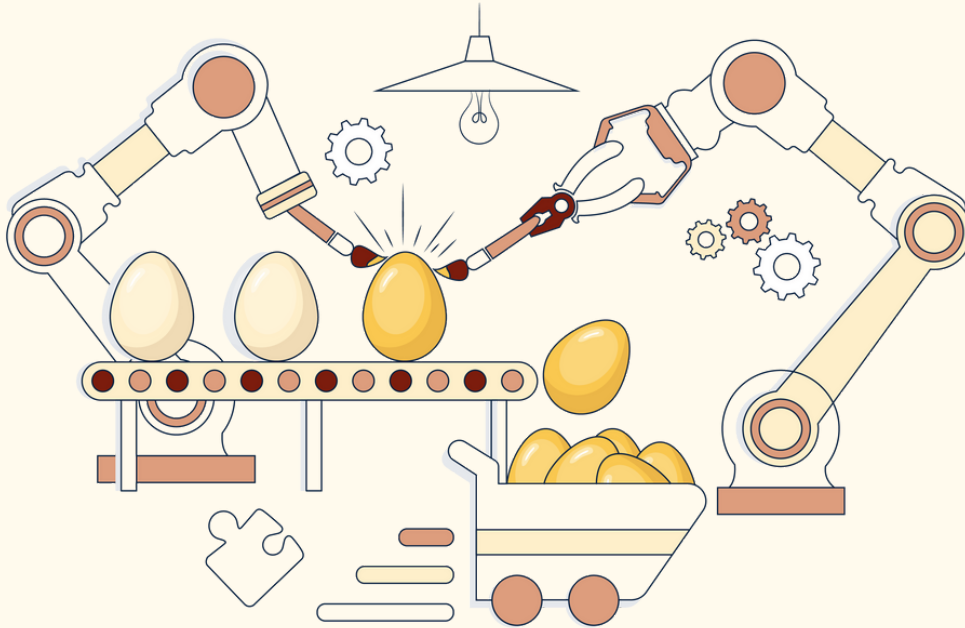
What it is

Gaining awareness isn't easy. 8 billion people with busy lives aren't the easiest to draw the attention of. And if you could afford to market to 8 billion people, maybe you're already doing pretty well! So why not think how you can gain the most advocates via social media, events, or other exciting activities...

Tips and actions to implement today

- In the beginning, an effective way to raise awareness is to develop a relationship with one person at a time. Gain advocates that love what you do so they feel compelled to spread the word about you.
- Consistently create videos and content that entertain your audience. Collaborating on social media with other content creators is a very effective way of getting in front of more people.





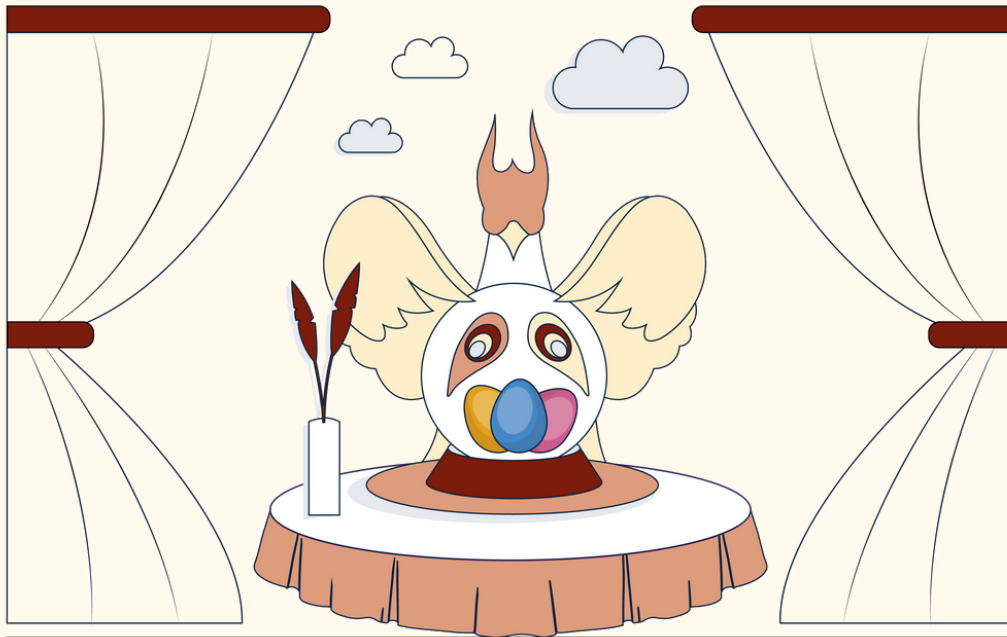
What it is

Transform your business by putting systems in place to get your business to run smoothly without you!

Tips and actions to implement today

- For low-level tasks that you don't absolutely have to do yourself, why not use software or AI to automate them?
- What activities would you like to pass to someone else? Document these, de-skill them, and then outsource them!
- If you can't afford to outsource, then maybe a skills exchange may work with others within your network.
- What's stopping you from stepping back from your business? What would collapse first, & what would be the hardest thing to recover from? If you can put in place actions to avoid your golden egg production being half-baked or getting poached without you, you're on a good track to growing & scaling your business without being that essential wheel in the production process.





What it is

Evolution is about exploration - exploration of the potential of your products & services, & about clever partnerships that keep you at least 1 step ahead.

Tips and actions to implement today

- What new products and services could be offered that would give your customers even greater advantages? This may highlight new products & services.
- Ask yourself the following questions often: Could your business offer benefits in other industries? Are there businesses already doing what you do? Who could you join forces with to make your business even more awesome? This will highlight great partnerships to explore. There is an abundance of resources and opportunities out there. Be resourceful and use them!



Links

Thanks for reading through Procubate's 9 steps to business success! We really hope this is a useful guide to you, providing you with some insights that can help you improve your business.

If you want to stay up-to-date on what we do, you can visit our social media pages here:



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