"Gold in Your Backyard"

12-Day Business Growth Challenge

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OVERVIEW

Are you interested in building authentic relationships that lead to reliable, predictable, and consistent growth in your business? This business challenge can be completed by any business owner, entrepreneur, organizational leader, or sales professional who wants to generate a consistent and steady stream of Dream Clients.

Before we start, I need to ask you, “would you be willing to invest 5 hours of your time over 12 days in order to secure a steady stream of Dream Clients?”

The 12-Day Business Growth Challenge is based on the proven fundamentals of Clientology. Every day will start with a short tutorial and then you can dive right into the exercise for the day.

There is no fluff and no extra information to process or absorb. The focus of the 12-Day Business Growth Challenge is to take massive action towards your client growth goals. We have in-depth courses if you are genuinely interested in the minutiae and want to understand further. For now, focus on taking massive action.

Everything you learn in the 12-Day Business Growth Challenge can be applied to your business over and over as you see fit.

Before you commit, this is an outline of what we will cover. Use this as a checklist and mark things off as you complete them.

- Day 1: Map out categories of Key Strategic Partners. This simple exercise will take no more than 30 minutes. You will identify the Key Strategic Partners that your business needs to thrive. This is literally the foundation for growth.
- Day 2: Identify existing Key Strategic Partners, placing at least one per category. This exercise will take no more than 15 minutes.
- Day 3: Schedule a workshop to present to your current BEST clients. This exercise should take no more than 30 minutes. Focus on the top 3 mistakes that your clients make. Bring a friend.
- Day 4: Invite your 10 BEST clients to attend your workshop. This step should take no more than 30 minutes.
- Day 5: Prepare your workshop presentation. Maximum 45 minutes preparation time.
- Day 6: Engage with 2 Key Strategic Partners. (maximum 15 minutes)
- Day 7: Engage with 2 Key Strategic Partners. (maximum 15 minutes)
- Day 8: Engage with 2 Key Strategic Partners. (maximum 15 minutes)
- Day 9: Engage with 2 Key Strategic Partners. (maximum 15 minutes)

- Day 10: Engage with 2 Key Strategic Partners. (maximum 15 minutes)
- Day 11: Engage with 1 Key Strategic Partner. (maximum 15 minutes)
- Day 12: Host your workshop (maximum one hour start to finish).

Rinse and repeat…

Total time invested: 5 hours.

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FEEDBACK

At the end of the 12 days, we ask you to evaluate the Return on Investment of the time you invested. This should be the highest and best use of your time.

Here are two questions we will be asking participants up front:

1) How many of your current BEST clients would you have to clone to make this a useful way to invest 5 hours of your time? ____
2) How many great clients can you attract in a typical 5-hour period right now with existing strategies? ____

Our success criteria will be:

1) What was the Return on Investment per hour invested? ____
2) How likely are you to do the workshop again? ____

Who would like to play along?

One last thing, you are probably wondering how much this will cost. The actual challenge is complementary...it will only cost you the 5 hours of your time. Is that a worthwhile investment to secure your best year ever in 2023?

You can join the challenge and play along here: https://www.linkedin.com/groups/14061248.

GOAL SETTING

Before you begin, please take a moment to think about how you would define success from participating in this program. What changes would you expect to see happen so that you can call this a success?

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DAY 1: KEY STRATEGIC PARTNER CATEGORIES

Every business has logical partners who also serve the same client (or customer) base. We can collaborate to find ways to serve our Dream Clients. There are partners that are upstream of us and downstream of us. Upstream partners typically serve our Dream Clients before they come to us. Downstream partners typically serve our Dream Clients after we serve them.

Most people know their downstream partners well and happily send referrals to them. This usually feels one-sided because our client has already consumed the product or service that we offer by the time they reach our downstream partners. It is not common for them to back track to us.

As a very simple example, if you are a dog walker, your Dream Client most likely already has a dog. A business that provides dogs would be an upstream partner to the dog walker. A business that provides food and toys for the dogs would be a downstream partner to a dog walker.

In business to business, there is a very logical life cycle to any client. Look at them and think about who else provides services to them BEFORE and AFTER they require your services. If you are stuck, most businesses have an attorney, a commercial banker, a commercial realtor, a commercial insurance broker, bookkeeper, accountant, etc. Where do you fit in that ecosystem?

List 11 complimentary categories for your business, with at least 6 being upstream and 5 being downstream. Your business will be the 12th category and it will be the first on the "downstream" list.

Upstream Categories	**Downstream Categories**
	Your business category

For example, we work with businesses that want to grow. Our categories might look like this:

Upstream Categories	**Downstream Categories**
Attorney	Relationship Marketing (our category)
Commercial Insurance Broker	Business Coach
Commercial Realtor or Broker	Graphic Designer

Commercial Banker	Printer
Bookkeeper	Business Broker
Accountant	Investment Advisor

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DAY 2: KEY STRATEGIC PARTNERS

Day 2 should be easy. Who do you already know that you like and trust? List at least one person per business category (from Day 1) below. This might not be your best contact, but it is a place to start now. Write down as many names as you can. Who do you already do business with?

Upstream Categories	**Key Strategic Partner**

Downstream Categories	**Key Strategic Partner**
Your business category	You!

I will make one very important distinction. Your Key Strategic Partners will typically MAKE money from your audience while your audience will typically SPEND money.

Here is a completed example for Day 2:

Upstream Categories	**Key Strategic Partner**
Attorney	
Commercial Insurance Broker	
Commercial Realtor or Broker	
Commercial Banker	
Bookkeeper	

Accountant	

Downstream Categories	**Key Strategic Partner**
Relationship Marketing (our category)	Me!
Business Coach	
Graphic Designer	
Printer	
Business Broker	
Investment Advisor	

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DAY 3: SCHEDULE YOUR WORKSHOP

The goal of the 12-Day Business Growth Challenge is to take massive action. We recommend that you take action so that you get comfortable with learning this new skill set. You will only learn through repetition.

We will create the actual workshop content on day 5. The goal for today is to book a time and start planning.

- **Who** should attend? **Who** are your Dream Clients? **Who** are the Key Strategic Partners that reach them? We will dive deeper into "who" in almost every part of the 12-Day Business Growth Challenge.
- **When** will you have your first workshop? Note, if you are stuck, keep it simple and host it on Day 12 of the 12-Day Business Growth Challenge. When is Day 12? _____
- **What** will you cover? Pick the top 3 mistakes that you see your Dream Clients make and one tip they can use to avoid each. What are the top 3 mistakes that you would like to help people avoid?
- **How** and **where** will your workshop be hosted? Will it be live or by video conference?
- **Why** would participants want to attend?

Who?	Key Strategic Partners covered on Days 1 and 2, Dream Clients on Day 4.
When?	
What?	
How and where?	
Why?	

For example, we teach a workshop called "The Top 3 Mistakes Business Owners Make While Building Their Network."

Who?	Key Strategic Partners covered on Days 1 and 2, Dream Clients on Day 4.
When?	Monday, December 12 from 12 to 1 pm ET on Zoom
What?	We will cover the top 3 mistakes that business owners make while building their network. Mistake 1 – not being clear on audience. Mistake 2 – not being clear on offering. Mistake 3 – being tactical instead of strategic.

How and where?	We will meet live on Zoom using https://us02web.zoom.us/j/4033924684
Why?	Participants who are sick and tired of wasting time, energy, and money on ineffective marketing will want to attend. Key Strategic Partners who serve businesses will also want to attend.

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DAY 4: INVITE YOUR BEST CLIENTS

The key to building a successful workshop is to create something that your absolute best clients would find valuable. The only way to know that is to invite them and get their feedback. We do this up front so that we know if we are on target with our workshop topic.

Start by listing your top 10 clients that you will invite. Speed wins here, not deliberation.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Now, you are ready to send an invitation to your ten best clients. We recommend that you use email to invite your best clients. You can modify this script to suit you and your personality.

Subject: *first name, may I ask you a favor?*

*Dear favorite client, would you be open to attending a presentation called "**The Top 3 Mistakes** Business Owners (audience) **Make While** Building Their Network (what are they doing?)"?*

The top 3 mistakes that we see business make while building their network are:

- *Mistake 1 – not being clear on audience.*
- *Mistake 2 – not being clear on offering.*
- *Mistake 3 – being tactical instead of strategic.*

We will be sharing the cost of these mistakes, as well as how to avoid or recover from them. This presentation is exclusively for our best clients. We are offering it because we believe in finding new and better ways to add value to you.

Whether you attend or not, can you please help me out? Would you take a moment to reply and let us know if any of the mistakes are relevant to you at this time?

Lastly, we would like to offer a complementary ticket for you and a friend or colleague. Do you know anyone else who might benefit from attending this workshop?

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DAY 5: CREATE WORKSHOP AGENDA AND SLIDES

When it comes to slides and presentations, remember two things:

1) Less is more – keep it simple and to the point. For your first workshop, use plain black and white slides. You can make this fancier once you are comfortable with the material.
2) Focus on educating, not selling. Your audience will appreciate you more if you help them understand a problem well. Teach them what they need to know to work with you.

Create a workshop title by filling in the blanks: **Top 3 Mistakes _____(who?) Make While _____ (what?) ...and How to Avoid Them**

For example: *"The Top 3 Mistakes Business Owners Make While Building Their Network and How to Avoid Them"*

Here are the twelve slides you need. Do not add anything beyond this until you are comfortable with your basic presentation. The goal is to Keep It Super Simple (KISS Principle).

- Slide 1: Title slide – use your title from above.
- Slide 2: About you – include who you are, why they should listen to you, your contact details, and a fun fact about you.
- Slide 3: List the 3 mistakes.
- Slide 4: Mistake 1 – share the cost or impact of the mistake (relative) – tell a story, why is this a problem? Share 3 tips for each mistake. One about avoiding the mistake, one about mitigating the mistake, and one about recovering from the mistake. Share a short testimonial about someone you helped.
- Slide 5: Mistake 2 – share the cost or impact of the mistake (relative) – tell a story, why is this a problem? Share 3 tips for each mistake. One about avoiding the mistake, one about mitigating the mistake, and one about recovering from the mistake. Share a short testimonial about someone you helped.
- Slide 6: Mistake 3 – share the cost or impact of the mistake (relative) – tell a story, why is this a problem? Share 3 tips for each mistake. One about avoiding the mistake, one about mitigating the mistake, and one about recovering from the mistake. Share a short testimonial about someone you helped.
- Slide 7: Story about how to work with you. What challenges do you help someone overcome?
- Slide 8: 3 tips – what must they know to work with you?
- Slide 9: Share your call to action – learn more, keep in touch, etc.

- Slide 10: Questions and answers
- Slide 11: Thank you to host and strategic partners and guests
- Slide 12: Feedback please!
  - On a scale of 0 to 9, how likely are you to recommend our workshop to a friend, colleague, client, or peer?
  - What lead you to give the score that you gave?
  - Would you like to receive a digital copy of this presentation? Options include slides, notes, recording, and updates for future workshops? Check all that apply.
  - What topics would you like to see covered in future workshops?
  - Do you have any other feedback for us?
  - Do you know anyone else who might benefit from attending our workshop?

Feedback options: 1) poll in Zoom, 2) survey in Google Forms, 3) Printed

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DAYS 6 TO 11: ENGAGE KEY STRATEGIC PARTNERS

You can modify our Key Strategic Partner Email Template to suit your personal style and needs. We recommend email, but you can also do this via direct message on social media. Edit directly on the page until you are comfortable with your script.

For each day of days 6 through 11, send out your customized email to 2 Key Strategic Partners per day. You can invite a bonus 1 on day 11 (for a total of 2) or just invite 1, your choice.

Key Strategic Partner Email Template

Subject Line: *first name, may I ask you a favor?*

> *Dear first name. How are you?*
>
> *My goal for 2023 is to focus on building a professional network of experts that I can entrust my best clients to. You may (or may not) know that I serve _____ (description of Dream Client) who want _____ (desired transformation).*
>
> *As I understand, you also serve _____ (description of Dream Client) and you offer _____ (your understanding of their services). I believe that my connections and clients could benefit from meeting you. Likewise, I would be honored to serve any of your connections who might need my expertise in _____ (what you do – transformation).*
>
> *Would you be open to discussing a mutually beneficial business relationship?*
>
> *I will be hosting a weekly/monthly/quarterly (pick one) workshop called "_____." I totally understand if this is not a fit for you at this time. Would you like to learn more or participate?*

They will give you one of three possible responses – Yes, No, and Maybe.

Your response to their response should be the same answer to all three. Customize accordingly.

> *"Great! Thank you for your time. Who is a great introduction for you?*
>
> *Here is what our workshop would look like (describe the top 3 mistakes). We will host the sessions on Zoom every other Friday from noon to 1 pm.*
>
> *We realize that the timing isn't always right. However, as things have a way of changing, with your permission, may I touch base with you periodically?**
>
> *We do have three small favors to ask if you do attend:*
>
> 1) *Come prepared to introduce yourself. Our guests are always happy to meet like-minded professionals. We want to make sure that our clients understand who you are, who you serve, and what specific problem (singular problem, please) you solve.*
> 2) *We all win by building authentic relationships in business. We believe in the more the merrier when it comes to networking and connecting. Would you be willing to*

invite a colleague or two as your guests to the workshop? We promise to do our absolute best to deliver value and make you look like a hero.

3) *Third, we want to make this presentation highly valuable. Would you be open to providing feedback afterwards? We will have a brief survey with a few questions.*

You can accelerate your results by inviting more Key Strategic Partners. However, for your first workshop, keep it small. Your goal should be to have at most your 10 best clients (each with a "plus one" and 11 Key Strategic Partners (each with a "plus one") for a total of forty-two invited attendees. This is an amazing outcome. Remember, anything less than forty-two is still a win! You are learning as you go.

*Thank you to Dr. Nancy Zare and Mary Pekas for contributing the wording "*We realize that the timing isn't always right. However, as things have a way of changing, with your permission, may I touch base with you periodically?."* This is a direct quote from their book "Compelling Selling."

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DAY 12 – HOST YOUR FIRST WORKSHOP

- Complete the exercises for Days 1 through 11.
- Prepare your slide deck according to the template in this document.
- Confirm attendance.
- Share logistics with attendees.

Physical Events

- Arrive at the venue at least 30 minutes early.
- Confirm that they have projector and screen set up for you.
- Connect your computer and test your slide deck.
- Great all attendees as they arrive.
- Allow everyone 30 seconds to introduce themselves.
- Present your slides focusing on your audience and sharing stories.
- Thank everyone for attending.
- Offer them an easy way to stay in touch.

Virtual Events

- Open the video conferencing software at least 15 minutes early.
- Test your audio and video.
- Ensure your slides are ready to share.
- Test sharing your slides.
- Great all attendees as they arrive.
- Allow everyone 30 seconds to introduce themselves.
- Present your slides focusing on your audience and sharing stories.
- Thank everyone for attending.
- Offer them an easy way to stay in touch.

NOTES

CONGRATULATIONS

Assuming you have followed our instructions, you should have:

- Built out the first draft of your Key Strategic Partner Plan,
- Invited your 10 best clients to attend a workshop and each bring a colleague or friend along.
- Invited your first 11 Key Strategic Partners to participate in the workshop (and bring along a friend or two).
- Hosted your first Client Getting workshop.

CAVEATS

The 12-Day Business Growth Challenge works best for business who already have clients and an existing network. Businesses who believe in building authentic relationships will get a head start over their competitors.

The 12-Day Business Growth Challenge won't work for transactional salespeople who are simply looking for their next sale. Do not participate if you believe that cold calling, mass emailing, or paid traffic are the best ways to grow a business.

NEXT STEPS

We encourage all our participants to track the Return on Investment that they get from the time they spend completing the 12-Day Business Growth Challenge. Do not take our word for it, test and measure your results. IS this the highest and best use of your time?

If yes, we strongly encourage you to optimize every element of this process. You can improve your Key Strategic Partner Plan, your Key Strategic Partners, your best clients, your invitations (to clients and Key Strategic Partners), and every element of your presentation.

Do not blindly jump in unless you are willing to track your results!