

GROW YOUR BUSINESS IN 90 DAYS OR LESS

PRACTICAL TIPS AND TOOLS TO QUICKLY
MAKE MONEY IN YOUR BUSINESS



KIMBERLY BREWER

Contents

About the Author	3
Introduction	4
SECTION 1: IT'S IN YOUR HEAD	7
Chapter 1: Idea, Accident or Solution to a Problem	7
Chapter 2: Channel Your Inner B.O.S.S.	13
Chapter 3: Assess Your Skills	15
Chapter 4: Setting S.M.A.R.T Goals	18
SECTION 2: IT'S IN YOUR HEART	28
Chapter 5: To Be Successful, First Give It Away	28
SECTION 3: IT'S IN YOUR HANDS...MAKE THE LEAP	34
Chapter 6: Fast Start to Growing Your Business in 90 Days or Less	34
Start with a good marketing plan.	34
Complete a SWOT Analysis	36
Create and Implement an Effective Sales Strategy	37
Chapter 7: Do These Things to Generate Sales Now	39
<i>Build and Create a Social Media Strategy</i>	39
<i>Create and Send Sales Letters</i>	44
<i>Build a Robust Email List...It's GOLD!</i>	47
<i>Launch a Crowdfunding Campaign</i>	48
<i>Sell Your Product or Services on an Online Marketplace</i>	50
<i>Write an E-book</i>	52
<i>Business Coaching</i>	54

About the Author

Kimberly Brewer is an accomplished international business coach, author and motivational speaker with a specialization in business development, strategy and small business start-up. She holds an MBA from Western Governors University, has a bachelor's degree from University of Illinois Urbana-Champaign and is certified in smart growth for businesses from the University of Virginia. With more than 25 years of experience in sales, sales management and business development within Fortune 500 companies in various verticals, Mrs. Brewer transferred those skills to successfully build and develop a thriving coaching and consulting practice that specializes in small-business growth. Deeming herself a serial-entrepreneur, she has also launched and maintains a successful real estate investment portfolio and an online travel website.

Introduction

I wrote most of this book by iPhone on a plane to Los Angeles, sitting next to my husband and two kids. Often there was little time in my life to commit to writing. As I looked at my little ones, then ages 4 and 6, I knew I had to make the commitment. Although we were on a pleasure trip, financial commitments loomed and the idea of trading hours for dollars has long been unappealing. Those little faces and visions of the life I truly wanted, coupled with four hours of flight time, were precisely the motivation I needed.

Who I was, mixed with who I was destined to be hung in the balance. Fourth-three, a loving husband, three great kids, an MBA, coupled with years of experience. But was this all? Really, is this all to the next phase of my life? I wanted sustainable financial freedom. I wanted to work when I wanted, from where I wanted, all while making as much money or more in my passive state as my active state. It was time to jump all in. Fearfully? Yes! But I focused all of that fear and committed myself to 90 days of the hardest work I had performed. That, coupled with all the knowledge from all the books I'd read and all the experience I had accumulated over the past 25 years of my life culminated to create a series of entrepreneur portfolio books (you're reading the first one), coaching, online courses, consulting and training. All the things that I loved, all the things that I made companies that I worked for a fortune doing, but had only half-heartedly committed to for my own wealth-building and financial independence.

The time was now! No, not tomorrow. Not when the kids are older. Not once I finish this project at work, NOW! I HAD to commit to the next 90 days and the proven principles that I'd made Fortune 500 companies even richer doing. Just 90 days and my life would never be the same.

Grow Your Business in 90 Days or Less

Copyright © 2015 by Kimberly Brewer

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the author, Kimberly Brewer @ kbthreeconsulting.com.

SECTION 1: IT'S IN YOUR HEAD

Chapter 1: Idea, Accident or Solution to a Problem

Quite often, entrepreneurs become such out of frustration of finding a solution to a problem. Sometimes they launch a business that solves a problem they experienced in the past; take Kevin and Melissa Kiernan, a married couple from Waldwick, New Jersey, who became overnight entrepreneurs when they eventually got fed up with animals raiding their garbage cans through the night. Each morning Melissa would walk out the front door to find trash and debris scattered all over the front yard. Armed with frustration, turned motivation, Kevin headed off to the fabric store to concoct a solution to the animals' free-for-all. Instead of covering their garbage can with a plastic lid, the Kiernans designed a cover made of waterproof polyester and elastic made to fit almost all garbage cans. Positive feedback from their idea and design led this couple, not at all looking to build a business, to seek financial support from the famous show (I know you know it) *Shark Tank* to scale their business. After a pretty scary retort and a few hearty laughs, Daymond John, Shark Tank entrepreneur and world-famous founder of FUBU brand, accepted a great offer, landing him and the Kiernans in a swift but successful business venture, selling thousands of units at the launch. I'd say this is one heck of a profitable solution!

When trauma plagues a family and income is lost, often cash conservation becomes paramount. This was the case with Lynsi O'Dell, when her husband suffered a debilitating brain hemorrhage. Seeking ways to save money with four kids and one on the way, O'Dell started to try different recipes for laundry detergent. After almost a year, Lynsi finally found the magic formula. Backed by the primary desire to produce a skin-

sensitive product to address her children's eczema, she found the magic bullet, which many of her friends begged to try. With that motivation, O'Dell sent an email to her friends and sold 15 gallons. Then she moved on to a craft show, selling another 75 gallons and with that, Coconut Rain was born. With five distributors across the state of Michigan and roughly 40 percent growth since joining an online marketplace, I said that's a profit solution!

Now, not everyone has such a sweetheart story to tell. Some of us couple ideas with sheer tenacity to be successful and claw our way to business excellence. Others of us still take the one thing that we excel in, stop making some Fortune 500 company rich, and take the leap to do it better, faster, and with extreme innovation. This is my story! The one thing that I knew I did better than most leaders is teach, coach and motivate people to greatness through strategy, creative business development and extreme innovation. I could do it in my sleep. It gives me extreme pleasure to see people grow, and humbly stated, I'm quite good at it. From years as a trainer, to even more years as a sales director, it was in my DNA to help people reach their destiny. For years, I talked about it. For years, I gave it away for free (more in the next section). For years, I lacked the bravery to step into the wild, shielded by a full-time job and numerous excuses for why I couldn't, shouldn't or otherwise. Finally, I took the step; I took the leap and jumped and built a ladder on my way down. Now, I am not suggesting that you walk into your boss's office and offer him your final farewell tomorrow. If you don't have somewhat of a safety net, gleefully return tomorrow to your day job and consider it a blessing that will serve you well as you SERIOUSLY and finally build your enterprise to step out and give it 150 percent of your time and attention. Oh yes, and it will absolutely take that! Long nights, early mornings, sacrifices, did I say sacrifices? It will take living like most are not willing to, to have options and the freedom that many will NEVER be able to. Whether you leap cold turkey into entrepreneurship or you take a more moderate approach, plan to do these five things for business success.

1. Decide how you pay for your current lifestyle

Will you rely on a spouse? Or work part-time or on contract while building your business? Or will you grow your enterprise while you maintain your full-time job? Whatever your plan, be sure to have an exit strategy from this support and set clear goals and objectives on how you will focus on your business 100 percent of the time.

2. Build an emergency fund

Making a decision to hang up your corporate cleats in favor of dress sweats and sneakers, and hanging out your own “For Business” sign is a tough and oftentimes fearful decision. Many are the stories of entrepreneurs with less than \$100 to their name amassing fortunes off of true determination and grit! I applaud them and relish in these stories; however, for most of us, it gives us a sense of security to plan to fire our bosses. With that, ideally plan for 12 months, and no less than six months of your current expenses in savings. This will help to keep you afloat until you can start to earn a salary from your business. (This book will help you do that much more quickly.)

3. Uncover what makes you different from the pack

If an investor offered you \$100,000 today to invest in your business and the only catch was that you had to pitch to him exactly what makes you different than your competitors, what would you say? Knowing why customers should choose you over your competitors is an instrumental component of building a sustainable business. Being able to effectively communicate that within a 30-second elevator pitch, a presentation to customers/investors, and in written communication is a non-negotiable skill set. Every entrepreneur must be able to articulate what makes them unique.

4. Identify your niche

A niche is a special area of demand for a product or service. Find yours today. Upon beginning this journey, ask yourself, “What problem does this product or service solve?” and, “How does it uniquely address a need?” The great Albert Einstein notably stated, “Genius is the ability to focus on one particular thing for a long time without losing concentration.” Many business owners fail due to their desire to do too many things. They spread their attention and funds across so many areas that they fail to do any of them with great excellence. Find the one thing that you do so well, that you enjoy doing and would do for free for the rest of your life, and you have at least found the skill set that you should wrap your product or service around. Perfect that business and drill it down to serve a small subset of the market, creating extreme value and high demand. For me, it is developing people with unique strategies and passion. That is why coaching and consulting was a no-brainer. The ability to deliver it Q.U.I.C.[™] to start-ups and small businesses is my niche.

5. Decide, TODAY, how you will get your first five customers

Many of my coaching clients are thrown off by this question. In fact, the majority of new businesses don't give a second thought to how they plan to acquire clients and new business. This should be the core component of your marketing plan. Yes, you need to write a marketing plan. Under market strategy within your plan, you should look at the top 5–10 tactical action steps you plan to take to get your first five customers. Depending upon your product and service, you can start with your sphere of influence (family, friends and colleagues) to gain your first customers. They can also serve as part of your product/service research for your business. With a great product, you will receive word-of-mouth advertising from this group as well. If you are transferring a skill from a corporate job, but not in a competitive capacity, and branching out on your own, your previous employer (provided you made a proper exit rather than utilize a

10-piece orchestra to gleefully announce that you were leaving the drains of their organization and corporate America in general) always serves as a perfect first customer. After all, they know your work and trust you, HOPEFULLY! As you begin to have exit interviews, start to plant the seed on how working with you as a client in your new business solves a particular problem within the organization that you know they have. Even if you have left your corporate job long ago, reaching back to previous employers is always a great place to start. Here are a few other tactical steps to garner your first clients:

- **Online Marketplace** – Begin selling your products on popular online marketplaces such as eBay or Etsy. These popular sites have already done most of the marketing and advertising for you. Customers are already shopping there. Your job is to write (or have someone write for you; check out Fiverr or Elance for outsourced help) amazing sales copy (yes, you do have to be a sales person in some form at some point to be an entrepreneur and grow your business). Then, you can share it on social media and on all of your print advertising. These sites are a great way to start learning about distribution channels and formulating your process surrounding inventory management. Many of these businesses eventually scale to their own websites and warehouse distribution.
- **Freelance sites online** – I gained a great deal of success very quickly with this strategy. My platform of choice is Fiverr. I started out with a simple gig (as they call it in Fiverr world) that was part of my service offerings and, of course, one of the transferred skills that I did very well in corporate America: the SWOT analysis. It is still a very successful gig for me today <https://www.fiverr.com/s2/5dcc673e53>. Now granted, Fiverr is the \$5 marketplace and certainly will not be your primary source of income. However, I gave my clients EXTREME value for their \$5. The SWOT analysis took a deep look at their business from the perspective of an experienced business consultant and also gave them at least one strategy to move their business forward.

(Most of the time I gave them at least 2–3 strategies to grow their business, while simultaneously growing my own business with glowing five-star reviews.) This first gig picked up so much steam so quickly that I added more gigs from acquired skills and planned service offerings. This strategy was a way to expose my skills to over a million buyers specifically looking for freelancers. I grew this business by sharing the gig links often on social media (schedule all of your social media post at least 1–2 months in advance; more later on social media to grow your business), providing what people needed, and giving them extreme value in exchange for heartwarming reviews. The quality of my work led to additional work and ultimately led to my primary business offering: consulting and business coaching <http://bthreeconsulting.com/business-coaching/>. Many of the clients that I engaged on Fiverr are still clients today and produce thousands of dollars in revenue. I'm providing a list of some of my most popular Fiverr gigs. Read the reviews, study what made them successful, and notice how the gig extras (extra services that could be purchased from the base gig) build in more revenue and help to create a more solid customer.

- Create custom sponsorship levels for proposal for \$5 on #Fiverr
<https://www.fiverr.com/s2/b1016e7b66>
- I will send you a marketing and sales kit to grow your business for \$5 on #Fiverr
<https://www.fiverr.com/s2/2c42912ba4>

Chapter 2: Channel Your Inner B.O.S.S.

"*The secret of success is the consistency to pursue.*" -Harry F. Banks. Yes this journey is as much an exercise in introspection as it is survival and escape. As I referenced in the first chapter, many entrepreneurs are created by happenstance and others have a desire, an aching even to do something exceptional! This exception is often stifled by the structure and rules of large corporations. For many the only way to maximize this greatness is to build the blueprint. Many born entrepreneurs, for years, feel misplaced within their former professional lives. The freedom and longing to do something widely impactful represents a burning fire in the belly that must not lie dormant, but must be ignited! And despite this burn, the entrepreneurial journey will indeed require you to channel your inner B.O.S.S. - **BAD ASS, Omnipotent, Soul-Sucking, Strength!!!** While this statement does appear dramatized; it accurately explains the grit required to be successful. Entrepreneurship is very much a marathon as opposed to a sprint. If you expect instant success, your odds are better with the lottery. True success takes unwavering perseverance, dedication and the ability to commit oneself completely to fulfilling the mission. It is indeed a conquest! As you build your company, if you expect to get 8-hours of sleep each night...forget about! Be prepared to work your BAD ASS off. You will work 10 times harder than you ever have in your life. Your social life will be greatly compromised and you may lose friends (perhaps family) along the way. Entrepreneurs are often misunderstood, due to their laser focus on achieving their goals. This is often difficult for those avoid of this process to comprehend.

The entrepreneur lifestyle draws from your *OMNIPOTENT* power to achieve success. Most of your thoughts will be encompassed of strategies, tactics, milestones and achievement surrounding your

business. You will often tap into your “FLOW” in an effort to maximize productivity and get things done. Wikipedia describes flow as the mental state of operation in which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity. Flow is characterized by complete absorption in what one does. Named by Mihály Csíkszentmihályi, flow is completely focused motivation. It is a single-minded immersion and represents perhaps the ultimate experience in harnessing the emotions in the service of performing and learning. In flow, the emotions are not just contained and channeled, but positive, energized, and aligned with the task at hand. Flow is real and not some residue of productivity mumble jumble. You will use it and it will catapult to greatness!

Psychology is described as the science of mind and behavior. With that, it is clear how psychology permeates through some of the most successful business strategies around.

More than ever before, business schools are offering business classes that address psychology, as it is clear that business, its leadership and strategy are interconnected. Psychology, specifically behavioral psychology, is omnipresent within marketing strategy as it relates to the human behaviors and the knowledge therefore studied to gain and retain customers. Now, I’m not suggesting that you need to return to school to obtain a psychology degree, but you should have a basic knowledge of how psychology is utilized in business and how it informs your strategic initiatives, your leadership, and your response to customer needs and interactions.

Chapter 3: Assess Your Skills

Whether you already have a business or are struggling to find a business idea, one of the most critical steps is to take inventory of your skills and your immediate progression circle. In the beginning stages of your business, unless you already have capital or have secured substantial funding, your skills and the skills of others that you may tap into serve as your start-up capital.

If you are thinking of selling a service, evaluate an activity in which you are particularly skilled. Have you spent a corporate career as a staff accountant? Consider providing seminars on financial ledgers or maybe profit-and-loss statements for small businesses or, even greater, act as a financial consultant to organizations in your most recently worked field. Have you done work as a grant writer or fundraiser? Consider becoming a fund development consultant. The opportunities to repackage your existing skills are virtually endless. Below are five steps to take when assessing your skills:

2. What task would you do for free if money were no object?

This is often the most philosophical, yet the most fun and engaging part of the skills assessment process. What do you love? What would you do at no cost over and over again? If your answer is, sipping frosty umbrella drinks on the beach, then you had better put a process in place and monetize it. So find a beach you love, conduct market research on the need for frosty umbrella drinks, the proper licensing, liability, insurance, staffing needs, proper personnel and anticipated operating budget to run your little (one day immense; think franchise) enterprise.

To be totally forthcoming, many of the most successful businesses happen by accident. Think Mark Zuckerberg and Facebook. His ingenious idea for social connectivity started from the college campus of Harvard with essentially a waywardly, smitten college schoolmate inquiring about the relationship status of a fellow college schoolmate. The foundation of his ideas and algorithms conceptualized or borrowed is up for interpretation.

3. How effective are your planning and organization skills?

Planning in business is paramount! Do you have the necessary skills to mental process a well thought out business plan? Being a visionary with the ability to project a concept into the future and build a plan to meet your objectives is enviable, yet necessary skill for entrepreneurship. Effective planning will be your guiding light to business success. The efficacious planner understands that planning is only as good as its actionable counterpart. With that, you should hold the skill that enables you to plan, all the while maintaining flexibility. While there are multiple resources to help you develop sound business, strategic and marketing plans, it is paramount to inform both the input and the process. This calls for critical thinking skills and vision.

4. How sound is your decision making ability?

Without question, decision making ability will be a critical skill to possess in an effort to be successful. From the very beginning of your entrepreneurial journey, you must make sound decisions, first of all, about which business to go into. From there, decisions on hiring, informing your marketing, funding, sales, vendor selection, and a host of other decisions need to be made. The key is to be decisive with the freedom to learn from mistakes, rather than fearing mistakes to the point of paralysis. Ask yourself how you make decisions. Are you informed by relevant information and by weighing the potential consequences?

There are numerous decision making tools with the core of those being models such as Decision Tree Analysis, Grid Analysis, Six Thinking Hats and the Pareto Analysis commonly referred to as “The 80/20 Rule”.

5. Are you at least amenable to sales?

Without question, sales is a topic near and dear to my heart! As the adage goes “No matter what business you are in, you are in sales.” You may not be a formally trained sales person armed with Zig Zigler quotes in your head, but if you are trading products or services in exchange for money, you’re selling. Of course the more skilled you are, the more successful you will be. If you are sales-adverse you will struggle on your journey to success. Before you employ a robust sales team, you will approach your initial customers yourself.

6. Are you an effective communicator?

Of all the necessary skills, this will be most critical! In order to effectively plan you will need high-level written communication to properly execute a well-designed plan. To communicate this plan to both staff and investor, you will draw upon proper oratory skills to explain your vision and strategy. Of course, if you plan to sell anything, you will draw upon solid oral and presentation skills. The skill of communication plays a role in the execution of all of the other skills above. If you don’t have this skill, none of the other skills will be fully developed, no matter how hard you try.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

