

GROW YOUR SMALL BUSINESS PLAYBOOK

TOP
10

IMPLEMENT THESE **PROVEN TIPS**
TO EXPLODE YOUR REVENUE
AND WORK SMARTER, NOT
HARDER.

PLUS

FIVE GREAT **BOOK**
RESOURCES TO TAKE YOUR
BUSINESS FARTHER THAN
YOU EVER DREAMED.





YOU'RE DOING WELL - BUT YOU WANT TO DO BETTER ...



Let me help you — I've helped 100+ businesses succeed by using my proven strategies, tips, and techniques.

It's not going to be easy — nothing is. When you are asked to step out of your comfort zone, it might be a challenge for you — but understand, you are in-control of your future at all times.

I've written this Playbook to help your business make more money, work more efficiently, and have fun all at the same time.

This Playbook is FOR YOU. Enjoy! *Rich*

I'm going to use the term 'customers' instead of 'clients' — you can use them interchangeably if it suits your business.

RICHGEE
HIGH-PERFORMANCE COACHING

1. FORGET THE 100-PAGE BUSINESS PLAN.

WHY?

Business plans are great to start/guide your business. But — most people don't even attempt to write one because they take too long to do and once complete, they put them into a drawer never to see the light of day again. I'm not saying they're bad, just that they're hardly ever used/implemented after they hit the drawer.

TAKE ACTION:

1. **Start with a one-page business plan for the year.** I want you to focus on three key areas — Use the START/MODIFY/STOP tool — what things are you going to START doing this year — what things are you going to MODIFY — and what things are you going to STOP doing this year? Again, one page only - it's easy to do.
2. **Let's then build 90-day action plans for each quarter.** These plans are based upon your Start/Modify/Stop business plan — but with smaller responsibilities, activities, and tasks to make sure you actually get them done. Break them up monthly - this will encourage you to be more granular with your activities (and easier to track and complete).
3. **Add Dates to each item.** A deadline is critical for each activity. If you don't assign a date, you'll never get it done. Don't worry if you miss your date, you're going to get better at estimating your time - so don't beat yourself up about it. Change the date and move on.
4. **Add Responsibilities to each item.** Who is responsible to actually get it done? It is usually you, but you can draft your employees, vendors, or even customers to help you complete them. If you're running a customer service questionnaire, your employees and customers can help you build and complete it. See, it works!

2. CUSTOMERS NEED TO FIND/WANT/NEED YOU.

WHY?

This is how REAL businesses work. Think of an indispensable business you work with. Say, an HVAC company. If your heat goes out — you REALLY need them. What's their problem? Customers have to find and want them. So what do they do? They advertise on their vans, have signs everywhere, and promote the heck out of their satisfied customers to complete the Find/Want/Need cycle.

TAKE ACTION:

1. **FIND** — One of the biggest problems small businesses have are getting people to FIND them. They try all sorts of things - social media, direct mail, broadcast, etc. Sometimes it works and most of the time, it doesn't. I want you to answer some of these questions:
 - **WHO is your customer?** Figure out who are your primary, secondary, and tertiary customers. Age, income, ethnicity, gender, home-owner, where they live, what they do, family makeup, etc. Once you know each type of customer, you have a better idea what kind of message/promotion will work for that specific customer.
 - **WHAT does your competition use?** Don't try to re-invent the wheel — see what has been working for your competition. Try what they're doing — if it works, keep doing it (even double-down to accelerate your exposure). Try to jazz it up a bit — odds are your competition is taking it for granted, so you can pop in and grab customers away from them.

2. CUSTOMERS NEED TO FIND/WANT/NEED YOU.

2. **WANT** — Once they find you, they usually won't buy. You have to then get them to WANT you. They've bumped into you — now you have to get them to be genuinely interested in you.

- **Start a conversation with them.** You have to sell them on your products/services and get them to understand why you are different from the competition.
- **Give them something for free.** It could be an introductory call/conversation, a trial of your product, an in-depth video that tells them all about it, a small sample — anything. This is the time to think outside of the box and try to come up with something that will radically move them from interested into WANT phase.
- **Show them that you're better than the competition.** I remember receiving a few quotes from a driveway sealing companies. The one that stood out stapled a single vertical card that explained all the reasons why they were better from the competition. It was well-written and backed up by facts. Which one do you think I chose? All for the price of a little bit of card-stock.
- **Build your brand.** Show them all the powerful strengths of your brand - professional logo/branding, years in business, number of employees, number of great reviews from past clients, etc.
- **Make your brand distinctive from your competition.** It will attract premium customers who will love to do business with you. I still remember a new retail tire company, EuroTire — they had a total white concept with royal blue lettering - the floors of the garage were white too - totally different from the competition. What did that say to me? They took care of their premises - so they will take care of my car.

2. CUSTOMERS NEED TO FIND/WANT/NEED YOU.

3. **NEED** — Okay, you've got them to find and want you — now you have to go all in and get them to NEED you. If they need you, they will buy and buy frequently without objections. Every house has a pipe that is spurting water in your basement? I did — you will pay ANYTHING to have the plumber over to fix the problem immediately. To do this, you have to:

- **Find out the real need with your primary, secondary, and tertiary customers.** What's really important to them? What problem are they having? How can you be the only one who can fix it?
- **What's keeping them up at night?** If you're a marketing firm, what is their main worry in the back of their brain.
- **Ask questions — lots of them.** Drill down into their real fears, concerns, worries.
- **Stop throwing basic marketing lines at them.** Cut right to the chase and show them how you can solve their problem. They will pay you anything for you to do that. Too many business owners talk about the basics - what they can do and how good they are at it.
- **Go for the gold.** Show them how you can eliminate their issue — tell them they can sleep soundly at night when you are finished. I researched many web hosting services for my site — I eventually went with a host who stated that if I ever had an issue, I could contact them 24/7/365 for a live person to help me. I was sold because they asked questions and pinpointed my fear. And they solved it immediately.

RICH RECOMMENDS

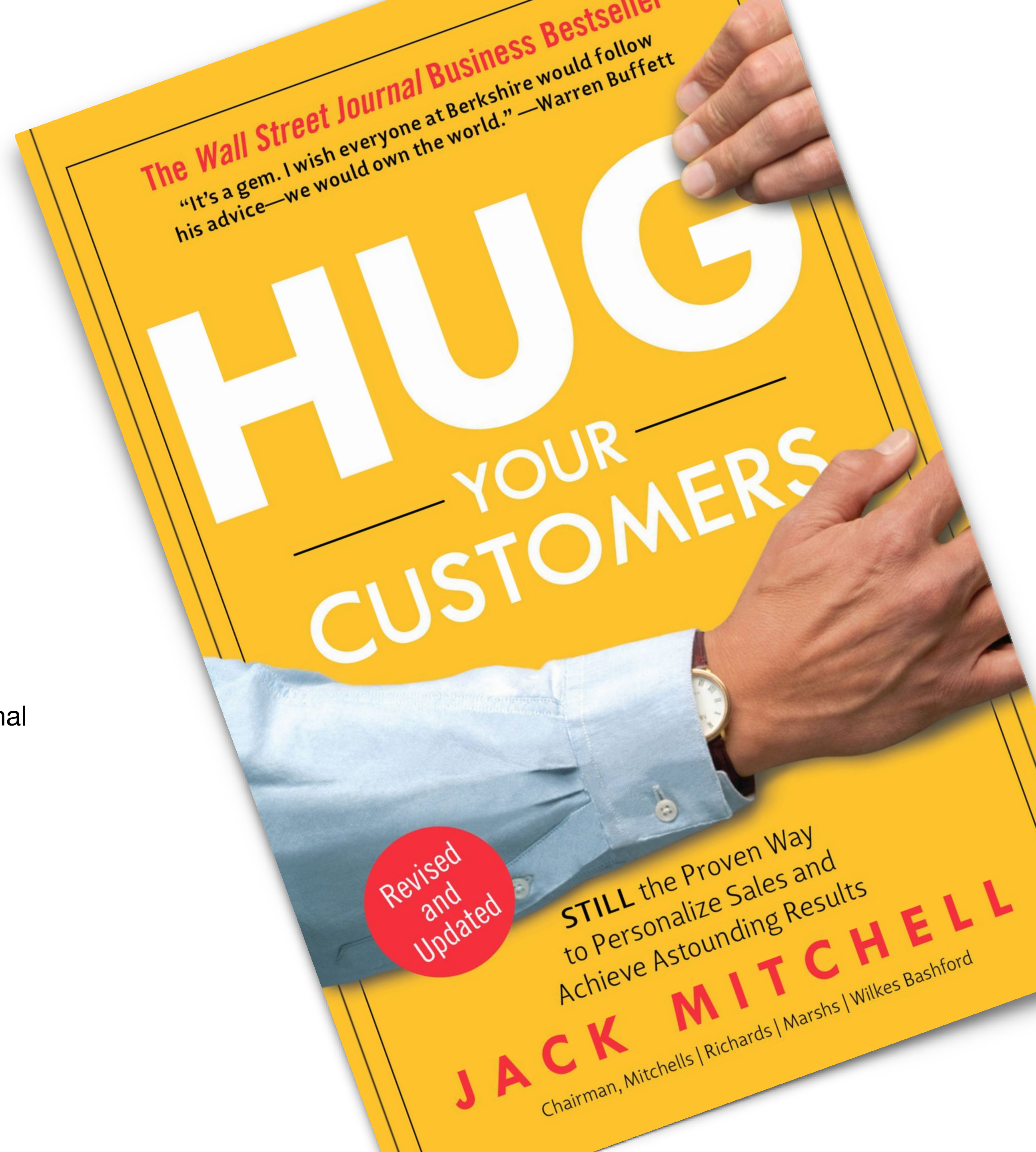
Hug Your Customers: The Proven Way to Personalize Sales and Achieve Astounding Results

Jack Mitchell

The only way to stay in business is to have customers; the only way to increase your profit is to attract more customer visits by providing exceptional customer service.

Filled with accessible advice, personal case studies and tips any businessperson can use, Hug Your Customers is an energizing blueprint for customer and employee retention, increased per capita spending, and groundbreaking success.

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3. IF YOU OWN A BUSINESS, YOU'RE A SALESPERSON.

WHY?

Customers need to FIND/WANT/NEED you. To do that, you have to be promoting/selling/networking/connecting/speaking/presenting your products/services ALL THE TIME. That's sales. Of course, you can hire someone who is commission-based for your sales activities, but let's be honest — you're going to have to sell too.

TAKE ACTION:

1. **Sales isn't that awful.** Most people think of sales as an insurance guy making 100-200 phone calls a day. That isn't what I want you to do — I want you to think in terms of **ATTRACTION** and **TARGETING**:
2. **Attraction** — you need to 'attract' interested prospects **TO** you. This might be networking/connecting, using social media, speaking for groups, writing articles, podcasting/YouTube, etc.
 - **Get your message out there for as many qualified people you can touch.** You are an evangelist for your business and the people you're speaking to might be your next best customer.
3. **Targeting** — you need to target people who look just like your best customers. Learn how to speak about your business so that they will be interested (find their pain). Reach out to them and get them to experience your services.
 - **Again — this isn't a broad-based, informal mailing campaign to thousands of people.** It's a targeted, customized message to one key target at a time — where you present your business as a solution to their problems. Frequency - let's say 1-2 a week - where you send out a letter (via FedEx), a phone call, a lunch, etc. Targeted and customized for **THAT** person.

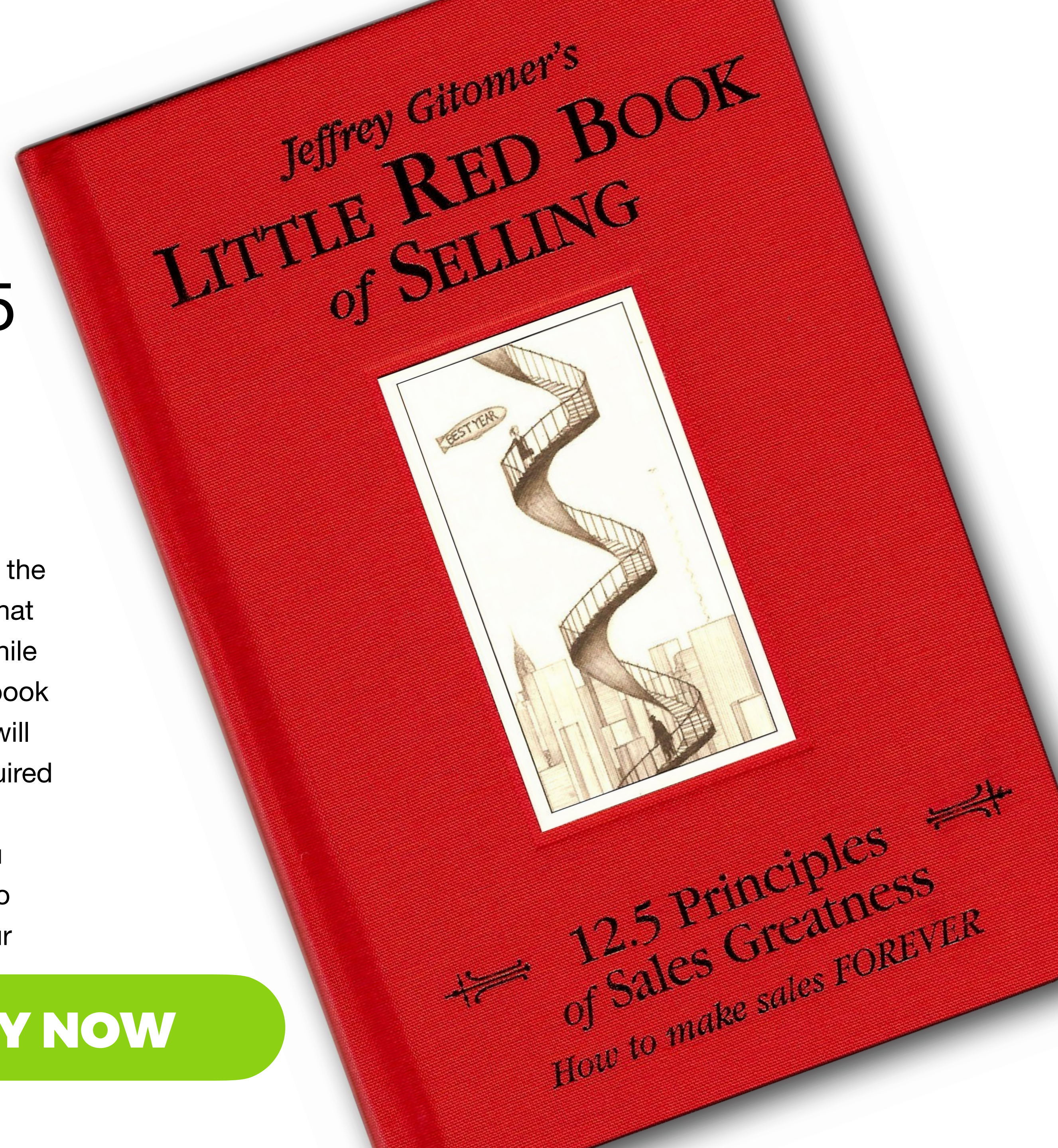
RICH RECOMMENDS

Little Red Book of Selling: 12.5 Principles of Sales Greatness

Jeffrey Gitomer

To say that Jeffrey Gitomer is prolific would be an understatement...he's worked his way into the upper echelon of sales gurus like Brian Tracy and the late, legendary Zig Ziglar. I've read the majority of his books and will say that this is the "If you're only going to buy one Jeffrey Gitomer book" book. While "The Sales Bible" may be seen by some as his "Greatest Hit," this is the book that pretty much lays out the foundation of his sales philosophy that you will find in every book that followed. If I were a sales manager, I'd make it required reading for every one of my salespeople. So what's in it, and why is it so good? First, he makes it clear that it's all about you and your attitude. You believe in yourself, your products, and your services, and you are driven to win...or you're not. If you're a "believer," then you can be of service to your customers.

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4. YOUR IMAGE IS EVERYTHING.

WHY?

I've seen it all and smell a badly-implemented business a mile away. If you're going to go into business, be a REAL business, not a hobbyist. Your brand has to look professional, consistent, and not haphazardly slapped together. Believe me, I've run into many who are just playing a game instead of running a real business.

TAKE ACTION:

1. **Logo & Branding** — have your image professionally done by someone who excels in business creative development. Don't have a relative or a friend do it — it will stink. ([99designs.com](https://www.99designs.com)). Make sure you stick to the colors, font, and layout provided by the professional — don't deviate one iota.
2. **Underpromise and Overdeliver** — everything you do, do it well — even when it comes to appointments (show up early, stay late), phone calls, etc. A sign of a real professional is someone who is prompt, remembers everything, and delivers on time with quality. Don't goof around (you know your weaknesses, fix them).
3. **Make it count** — when attending networking meetings, one-on-one coffees, or even webcam introductory meetings, BE PREPARED. There are so many people who just show up without any planning or forethought and look so unprofessional. Candidly, when I meet with people like this — it's wasting my time. Prepare — figure out what you need from that person or group OR what you can do for that person or group and present yourself professionally. Don't just wing it.
4. **It's how you comport yourself** — YOU are the PRODUCT. If I think you're an idiot, disorganized, unprofessional, a hobbyist, or a naive, unintentional business owner, I won't take you seriously and won't do business with you.

5. FIND OUT WHO ARE YOUR FEEDERS.

WHY?

Your business is a tree — and it needs water, sunlight, and CO² to grow strong into a giant sequoia. Feeders are essential to any business — they are the lifeblood that delivers the best customers to our business. I use the term feeders — you might call them raving fans who respect, appreciate, and can easily refer business to you.

TAKE ACTION:

1. **Your business is a natural compliment to feeders** — You HELP them do their job. For instance, a typical feeder for a plumber is an architect or electrician - they can recommend a plumber to the owner.
2. **Think of people where you can help them solve their business issues** — I have a client who is an insurance broker who has a number of attorneys and financial advisors who recommend their clients to use her to for life insurance needs. They are putting together a financial plan and insurance is a major part of that — so they both fit perfectly together for the client.
3. **Make friends with feeders** — and ensure you help them too. A lot of people build the connection with a feeder one-way — short-term, it's fine — long term — they're going to possibly feel slightly used by you. Make sure you thank them with gifts, calls, and most importantly, referrals, hot leads, and introductions.

6. HOW DO YOU RETAIN YOUR CUSTOMERS?

WHY?

Finding and closing customers is a laborious and costly process. Retention of that customer is so much easier and cheaper.

TAKE ACTION:

1. **Make sure they're happy.** Once you get them to buy/sign, your new job is to ensure they are fully satisfied with your product/service and hold onto them so they don't defect to competitor. Everyone has experienced 'buyer's remorse' when they've purchased a big item — ensure that your customer can make it over that hump.
2. **Try a guarantee** — I had a client who was a painter. Once his team finished the job, he presented the customer with a 2-year written guarantee on their work. Any chips, peeling, discoloration — they will be back there to fix it. How did he retain his client? The guarantee — and a phone call at 6 PM one year later asking if all is well with the job. He imprinted his quality and guaranteed with the customer with that one phone call.
3. **Teach your team.** Many businesses have the mindset of 'one-and-done' or 'get-'em-in, get-'em-out'. That's SO shortsighted — if you provide the best customer service coupled with quality products and services, you'll keep your customer forever.

RICH RECOMMENDS

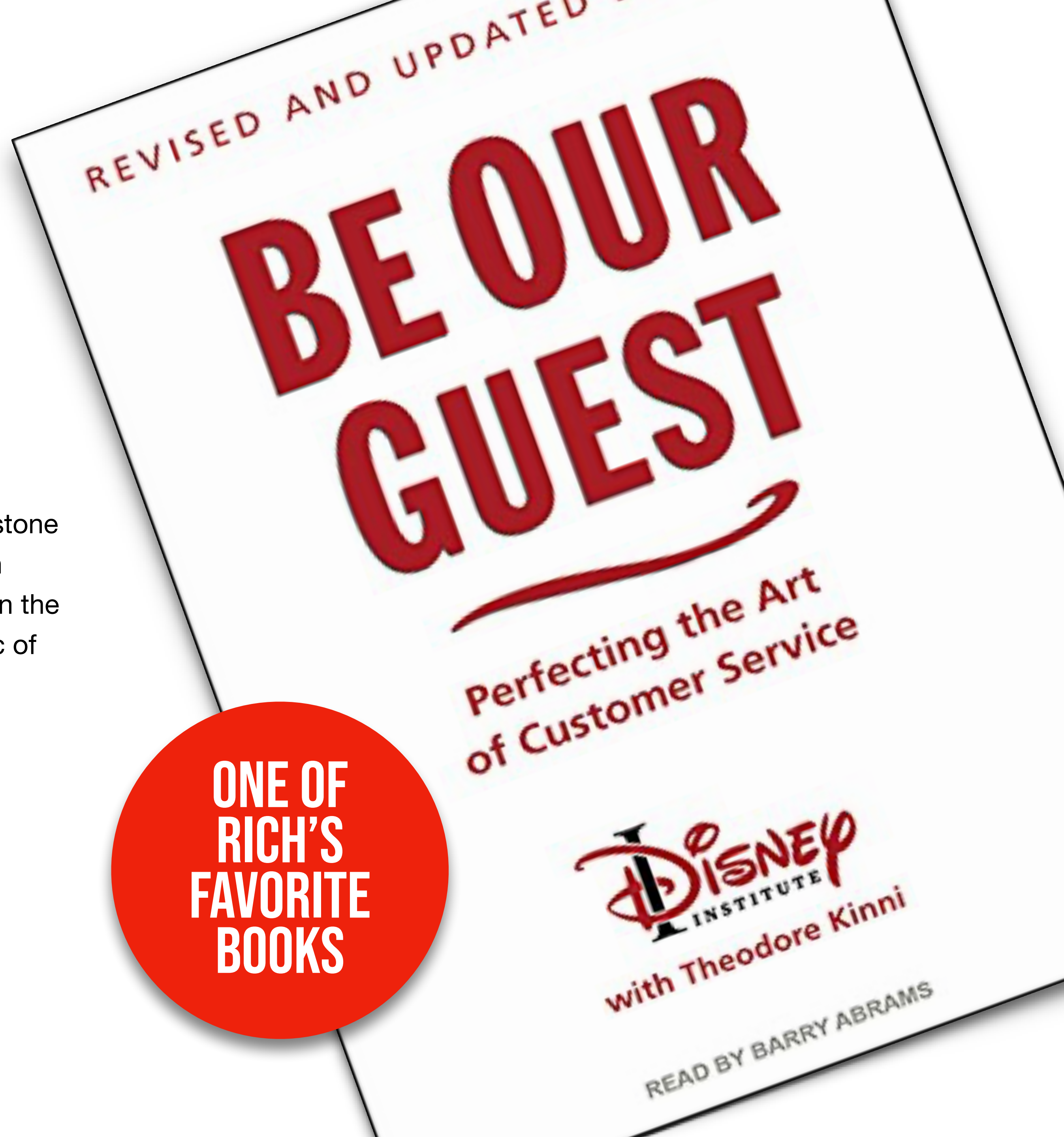
Be Our Guest - Perfecting the Art of Customer Service

Theodore Kinni and the Disney Institute

Exceeding expectations rather than simply satisfying them is the cornerstone of the Disney approach to customer service. Be Our Guest specializes in helping professionals see new possibilities through concepts not found in the typical workplace, revealing even more of the business behind the magic of quality service.

BUY NOW

**ONE OF
RICH'S
FAVORITE
BOOKS**



7. BUILD PRODUCTS TO EXTEND YOUR RELATIONSHIPS.

WHY?

Once you've built a good relationship with your customer, sell them more. Extension is a critical part of the sales process — you have a customer who likes/loves your business — they are ripe for you to sell them more.

TAKE ACTION:

1. **Remember the painter?** His guarantee worked really well to not only retain his customer, his 6 PM call put a little 'bug' in his customer head thinking about interior painting. A week or so later, he would receive a call to do more painting at that house. Why? They felt comfortable with the painter and his product.
2. **Develop a client purchase flow.** For each of your client personas (primary, secondary, etc.), develop a next-step process for them to purchase. Some examples:
 - If they purchase a workshop from you, tell them about the VIP group package you're offering.
 - If they hire you for financial planning, add in additional services/products to strengthen their portfolio.
 - If you cut their hair, offer up hair products like shampoo, hair gel, etc.

You don't have to do it immediately after the sale (the barber/stylist has to), build in wait times and mark them in your calendar. When the date comes, give them a call, send them a promotion, and engage them.

3. **Remember — they're your BEST customers.** They've already bought from you — they are ripe for the picking to buy again! You've developed the relationship, they trust you, they love your product/service — go for it.

8. BE PERSISTENT AND PATIENT.

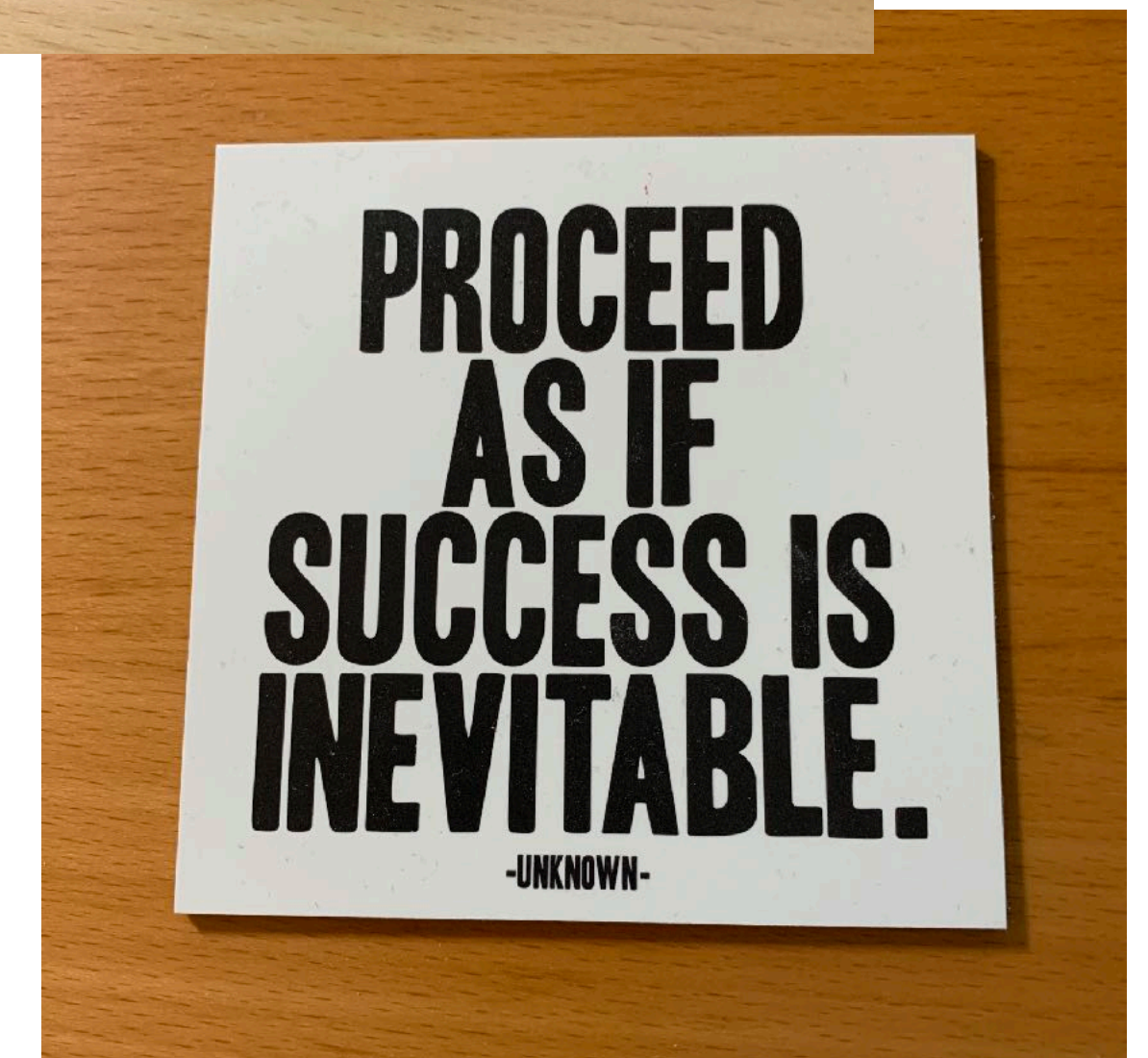
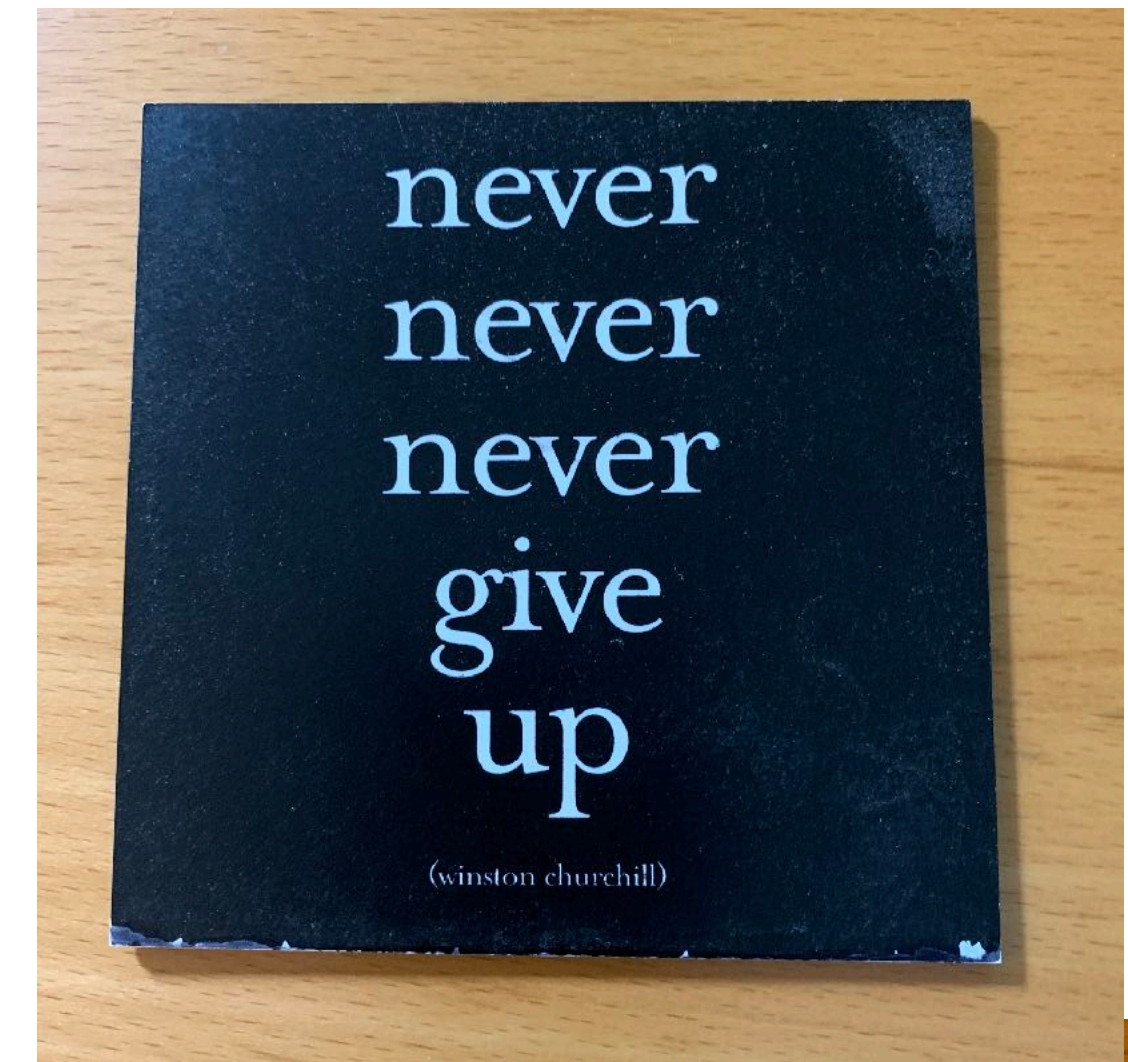
WHY?

I have two magnets that I can see every day on my desk. 

My oldest brother Bill sent them to me when I first started my coaching practice 15 years ago. He told me that I need to always look ahead and be persistent and patient — things would always work out if I worked hard and met lots of people. He was right.

TAKE ACTION:

1. **Bad things are going to happen.** You just have to prepare for it. There are peaks and valleys with your customers, income, staff, the economy, etc. and it's always going to happen. Be patient.
2. **Give new ideas, strategies, and directions in your business time to gel.** I've seen more small businesses try something and when something bad happens (customer feedback, staff frustration, low return), they throw the baby out with the bathwater. Sometimes you have to tweak it a bit to get a better result.
3. **Just when you're about to give up, don't.** It's like running a race up a hill — many people give up just as they're reaching the crest where they can let up a bit. My coach told me to accelerate at the top of the hill to discourage all the other runners into quitting. It worked. So when you're about to give up - accelerate, double-down, add more money, and increase the steam pressure.



RICH RECOMMENDS

The 10X Rule: The Only Difference Between Success and Failure

Grant Cardone

Extreme success, by definition, lies beyond the realm of normal action. If you want to achieve extreme success, you can't operate like everybody else and settle for mediocrity. You need to remove luck and chance from your business equation, and lock in massive success. The 10X Rule shows you how! Success is your duty, obligation and responsibility, and this audio book gives you step-by-step guidance on how to achieve phenomenal success for yourself!

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9. TAKE CHANCES AND BE FEARLESS.

WHY?

Be Bold In Life. That was my original tagline for my coaching practice. Look at any successful business and I promise you — they took a lot of chances and are fearless when making scary decisions.

There will be many times when you have to make a powerful decision that will cost you lots of time, money, and resources — these are the times in your business where you have to step up and ‘just do it’.

TAKE ACTION:

1. **Analyze your mental state.** Are you letting your emotions
2. **Make a list.** Draw a vertical line down the center of a piece of paper.
 - On the left side — Examples why you should do it and the results/repercussions.
 - On the right side — Examples why you shouldn't do it and the results/repercussions.

I promise you — you will see your irrational fears/concerns/worries bubble up immediately. I do it all the time and about halfway through, I laugh at myself for being such a worry-wart, and power through with my decision.

3. **Don't look in the rearview mirror** — once you've made your decision, stick with it. Our natural inclination is to immediately speak to colleagues, friends, staff, and customers looking for problems. The minute you hear a criticism, you shut it down. I'm not saying to quell any feedback, but to do it in a professional, measured manner — not a reactive, emotional manner.

RICH RECOMMENDS

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

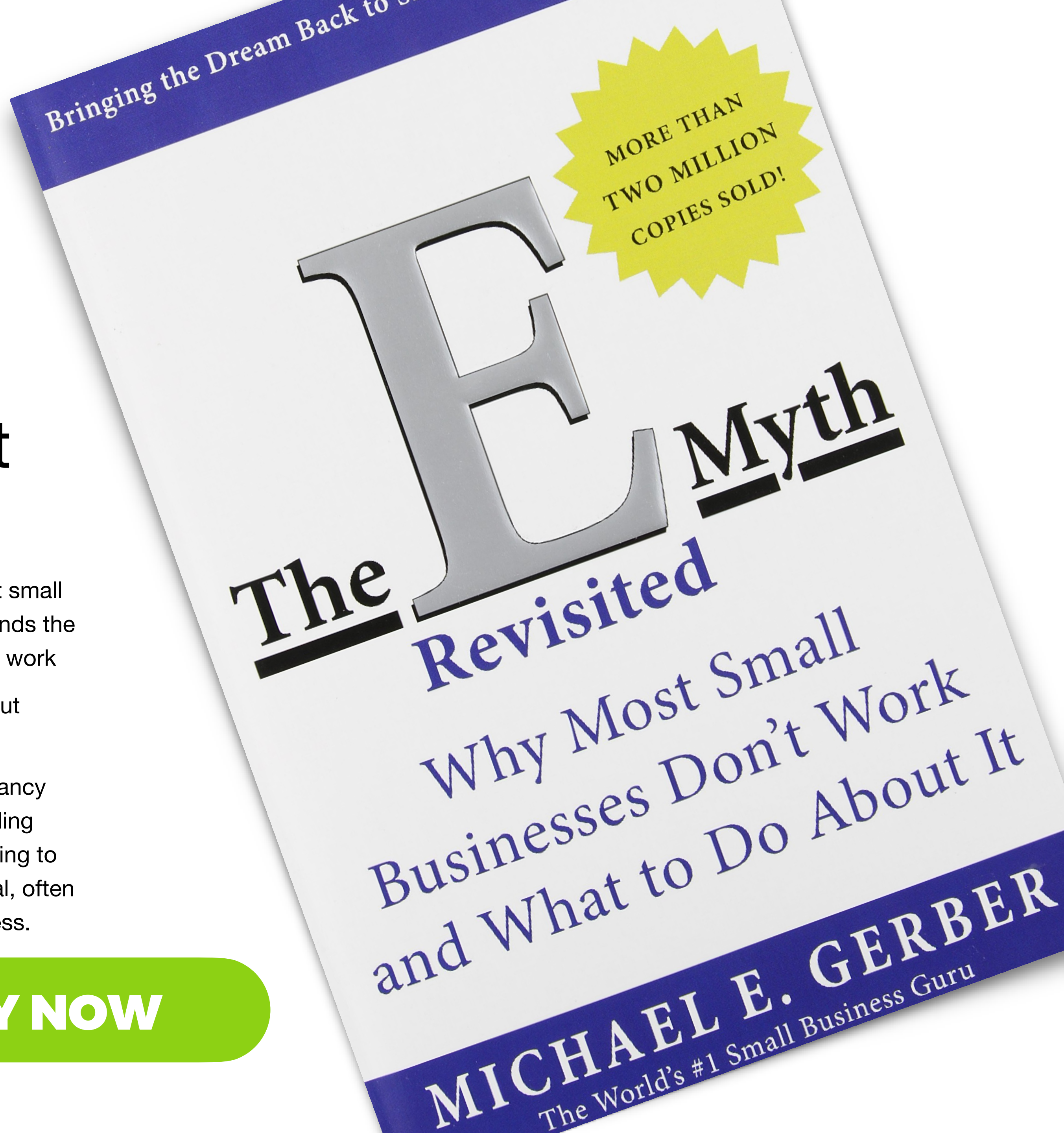
Michael Gerber

E-Myth \ 'e-, 'mith\ n 1: the entrepreneurial myth: the myth that most people who start small businesses are entrepreneurs 2: the fatal assumption that an individual who understands the technical work of a business can successfully run a business that does that technical work

This revised and updated edition of the phenomenal bestseller dispels the myths about starting your own business.

Gerber walks you through the steps in the life of a business—from entrepreneurial infancy through adolescent growing pains to the mature entrepreneurial perspective: the guiding light of all businesses that succeed—and shows how to apply the lessons of franchising to any business, whether or not it is a franchise. Most importantly, Gerber draws the vital, often overlooked distinction between working on your business and working in your business.

BUY NOW



10. DON'T LET BAD THINGS BRING YOU DOWN.

CALAMITY STRIKES.

You are going to hit some major potholes and detours in your business. I know — it sucks. Just when you think everything is going smoothly (customers, staff, revenue), life comes along and throws a major curve ball.

IT'S NOT YOU.

Our first thought is that we screwed up. We forgot to do something. We didn't plan correctly. We are an idiot.

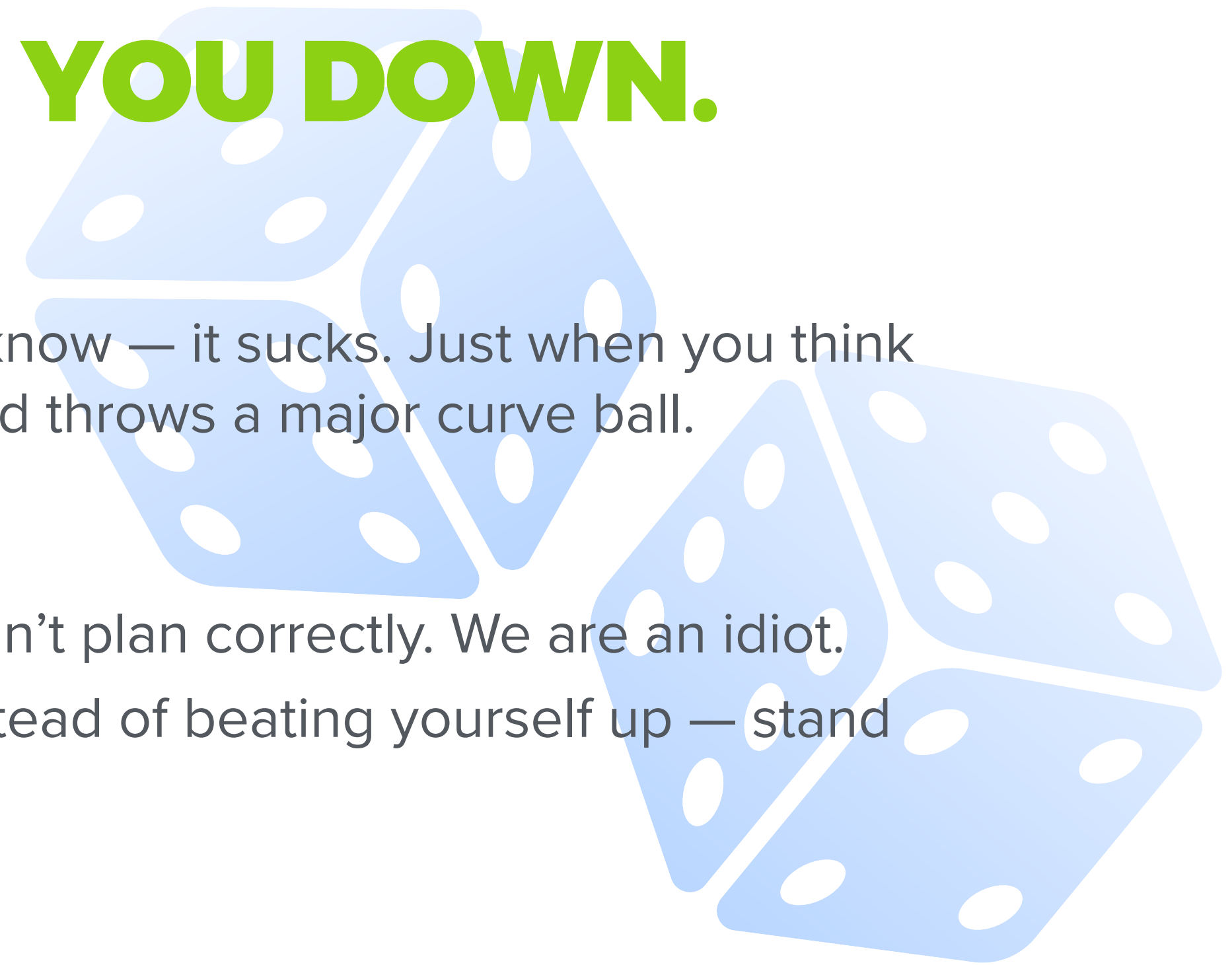
That's so far from the truth. 90% of the time, it's just the way the dice roll. Instead of beating yourself up — stand back and make the hard decisions and take action.

EVER PLAY MONOPOLY?

I love the red and orange corner properties to build up with hotels. Most of the time, the other players happily zip around the board and unfortunately land right on one of my hotels! WEEEEEEEE! But when times are tough, and the other players have their properties stacked with houses and hotels, it seems like no one is landing on my properties. It's like the dice are all against you with every roll.

THE WORLD IS LIKE THAT.

Get used to it. The universe is fickle that way — and the smart businesses stop navel-gazing and start picking up the pieces immediately and chart a different course. No recriminations, no finger-pointing, just ACTION.





INTERESTED IN GROWING YOUR BUSINESS EXPONENTIALLY?

Let's figure out
what's stopping you from greatness.

Create certainty with your branding and ideal customer messaging. Make sure it resonates with your BEST customers.

Learn how to create a flow of programs and products to maximize your revenue potential.

[**LEARN MORE**](#)

The background of the entire page is a blue-tinted photograph of two men in business suits sitting at a small table. They are both looking down at a tablet computer that is open on the table. The man on the left is pointing at the screen, and the man on the right is looking on. The setting appears to be a modern office or meeting space with large windows in the background.

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HIGH-PERFORMANCE COACHING

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QUICK CONVERSATION
WITH RICH. (it's free!)

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Be Cool. Thanks! — Rich - www.RichGee.com