

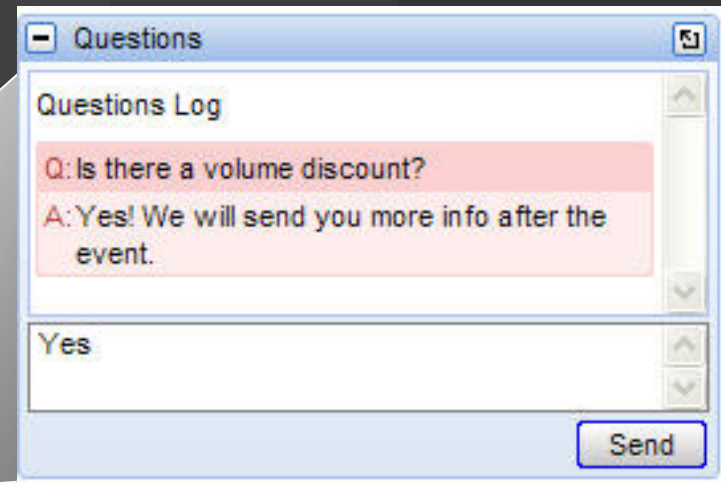
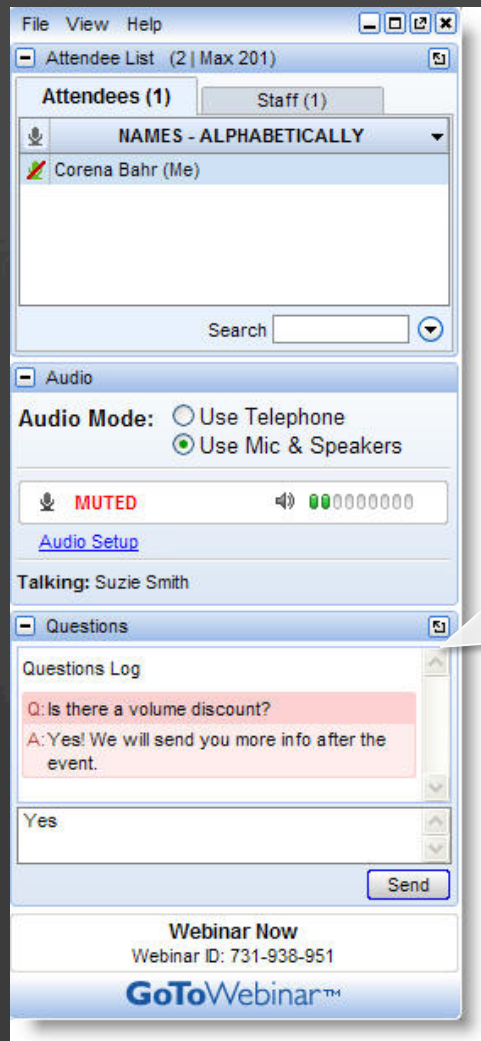


GROWING YOUR SMALL BUSINESS THIS YEAR.

February 2013



The presentation will begin at two minutes past the top of the hour!



Ask Questions!

TODAY'S SPEAKERS.



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GROWING YOUR SMALL BUSINESS THIS YEAR.



GOALS.
PLANS.
CHALLENGES.
TIMELINE.

**SHOULD I
GROW MY BUSINESS?**



**PERSONAL
GOAL
SETTING.**

**WHAT IS
A BUSINESS
GOAL?**

A business goal is a clearly defined business result that is:

1. Specific
2. Measurable
3. Achievable
4. Realistic
5. Trackable

KEY QUESTIONS TO ESTABLISH GOALS.

- What is your top priority this year?
- How much revenue did you hit in 2011?
- What's your revenue goal for 2012?
- How many customers do you have today?
- How many new ones do you need this year?
- Are you expanding the products or services you offer?
- How many leads do you need to hit your revenue goal?

GOAL SETTING STATEMENT.

- The goal of our company is to generate \$_____ monthly revenue by _____(month/year).
- The goal of the company is to grow _____% in the next _____ months by acquiring _____more customers who generate _____ revenue for the year.
- Non monetary goals also include _____, _____ & _____ (improve service levels, lead generation, delivery)

“

3 years ago
our company spent
roughly \$200,000 in
advertising to achieve
about \$4,000,000
in sales.

This year, we will
spend about \$18,000
in order to achieve
roughly \$5,000,000
in sales.



MARCUS' GOALS.

- The goal of our company is to **install 70 pools by dec 2009.**
- The goal of the company is to **grow 25% in the next 5 months by acquiring 15 more customers.**
- Non-monetary goal is to **move from 40 to 45% closing percentage for the meetings that are set.**



Alternative ^{and complementary} Medicine Connection™

Sharing experiences to benefit others

Welcome to Alternative Medicine Connection.com, a place to share your experiences with alternative medicine and browse others' experiences to help guide you to the most effective remedy, modality or practitioner for your specific need.

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Written by Dan Tyre. Dan is an executive at...
- **Vitamin D for Cancer Prevention**
This article was written by Dr. Jonathan Psenka, a...

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Read about other people's experiences with alternative medicine.

Find

Use our practitioners directory to find someone to help you.

Share

Share your experiences to help guide others.

Ask

View other's questions and answers or ask a question of your own.

ALTERNATIVE MEDICINE CONNECTION'S GOALS.

- The goal of AlternativeMedicineConnection.com is to **generate \$10,000 monthly revenue by dec 2012**
- This goal requires us to **grow 33% in the next 6 months by acquiring 10 more customers/sponsors who generate \$2,500 revenue per year (or 1/month)**
- Additional goals include **moving out of our living room and into an office, improving our service delivery & establishing a relationship with asu.**

GROWING YOUR SMALL BUSINESS THIS YEAR.



GOALS.
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WHAT'S YOUR ROADMAP?

HOW, WHAT, WHERE, WHY & WHO?

KEY QUESTIONS TO ESTABLISH A PLAN.

- What specific marketing activities did you undertake to generate new business last year?
- What worked and what didn't?
- What do you plan to change to generate more revenue this year?
- Are you open to thinking differently this year about how you market your business that will result in new business?

PLAN STATEMENT EXAMPLE.

In order to achieve our revenue & customer goals,
we need to do the following:

- a) _____,
- b) _____ &
- c) _____.

PLAN STATEMENT EXAMPLE.

In order to achieve our revenue & customer goals,
we need to do the following:

An orange speech bubble with a white border and a tail pointing towards the bottom right.

“Anything I
can do to get
the phone
ringing.”

AMC PLAN STATEMENT.

In order to achieve our revenue & customer goals, we need to **improve the results we get from our sales & marketing programs, sell higher priced products, & retain 90% of our current customers.**

Our plan includes **improving best practices for new customer acquisition, paying more attention to our blog to generate leads, and following up more quickly on customer inquiries.**

We will also **participate in three network events that are free for attendees.**

GROWING YOUR SMALL BUSINESS THIS YEAR.



GOALS.
PLANS.
CHALLENGES.
TIMELINE.

WHAT CHALLENGES ARE HOLDING YOU BACK?

- Given the plans we have in place to achieve our goals, these are the things that are standing in our way:

_____, _____ & _____.

- This is different than previous efforts because _____ and _____.

- Our one biggest challenge is _____.

CHALLENGES STATEMENT EXAMPLE.

- Challenges holding us back: **meeting payroll; the recession is making it harder to keep cash in the bank.**
- This is different than previous efforts **because of the state of the economy.**
- Our one biggest challenge is that **we don't have a clear process for getting new appointments— & that is the most important part of our sales process.**

AMC CHALLENGES EXAMPLE.

- Our current challenges center around **generating high quality leads that reduces our sales cycle.**
- This is different than 2011 because the **change in the market and a new competitor and limited funding.**
- Our biggest challenge has been **understanding how to start these new initiatives.**

GROWING YOUR SMALL BUSINESS THIS YEAR.



GOALS.
PLANS.
CHALLENGES.
TIMELINE.

KEY QUESTIONS TO ESTABLISH TIMELINE.

- What is the deadline to hit this goal to be considered successful?
- At what point can you tell that you can't make it?
- Is there seasonality in your business?

KEY QUESTIONS TO ESTABLISH TIMELINE.

- NOW!
- I need to make payroll at the end of the quarter.

AMC TIMELINE EXAMPLE.

- Our timeline is **immediate, start in June 2012, implemented by December 2012, so that we can meet our goals.**
- We will update every month, **but we are at risk if we don't have 6 new customers by the middle of August 2012.**
- There is limited seasonality in the business, **the last two weeks of December tend to be lower volume**

COMPLETING YOUR BUSINESS GRADER.



How to use this sheet: Structure your own Goals, Plan, Challenges, and Timeline using the methodology discussed in the HubSpot Goal- Setting Webinar.

Next, proceed to the "Business Evaluation" tab to assess your current efforts and consider future improvements.

Your GPCT

Goal:

Write your GOAL here
Use the examples to the right as guidance

Plan:

Write your PLAN here
Use the examples to the right as guidance

Suggested Structures

The goal of our company is to generate \$____ monthly revenue by ____ (month/year)

The goal of the company is to grow ____% in the next ____ months by acquiring ____ more customers who generate ____ revenue for the year.

Non monetary goals also include ____, ____ & ____ (funding, lead generation, lay people off)

In order to achieve our goal, we need to do ____, ____ & ____.

Given the plans we have in place to achieve our goals, these are the things that are standing in our way ____, ____ & ____.

Example Statements

The goal of AlternativeMedicineConnection.com is to generate \$10,000 monthly revenue by Dec 2012

This goal requires us to grow 33% in the next 8 months by acquiring 10 more customers/sponsors who generate \$2,500 revenue per year (1 per month)

Additional Goals also include moving out of our living room, raising \$5,000 in angel funding & establishing a relationship with ASU.

In order to achieve these goals we need to improve the results we get from our sales & marketing program, sell higher priced products and retain 90% of our current clients

Our plan includes improving best practices for new customer acquisition, pay more attention to our blog and following up more quickly on customer inquiries

Our current challenges center around generating high quality leads that reduces our sales cycle. This is different than 2011 because the change in the market

NEXT STEPS.

- Complete your Goals, Plans, Challenges, Timeline
- Business Grader returned to businessgrader@hubspot.com
- Attend Leveraging Inbound Marketing to grow your Business tomorrow at 1:00 PM EST
- Finish Strong in 2012