

The Accelerating Business Results System

**MY 12 STEP STRATEGY FOR CREATING
BUSINESS SUSTAINABILITY AND GROWTH
GOING FORWARD!**



MATTHEW BULAT



INTRODUCTION

The Accelerating Business Results System (ABRS) is a step-by-step plan that takes your business to the next level. It's designed for all levels of entrepreneurs who are looking to grow their business and reach new heights. Whether you're just starting out or have been in business for years, ABRS will help you get where you want to go!

- Main Goals
- SWOT
- Online Presence
- Business Model
- Ideal Customer Avatar
- Existing Customer Segments
- Customer Keywords
- Marketing Plan
- Customer Channels
- Customer Journey
- Copywriting
- Content Implementation

MAIN GOALS

As a business owner, it is important to set clear and achievable goals. Achieving your main business goals will help you improve your company's performance and provide more value for your customers.

Examples:

1. Increase customer retention
2. Create a new product or service
3. Improve marketing efforts
4. Expand to other locations (e.g., opening up another store)
5. Reduce costs (e.g., by outsourcing tasks like accounting, IT, etc.)
6. Hire more employees for open positions in the company

SWOT ANALYSIS

A SWOT analysis is a common business tool to help identify strengths and weaknesses of a company. It's also used as an organizational self-assessment and provides the foundation for strategic planning.

1. Strengths
2. Weaknesses
3. Opportunities
4. Threats
5. Recommendations for further action based on SWOT analysis of the company's current status and future goals

ONLINE PRESENCE

As the internet becomes more and more prominent in our lives, it is important to have a strong online presence. Millions of people now use the internet to find products and services, so it is important that your company has an attractive website that will help you reach new customers.

1. Google is the most popular search engine in the world
2. You can use Google's Analytics to see how people are finding your website
3. Facebook, LinkedIn and YouTube are all social networks that you should be using
4. Google My Business is free to setup

BUSINESS MODEL

The Business Model Canvas is a strategic management and planning tool that assists organizations in visualizing, clarifying, and communicating their business model. The canvas provides a structure to identify key components of the business such as: market segments served; value proposition; key resources; channels for customer acquisition and retention.

The canvas can be used by an individual or team to create a plan for new ventures/projects, refine existing offerings, or determine what product features need more attention.

1. What is a Business Model Canvas
2. Why use the Business Model Canvas
3. How to use the Business Model Canvas
4. The components of the business model canvas
5. Example of using a business model canvas for an online store
6. Other ways to use this tool in your life and work

www.transformstar.com/ABRS



CUSTOMER AVATAR

A customer avatar is a representation of your ideal customer. This representation can be in the form of an individual, demographic type, or even a job title. The key to determining who your customer avatars are begins with understanding what you want them to do and why they would need to do it. Knowing who your customers are will help you better target their needs so that they feel like they're being heard.

1. What is a customer avatar
2. How to create a customer avatar
3. Why use a customer avatar
4. Benefits of using a customer avatar
5. Examples of how to use your customer avatar in marketing and advertising campaigns
6. Common mistakes when creating or implementing an avatar



CUSTOMER SEGMENT

06

Existing customer segments are the groups of people who have already purchased your product or service. The more you know about these customers and what they want, the better. These individuals will be valuable to you in creating new products and services for them. They can also be helpful in informing potential customers on why they should buy from you.

1. Find out what they are looking for
2. Identify the needs that you can fill
3. Research competitors to see what they have to offer
4. Determine how much you should charge them
5. Develop a marketing plan with your target customer in mind
6. Offer something special for first-time customers, such as free shipping or a discount code



CUSTOMER KEYWORDS

07

The customer keywords are the words that customers type into search engines to find your business. Understanding what these keywords are will help you create content for SEO and better serve your customers.

1. When a customer uses their keywords to search for something, they are seeking more information or want to know what the company offers
2. This is an opportunity for businesses to show off their products and services
3. Be careful not to use too many of your own keywords because it can come across as spammy and unprofessional
4. Use these words in your headlines and titles so that you're showing up when customers are searching for them
5. Using customer keywords will help increase conversion rates



MARKETING PLAN

08

A marketing plan is a document that outlines the goals, strategies, and tactics for promoting products or services. A successful marketing plan will establish long-term goals to guide day-to-day decision making. It should include both short-term and long-term objectives with an established timeline of milestones. Marketing Plans can be used in all types of businesses from small start ups to large corporations because every company needs to have a strategy for how they are going to attract customers in order to make money. Marketing plans are not set in stone; they need to be constantly reviewed when new information becomes available or when there is a change in business conditions/environment (e.g.: economic crisis).

1. Marketing Plans are used to help companies and other organizations develop strategies for marketing their products
2. The plan should include information about the company's target market, competitors, and pricing strategy
3. It is important that all marketing plans have a budget so that there will be an idea of how much money needs to be spent on advertising
4. Marketing plans can also include details about what type of media or promotional efforts will be used in order to reach the targeted audience



CUSTOMER CHANNELS

Customer channels are the different ways you can interact with customers. There are many channels, including social media, email, telephone, website chat and in-person interactions. The type of channel you use depends on your customer's needs and preferences. You should also consider how much time it takes to respond to a request or complaint via that particular channel.

1. Customer channel is a way for customers to communicate with the company
2. Different channels include social media, email, and phone
3. All of these channels have different advantages and disadvantages
4. The customer can use any one or all of these channels to get in touch with your company about their issue
5. Channels are also used by companies to find out what customers want from them



CUSTOMER JOURNEY

10

For any business, customer journey mapping is an essential tool for understanding what customers want and need. By creating a map of the customer's experience with your company - from first contact to final purchase - you can identify opportunities for improvement in both the way you work internally and how you communicate externally. With this knowledge, companies can better serve their clients' needs and exceed expectations.

1. The customer journey is a helpful framework for understanding how customers interact with your company
2. There are six steps in the customer journey - awareness, interest, evaluation, purchase decision, post-purchase behaviour and referral
3. These steps can be used to create marketing campaigns that target specific audiences at different stages of their buying process

COPYWRITING

Copywriting is the art of persuasive writing. When you are developing copy for your website, blog, or other marketing materials it's important to understand how to use words effectively in order to get people excited about what you have to offer.

1. Copywriting is a form of marketing
2. It uses persuasive language to encourage people to take an action, such as buying a product or service
3. Copywriters use words that are engaging and interesting in order to persuade their audience
4. They have the power to create positive brand impressions for companies by persuading potential customers with creative copywriting techniques
5. The most common types of copywriting are advertising, direct mail, email marketing, and website content writing

IMPLEMENTATION

Content Implementation is the process of putting content into action and achieving desired business outcomes. Content can be implemented by using a variety of tools and tactics, including: public relations, marketing, social media and customer service to create an effective strategy that drives traffic to your website or blog where you can capture leads. Implementing content on a regular basis will help build brand awareness and generate more revenue for your company.

1. Content Implementation is a strategy for designing and delivering services to customers
2. It can be used in customer relationship management, content marketing, or service design
3. The goal of this strategy is to create personalized interactions with customers based on their needs
4. When done correctly, the result should be increased satisfaction and loyalty among customers while also reducing costs by getting rid of waste

CONCLUSION

The Accelerating Business Results System offers a step-by-step approach to taking your business from where it is now to the next level of growth. Whether you're looking for ways to expand into new markets, optimize current customers or create more sales opportunities with existing customers, this system will help you get there faster than ever before! If you feel like your online presence is lacking some key components and could use an update - our experts can review what's currently working on your website and identify areas that need improvement. Contact us today if any of these ideas sound interesting or would be helpful in growing your company!

**YES! I'm Ready For
Managed Business Growth**

www.transformstar.com/ABRS

<https://www.matthewb.id.au/contact/>
<https://m.me/UseTechnologyEfficiently>
<https://calendly.com/matthew-bulat/15min>