

THE GROW

YOUR BUSINESS TOOL KIT



WE GROW BUSINESSES, PERIOD.



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Pillars of Optimization Cheat Sheet

Dear Incredible One,

Let me start by celebrating the Incredible in you. Kudos!

You may think that deciding to invest a small amount in a resource to help you grow your business is a no brainer, but I assure you that it is not.

When I first started my business, I didn't have access to a resource like I've created for you. ***As a result, I worked way too hard for way too little and way too long before I saw any amount of real success.*** And because I couldn't find a tool to help me, I created this so that you don't have to experience what I did as you endeavor to build your business.

The truth is, Incredible One, I want MORE for you. By investing in the Grow Your Business Tool Kit, you've shown that you're ready to access more.

More **FREEDOM**.

More **INCOME**.

More **JOY** in the business building process.

More of only that which you **LOVE**.

More **CLIENTS**.

More **CONNECTION**.

More **CASH FLOW**.

So, I hope that you find more value than you invested in this tool kit. And I hope that by accessing it, that it becomes the start of us enjoying a long and fruitful relationship with you and your business.

Be Incredible,

Darmyell



HOW TO USE THIS TOOL KIT SUPPLEMENT

On the following pages, you'll find a cheat sheet for each of the five Pillars of Business Optimization™ featured in the Grow Your Business Tool Kit. These pillars work together to position you to grow your business with the right amount of effort and consistency throughout the process. And the best part, as you build systems around each pillar, you'll work smarter, not harder; work less and make more. It's truly about building a business that serves you.

These cheat sheets are only the beginning. You'll want to review them as you watch each of the videos in this tool kit. With the videos and the checklists, you have a great start toward moving the needle in your business.

If you want to deepen the impact of this tool kit and continue your learning with me and my team, consider enrolling in our Grow Your Biz Academy – powered by *Incredible Factor University*. Grow Your Biz Academy houses access to our best digital business growth courses to help you grow your business, period. Each course was created to help you master an area of the business-building process. By enrolling in and leveraging this academy and its interactive classes, you will start making (more) money in your business!

And, if, at any time, you'd like to talk with my business advisors about our other programs, products and services, simply visit <http://www.coachwithdarnyelle.com> and you can apply for a discovery session with my team.



BRAND MESSAGING – How to ensure that you get known in the marketplace. To grow in this pillar, you'll need a message that positions you to rise above the noise.

- Your Incredible Factor Formula
 - Your Hot Undeniable Gift (HUG)
 - Your Signature Business Move (SBM)
 - Your Unique Value Proposition (UVP)
- Must-Have Marketing Messages
 - Power Statement
 - Industry Leader/Unique Value Proposition (UVP) Statement
 - Tagline
 - Product Benefit Statement (one per product or service)
 - 30-Second Commercial
 - Hot Undeniable Gift (HUG) Statement
 - Signature Business Move (SBM) Statement
 - Call to Action Statement
 - Movement Mission Statement
 - Social Media Marketing Statement
 - Business Clarity Blueprint
 - Ideal Client Statement
 - Core Problem Statement
- Brand Messaging Cheat Sheet (the document you will use for brand cohesion)
 - Who You Are
 - What You Do
- Key Message/Power Statement
 - Who You Serve
 - Results You Get
 - What You Offer
 - Key Questions to Answer
- Key Messages Document
 - Situation
 - Problem
 - Impact
 - Needs Pay Off
- SPICE Problem Formula
 - Specific and Substantive
 - Persistent and Pervasive
 - Immediate and Insurmountable
 - Clear and Conscious
 - Expensive and Expansive
- SPICE Outcome Motivators
 - Make
 - Save
 - Invest
 - Reduce
 - Protect
 - Improve

6 Categories of SPICE

- Identity and Purpose
- Health and Wellness
- Love and Relationships
- Wealth and Money
- Time and Life Balance
- Sex and Fulfillment

SPICE Outcome

- Specific
- Positive
- Intentional
- Clear

Experiential and Evident

Your Core Story – why your business, why now

- Robert Frost Moment
- Sam Cooke Moment
- Harriet Tubman Moment

Your Marketing and Sales Stories

- Opening Story
- Core Story
- Offer Story
- Value Proposition Story
- Expert Story
- Landing Story
- Closing Story

**Once this is all developed, become a broken record.
Sharing these messages ONLY, and consistently.**



MARKETING – How to get found by your most ideal clients easily and effortlessly because you have effective systems around your marketing and are able to work smarter and not harder as you grow your business.

- Primary Market Research
- Secondary Market Research
- Audience(s) of One
- Lead Generation Tools (minimum of 3)
- Marketing Opt In Tools (one per program/offer)
- Marketing Sequencing per program/offer
 - Nurture Sequence
 - Click No Action Sequence
 - Follow Up
- Email Marketing Campaigns and Sequences
 - New Opt-In
 - Client Entry
 - Follow Up
 - New Purchase
 - After Purchase
 - Previous Client
- Customer Relationship Management Software
- 7 Viable and Working Marketing Streams
- Social Media Management Plan
- Websites and Website Management Plan
- Marketing Calendar
- Tool to Measure Marketing Campaign Effectiveness
- Product Launch Calendar
- Product Launch Checklist
- Content Creation/Calendar
- Marketing Partners
- Copy Writer
- Advertising Budget
- Advertising Campaigns
- Marketing KPIs
- Marketing Map
- Marketing Materials
 - Website
 - Business Card
 - Social Media Images
 - Rack Card
 - Client Success Story Graphics
 - Case Studies
 - Direct Mail Post Card
 - Landing Page(s)
 - Media Kit
 - Speaker Outline
 - Speaker Kit
 - Speaker Video
 - Impact Video
 - Interview-Style Video

SALES – How to make sure that you get paid in your business is through a full understanding of the sales process. From product creation to follow-up campaigns and everything in between; nothing happens until somebody sells something.

- Business Model Review (think deep, not wide)
- Product Development
 - Foundational Offer
 - Next Level Offer (for accountability and implementation support)
 - Leveraged Offering
 - Signature Business Move Book
- Problem Progression Plan
- Compelling Free Offers (one for every program/problem)
- Pricing Strategy and Plan
- Sales Process Flow Chart
- Sales Activity Plan
 - Daily Sales Goal
 - Weekly Sales Goal
 - Monthly Sales Goal
 - Quarterly Sales Goal
- Sales Qualification Process
- Sales KPI Tracking/Development System
- Sales Management System
- Reporting Tools and Protocols
- Sales Scripts
- Overcome Objections Cheat Sheet
- Sales Skills Development
- Master Sales Conversations
- Hold Sales Conversations
- Follow up with Leads/Prospects
- Hire, Train, Incentivize Sales Team
- Sales Team Compensation Model
- Pipeline Management Tool
- Client Entry Campaign
- After Purchase Campaign
- Speaker Entry Campaign
- Proposal Template
- Engagement Letter Template
- Program Offering Catalog (complete with who it's for, problem it solves, and a success story/case study)

OPERATIONS - How to make sure that you build your business systematically so that you can make your success predictable and streamline the processes needed to grow.

- Developing your Standard Operating Procedures Manual
- Operational Management System
- Financial Management System
- Legal Management System
- Marketing Management System
- Sales Management System
- Client Management/ Customer Experience System
- Talent Management System
- Quarterly SWOT Analysis
- Annual Strategic Planning Day with Full Team

TALENT - How to craft a team-building strategy that will not only attract the right team members, but will retain them, so that they consistently leverage their gifts and talents on behalf of your brand and boost your bottom line.

- Leadership Plan
- Job Descriptions
- Employee Manual
- Core Values Statement
- Confidentiality Agreement
- Work for Hire Agreement
- Employment Agreement
- Equipment Agreement
- Compensation Plan
- Operations Team
- Talent Team
- Sales Team
- Culture
 - Development
 - Alignment
- Performance Appraisal Process Plan
- Assessments
 - Kolbe
 - StrengthFinder 2.0

So, what did you think, Incredible One? I do hope that you've enjoyed the Grow Your Business Tool Kit and this accompanying cheat sheet, and that you received extreme value out of each mini lesson. You may be asking yourself "where do I go from here?" This answer is simple. At Incredible Factor University, we offer several options for entrepreneurs and small business owners to help them grow. I highly recommend that you [have a conversation with one of our business advisors](#) to see what else we offer and what would be right for you to take your business to the next level.

SPEAK WITH A BUSINESS ADVISOR

I do mean it when I say that people make more money when they come into my space. Here are a couple success stories:



I grew my business to \$1 MILLION - *"After attending Darnyelle's Strategic Biz Retreat I changed the trajectory of my business. For two full days, I was able to work with Darnyelle to create a focused, customized plan to grow my business. As a result of implementing the plan we created, I grew my business to seven figures! And, I was just awarded the Enterprising Women of the Year Award as a \$1M business! She helped me find and focus on the holes and plug them with sustainable strategies and systems."* - **Dr. Madeline Ann Lewis**



I've got a THRIVING ½ million-dollar business thanks to Darnyelle. - *"Since hiring Darnyelle, I've stepped into my place as a high-end designer, charging five and six figures for my design work and no shortage of clients. I've more than doubled my business and I am just getting started. Now I have a team supporting me! I'm not a solopreneur anymore! But the change in me is much more than the money I've earned. I'm confident, I'm clear and I'm building a team to support my business - none of which would have happened had it not been for Darnyelle coming into my life."* - **Kim Kendall**

We can't wait to add your success story to our growing list,

A handwritten signature in purple ink that reads "Darnyelle".