



EntrepreneurFocus  
Workshop & Project

GOALS,  
RESEARCH,  
TARGET,  
POSITION.

# STAGE 3.

Having a targeted clear strategy always produces better results than ad hoc or untargeted efforts when assigned to specific measurable goals.

## GOALS

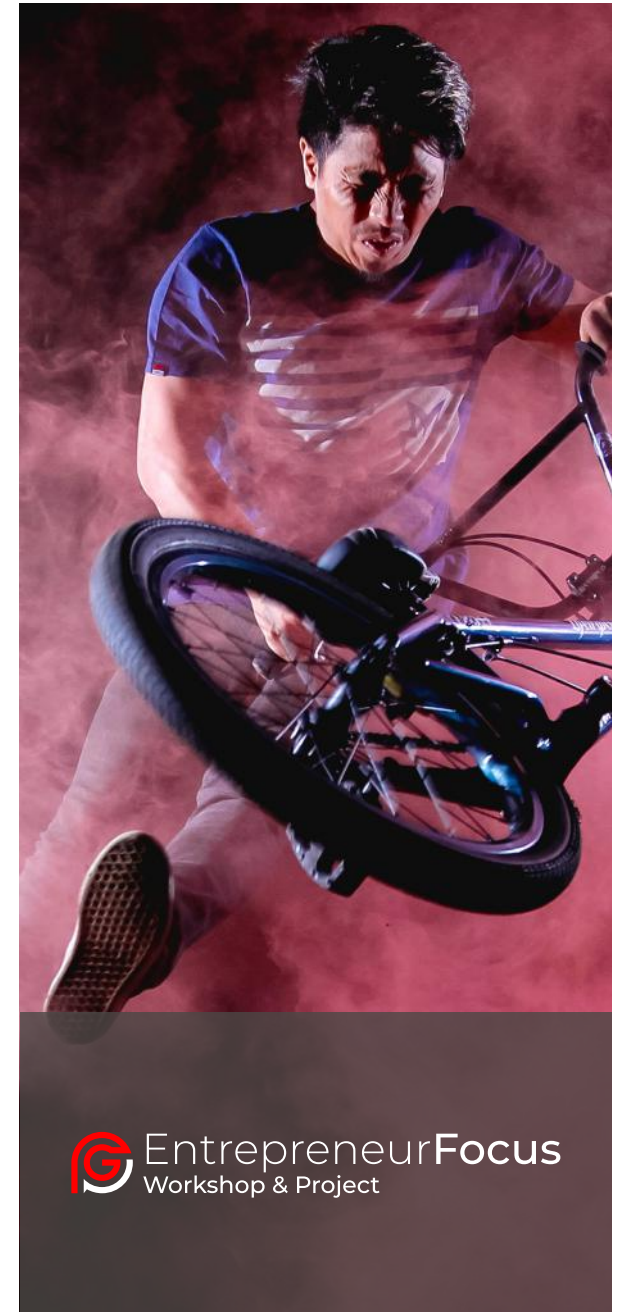
Start by setting SMART goals, these specific, measurable, attainable, realistic and are time bound. Examples of great SMART goals topics are as follows although ensure they meet each of the 5 SMART criteria:

- Revenue or profit goals / debt reduction goals
- Team recruitment goals / training goals
- Client / product retention goals
- Increasing client satisfaction score goals
- Increasing traffic, leads and conversion goals
- Growing market share

## RESEARCH

Researching your ideal and most profitable clients, the personas involved in the decision and the journey they take to move from a visitor to a client:

- Your most profitable and ideal client and what their biggest challenge is
- What type of company sector / industry are they in
- What is the step by step buyer's journey they take to become a client
- Who are the influencers in your marketplace
- Your competitors and how they are serving the same buyers



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## TARGET

Use existing clients to interview via telephone, electronic surveys and ideally focus group meetings to ensure you cover key demographic, geographic and psychographic profiling of your ideal target market:

- Create a persona for each product or service you provide
- Create a buyers journey and align your sales process to this
- Create content for each persona and stage of the buyer's journey

## POSITION

With your newly identified and profiled personas, and journeys review and refine your brand message and products / service channels to deliver relevant solutions that solve their problems or help them achieve their aspirations:

- Align your products and services to your personas
- Package and / or bundle services to increase value
- Create new products and services as required to meet their objectives
- Create a clear brand message so your marketing resonates and connects with your personas

# READY?

Book your 45 Minute  
GrowthEngine Consultation

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## CONTACT

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