

THIS LEARNING GUIDE IS FOR YOU SO YOU CAN CAPTURE YOUR IDEAS AND KEY TAKEAWAYS FROM THIS SEMINAR. JUST LIKE YOUR BUSINESS IN 2021, WHAT YOU DO WITH IT IS UP TO YOU. THANKS FOR DOING THE HARD WORK OF TAKING ACTION NOW. BECAUSE WE NEED YOU.

CUSTOMER LOYALTY IS NICE, BUT WE SEEK TO SERVE MORE OF THE TYPE OF CUSTOMERS WHO ARE WILLING TO REFER THEIR FRIENDS AND FAMILY TO US. WE SEEK **RAVING FANS**. THE TYPE OF CUSTOMERS WHO SEEK REMARKABLE RETAILERS. COMPANIES WORTH TALKING ABOUT ARE REMARKABLE AS MUCH BECAUSE OF WHAT THEY DON'T DO AS WHAT THEY DO. WHAT COULD YOU **SUBTRACT** FROM YOUR BUSINESS IN 2021 IN ORDER TO ADD TO YOUR BOTTOM LINE? WHERE COULD YOUR BUSINESS BE MORE **FOCUSED**?

SUBTRACTION OPPORTUNITY **ONE**:

SUBTRACTION OPPORTUNITY **TWO**:

EMBRACING CONSTRUCTIVE DISRUPTION CALLS US TO UNDERSTAND THAT THE COMPOUND EFFECT MAGNIFIES OUR REACH AND RESULTS. IN 2021, WHAT WILL YOU **ADD** TO YOUR BUSINESS IN ORDER TO MULTIPLY THE RESULTS THAT YOU SEEK? WHERE DOES **FRICTION** CURRENTLY EXIST FOR YOUR CUSTOMERS? WHAT WILL YOU DO TO BE EVEN EASIER FOR YOUR CUSTOMERS TO DO BUSINESS WITH IN 2021?

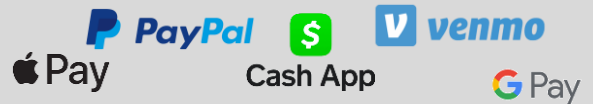
ADDITION OPPORTUNITY **ONE**:

ADDITION OPPORTUNITY **TWO**:

**RISK OR OPPORTUNITY?** DID YOU KNOW THAT MANY OF THE MOST SUCCESSFUL COMPANIES TODAY WERE LAUNCHED DURING ECONOMIC DOWNTURNS?



MOBILE PAYMENT IS THE PREFERRED PAYMENT METHOD FOR **17%** OF CONSUMERS. MOBILE PAYMENT IS EXPECTED TO GROW **27%** PER YEAR THROUGH 2025.



**EMBRACING CONSTRUCTIVE DISRUPTION** REQUIRES THE ABILITY TO ADAPT AND EVOLVE TO CREATE NEW OPPORTUNITIES THAT WILL SHAPE YOUR BUSINESS FOR THE FUTURE. LAST YEAR, OUR WORLD AND OUR BUSINESS SHIFTED. **WHAT WILL YOU DO TO EVOLVE AND IMPROVE YOUR BUSINESS IN 2021?**

KEY TAKEAWAY **ONE**

KEY TAKEAWAY **TWO**

KEY TAKEAWAY **THREE**



## FACEBOOK for Business

Facebook is the preferred social network for consumers who earn \$75K+ per year, reaching **74%** of higher income earners.

**Facebook** is the largest social network in the world and has become one of the most effective ways for companies to reach and interact with their customers and prospects.

- Facebook for Business is completely free to set up and use. Paid advertising is available as an option.
- To begin using Facebook for Business, go to [Facebook.com/business/pages](https://Facebook.com/business/pages).
- Think of your Facebook Business page as your “digital storefront.”
- Setting up a business Page is **simple and free**, and it looks great on both desktop and mobile devices.



The average company is found on Google My Business more than **1,000 times** each month.

**Google** is the most popular search engine in the United States and offers companies more ways to reach and engage with your customers and prospects than ever before.

- Google My Business is free to set up and use. Paid advertising is available using Google Adwords.
- To begin, simply go to [Google.com/business](https://Google.com/business).
- With a Google My Business page, your **free** Business Profile lets you easily connect with customers across Google Search and Google Maps.
- You can post photos and offers to your profile to show what makes your business unique, and give customers reasons to choose you every time.



**50%+** of consumers prefer to chat with someone in real-time and online, rather than call a company with questions.

Adding a **live chat** feature to your company website may be one of the most effective ways to reduce friction for your customers this year and be even easier for your customers to do business with.

- If you use a point of sale system you like, your current POS provider may be the best place to start.
- Other leading live chat software companies include:
  - **Hubspot:** [www.Hubspot.com](https://www.Hubspot.com)
    - 1-888-482-7768
  - **Podium Webchat:** [www.Podium.com](https://www.Podium.com)
    - 1-855-716-0428
  - **Olark:** [www.Olark.com](https://www.Olark.com)
    - Support@Olark.com



ONLINE BOOKING

Research shows that **65%** of online appointments are booked by women and **90%** of young consumers would book appointments from a mobile device or a company website.

Offering **online appointments** may be one of the best ways to increase your average daily car count this year.

- Your existing point of sale system may already offer online appointment software.
- Other leading online booking software solutions include:
  - **Square Appointments:** [www.SquareUp.com](https://www.SquareUp.com)
    - 1-855-700-6000
  - **Acuity Scheduling:** [www.AcuityScheduling.com](https://www.AcuityScheduling.com)
    - [www.Help.AcuityScheduling.com](https://www.Help.AcuityScheduling.com)
  - **Calendly:** [www.Calendly.com](https://www.Calendly.com)
    - Support@calendly.com

WHAT IS SOMETHING SIMPLE THAT YOU WILL DO **TODAY** TO MAKE A POSITIVE IMPACT ON YOUR BUSINESS?

MY **COMMITMENT** TO TAKE ACTION IS:

**WHEN** WILL YOU HAVE THIS COMPLETED?

