



NEW BUSINESS CHECKLIST

Creating and communicating its persona is among the most important ways a new business can position itself for success initially and into the future.

But new business owners, who may not have experience in this area and are faced with overwhelming competition for their time and resources, may be tempted to neglect this effort.

Here's a checklist to help business founders be sure they've covered the bases:

PREPLANNING

- Define the purpose of your business
- Describe what sets you apart from others
- Describe your ideal customer(s)
- Explain how they benefit from doing business with you
- What's your Unique Sales Proposition?
- What's your most persuasive sales message?
- If your business has a name, does it tell your ideal customer why to come to you?
- Do you know who your competitors are, what they offer and how you compare?
- Have you researched/tested any of this? How?

THE ELEMENTS OF BUSINESS IDENTITY

- | | |
|---|---|
| <input type="checkbox"/> Business Name | <input type="checkbox"/> Brochure (tri-fold) |
| <input type="checkbox"/> Logo | <input type="checkbox"/> Rack Card/counter display |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Product sell sheets for each item you sell |
| <input type="checkbox"/> Stationery (letterhead, envelopes, invoices) | <input type="checkbox"/> How to choose/use each item |
| <input type="checkbox"/> Signage | <input type="checkbox"/> Pocket folders |
| <input type="checkbox"/> Sales/collateral material | <input type="checkbox"/> Adhesive stickers |
| <input type="checkbox"/> Web site | <input type="checkbox"/> Promotional postcards |
| <input type="checkbox"/> Social Media presence | <input type="checkbox"/> Name tags |
| | <input type="checkbox"/> Corporate apparel |

GIVEAWAYS

- Note pads
- Pens
- T-shirts
- Hats
- Mugs, Glasses, etc.
- calendars

ON-SITE PROMOTIONAL ITEMS

- Exterior signs & banners
- Door, floor and wall graphics
- Price list recap signage
- Product/service-related displays

OFF-SITE/GUERILLA MARKETING TOOLS

- Vehicle signs/wraps
- Bumper Stickers
- Call for Service/Repair stickers
- Buttons
- Yard signs for businesses that work at customers' locations
- Weatherproof business card magnets
- Exhibit/expo displays
- Brochure racks

PUBLIC RELATIONS/PUBLICITY

- PR plan
- Develop media plan and cultivate relationships
- Staffing for PR
- Press Kits
 - Pocket folders
 - Company Background piece
 - Bios of key officers and staff
 - Position papers
 - Product information
 - Company videos
 - Contact info
 - Identify and train spokesperson(s) & other staff
 - Identify and train PR workers
- Disaster preparation
 - Create company disaster plan(s)
 - Create materials needed for emergencies

ADVERTISING/MARKETING

- SWOT & competitive analyses
- Marketing & Media Plans
- Media Plan
- Media calendar
- Create & produce scheduled ads and collateral
- Results monitoring

- Print advertising
 - Magazines
 - Newspapers
 - Weeklies
 - Others
- Digital Advertising
 - Banners
 - Pay per click
 - SEO
 - Email Marketing
- Other media
 - Out of door
 - Fliers
 - Door hangers
 - Bumper stickers
 - Vehicle signs/wraps
 - Seminars and workshops
 - Speaking opportunities
 - Trade shows/expos

CUSTOMER SERVICE/COMPANY CULTURE

- Set standards and expectations
- Training and education of workers
- Supporting promotion
- Communicating commitment to customers
- Make it part of company culture

Since 1989, The Business Solution Group has brought big business advertising and marketing services to small businesses in Massachusetts and Florida.

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