

Your **BRAND**
is your
BUSINESS



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presented by...

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envisionDESIGN, LLC

ABOUT ME





ABOUT YOU

- Sole proprietor | years in biz
- ACN members
- Home users | Business users
- Servers | Managed services
- Repairs
- Hosting
- Custom programming and development

CONSULTING

- Easy as 1... 2... 3...
 - get the work
 - do the work
 - get paid for the work

Q & A

ENGLISH 101





- Who are your customers | clients



- Who are your customers | clients

CLIENT SERVICES

how and what to provide

CLIENT SERVICES

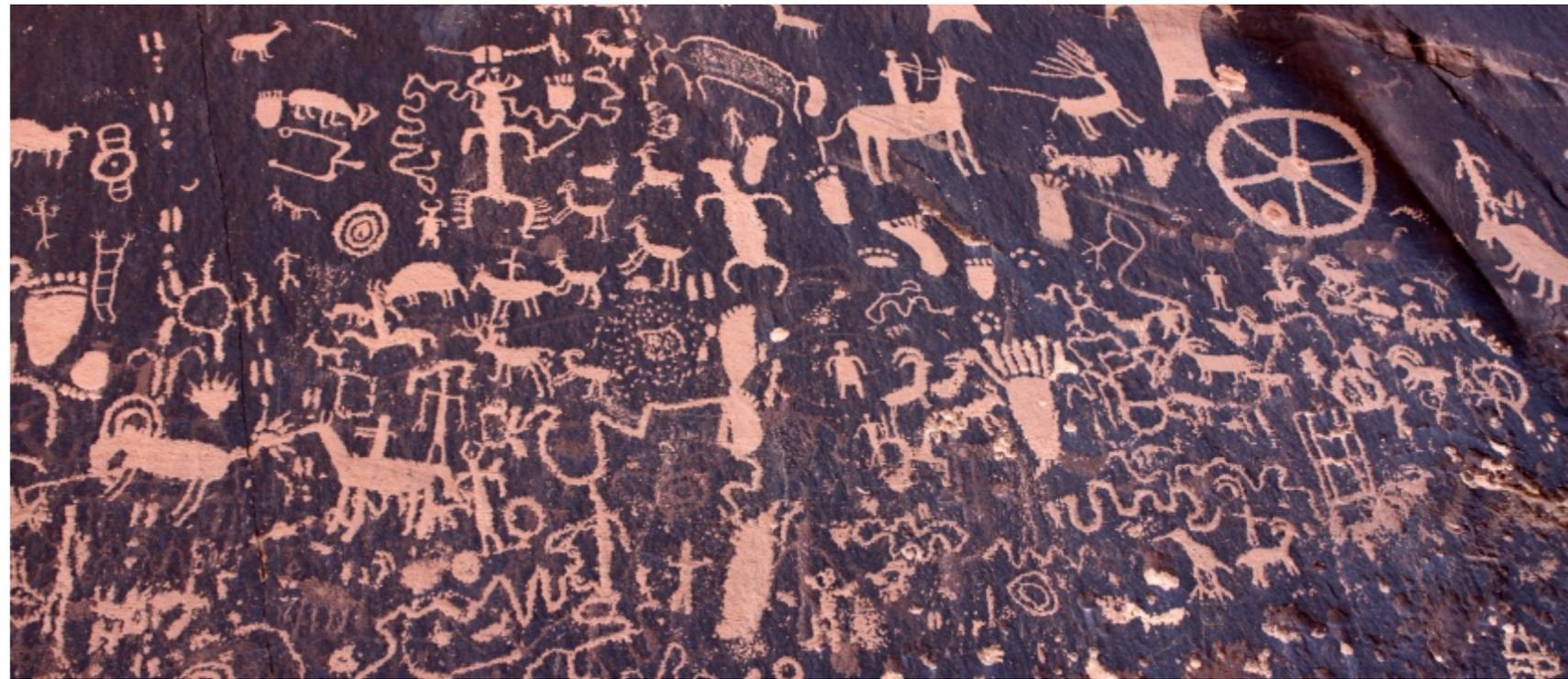
- what services to provide | *break and fix . troubleshoot . servers . networks, hosting . programming . training*
- rates | *hourly . flat rates . fixed fees . variable on task or client or both*
- rates are local | *do some research . experiment with discounts*
- set expectations | *your services are valuable*
- raise your rates to get more business
- bill for everything
 - *then discount... up to 100% ?*

MARKETING



- what does it mean to you

MARKETING



communication | story | publicity | advertising | networking | social media

story

- **elevator speech**
 - what do you do in 30 seconds
 - in ENGLISH not “tech speak”
 - memorable
 - tell people what makes you different



envisionDESIGN
TECH [nology] APPLIED

communication

- **print + web**
- **networking**
- **social media**
- **publicity + advertising**

MINIMUM BRANDING

- **company name** | envision design, llc
- **logo or wordmark** 
- **web presence** | www.envisiondesign.net
- **DOMAIN email** | rwingfield@envisiondesign.net

print + web

- **print** | pages . iPhoto . aperture . blight software
- **website** | iweb . squarespace . rapidweaver
- **blog** | wordpress . typepad . tumblr . blogger . squarespace
- **get started** | about.me . flavours.me
- **templates** | jumsoft | rapid-ideas | squarespace | wordpress

DESIGN



- do what you do well
- & hire professionals (or barter) for the rest

networking

- **face to face** | parties . events . social . gym . coffee shop . etc
- **business groups** | BNI . rotary . toastmasters . chamber
- **shared interests** | meetup.com . google groups
- **trade shows + conferences** | AIA | AIGA | Trial Lawyers Assoc.
- **referrals** | ask client to refer you . refer other professionals
- **volunteer** | at events . in groups . for charity events

social media

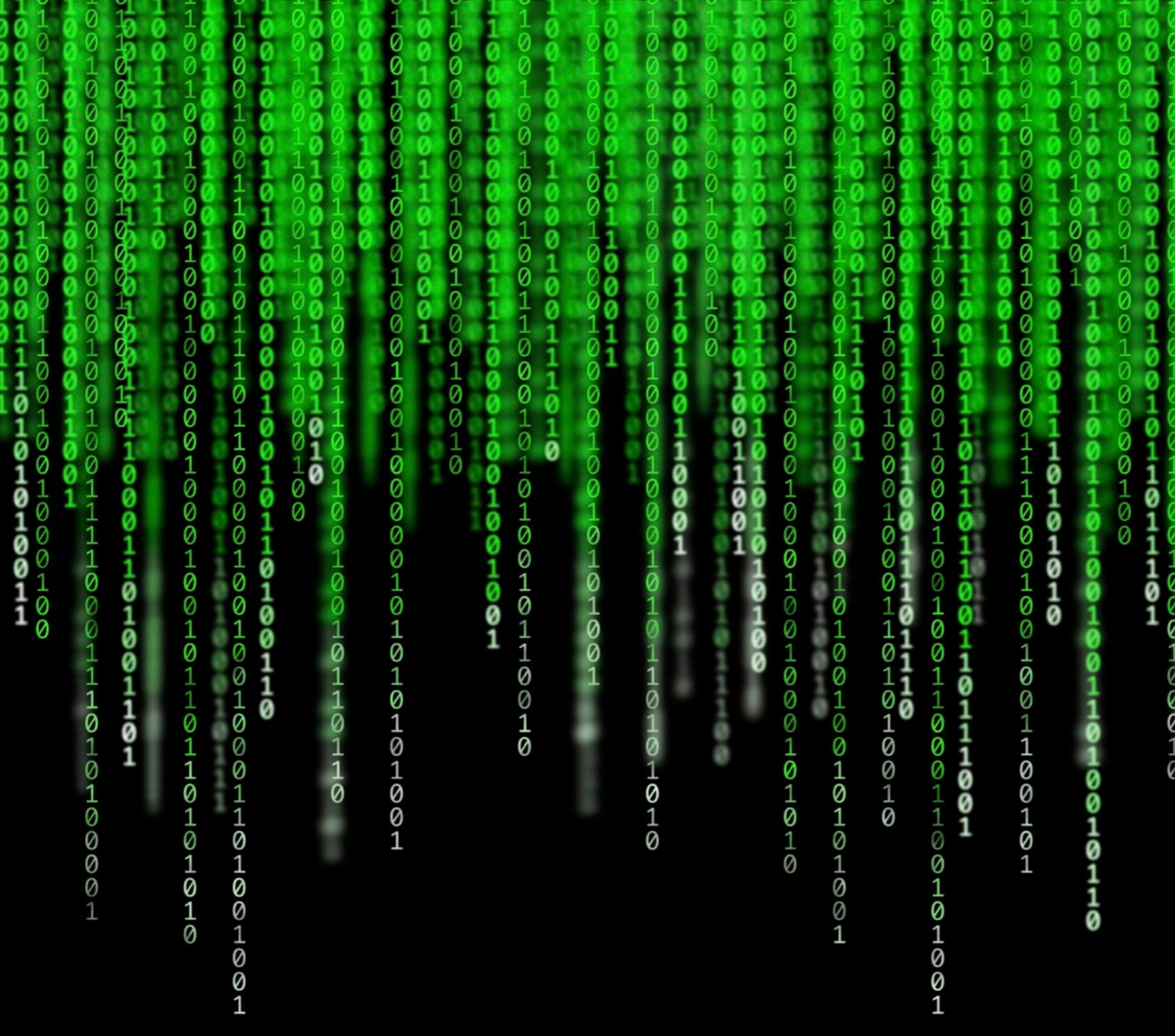
- **facebook** | personal only? | page for business
- **linkedin** | professionals and referrals
- **twitter** | tweetdeck | hootsuite | #mtbootcamp
- **fourSquare** | for fun - but social
- **blogs** | squarespace . typepad . tumblr
- **mailing list** | mailchimp . apple server
- **YouTube** | your own channel

NOW WHAT?

- **Stop working** and create a huge , expensive, marketing campaign?
- **Hire someone** to do this for you?
- Stay the course and keep **putting off all marketing?**
- Do some **marketing in my spare time?**

ENGLISH 101





WHAT DO CLIENTS WANT?

NEED AN ARCHITECT?

- Did you like our new office?
- What were your initial thoughts?
- Would you hire me? Why?





WHAT DO CLIENTS **REALLY** WANT?

HOW DO I GET NEW WORK?



- Education . Qualifications . Ninja skills . Referrals?
- Price . Responsiveness . Compromise . Connections?

take greg witz's
advice...

from witzeducation.com



REMEMBER

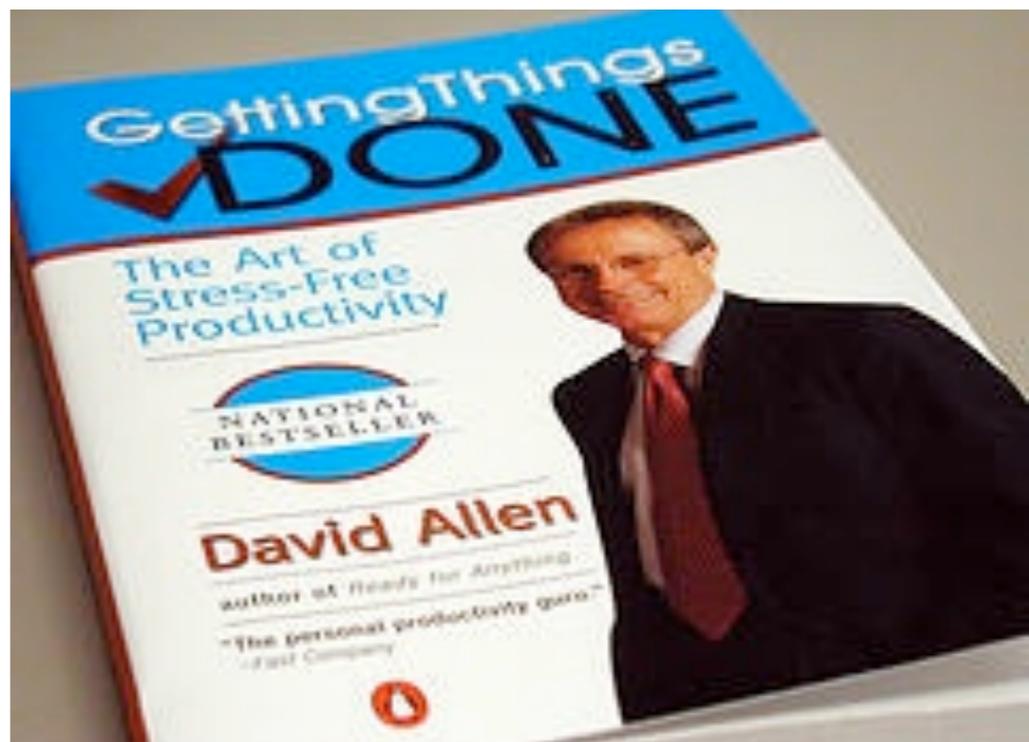
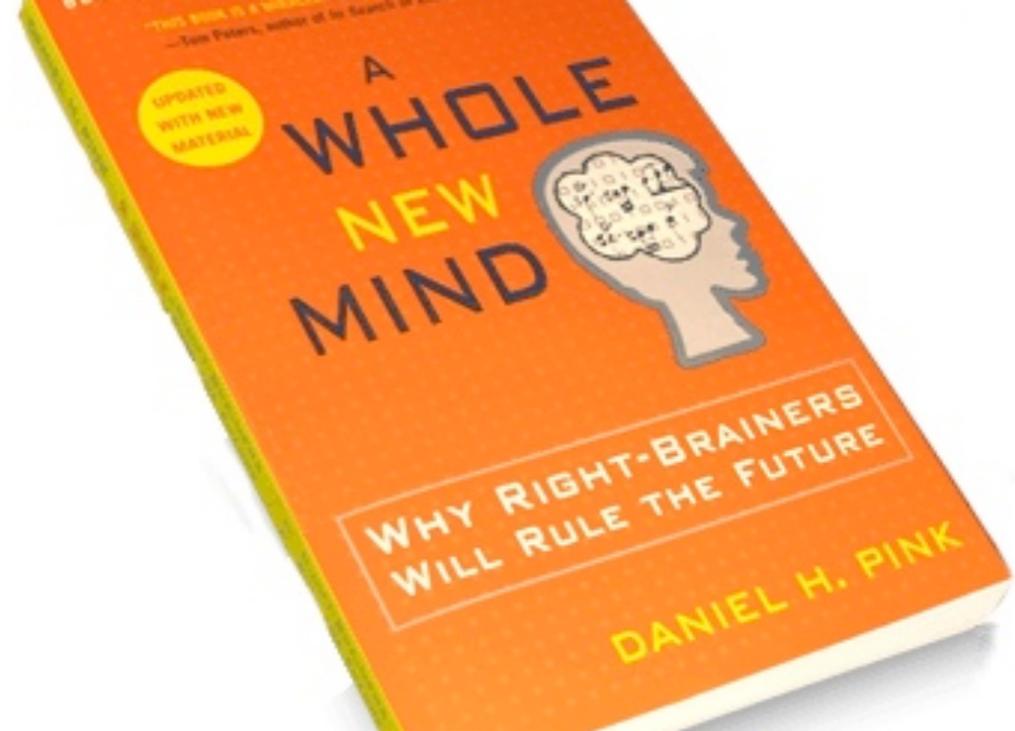
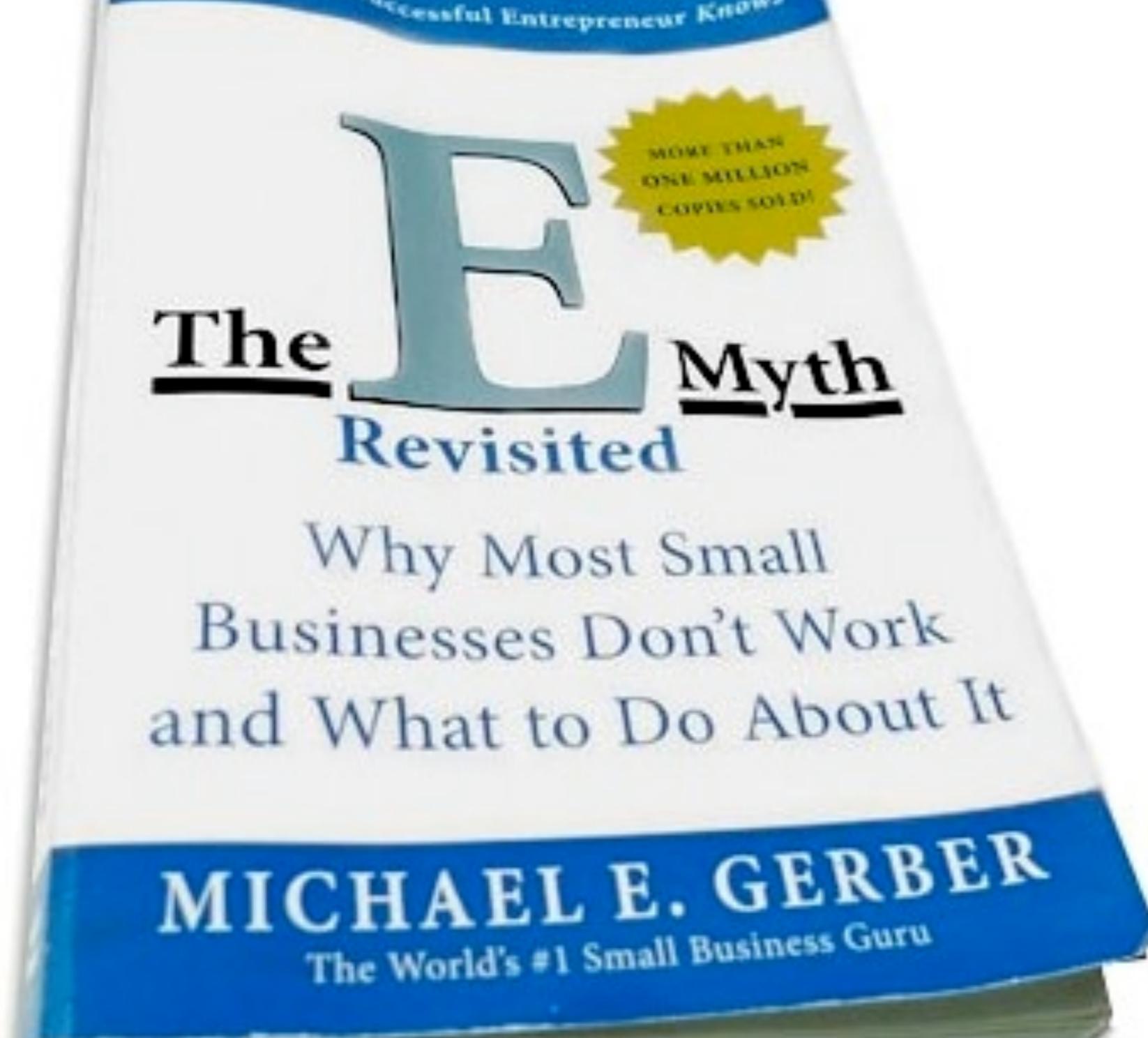
- **P R A T**
 - **P**eople **R**espond **A**s **T**reated
- Clients Hire..
 - people they **LIKE**
 - people they **TRUST**



MANAGEMENT

- **plan** | where are you headed
- **systems** | process to follow
- **get organized** | you'r the expert
- **implementation** | workflows





READ

Getting **T**hings **D**one

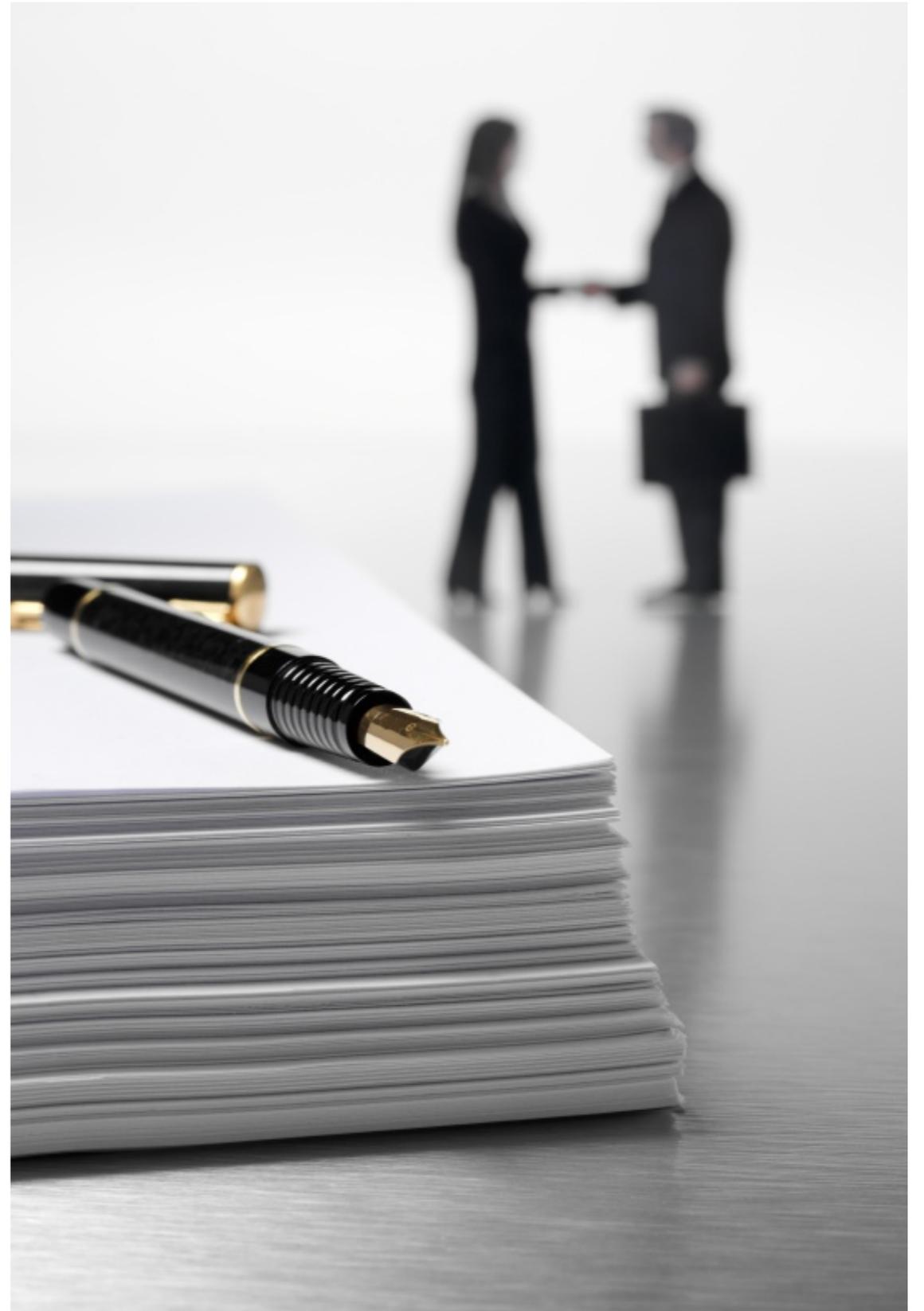
- getting all the “**stuff**” out of your **head**
- and into a **trusted system**
- so you can **stop worrying**
- and **start thinking ABOUT** things
- rather than thinking **OF** them
- This is the art of stress free productivity.

GET ORGANIZED

- daylite
 - filemaker
 - bento
 - omni focus
 - things
 - basecamp | highrise
 - google apps
 - onebox
 - dropbox
 - mail tags and mail act-on
 - livescribe
 - reqall
- 

BUSINESS

- **agreements** | contracted edge + rightsignature
- get **retainers**
- maintain **insurance** | techinsurance
- great **invoices** | billings
- **payments** | freshbooks . google checkout
- be **honest** and **fair** | trust



DO YOU HAVE A
BUSINESS PLAN

AND

A **MISSION
STATEMENT?**

my advice...

listen to guy kawasaki
and create a **tagline** &
a **mantra** for your
company



TAGLINE



- for the client
- NIKE : “Just do it”

MANTRA

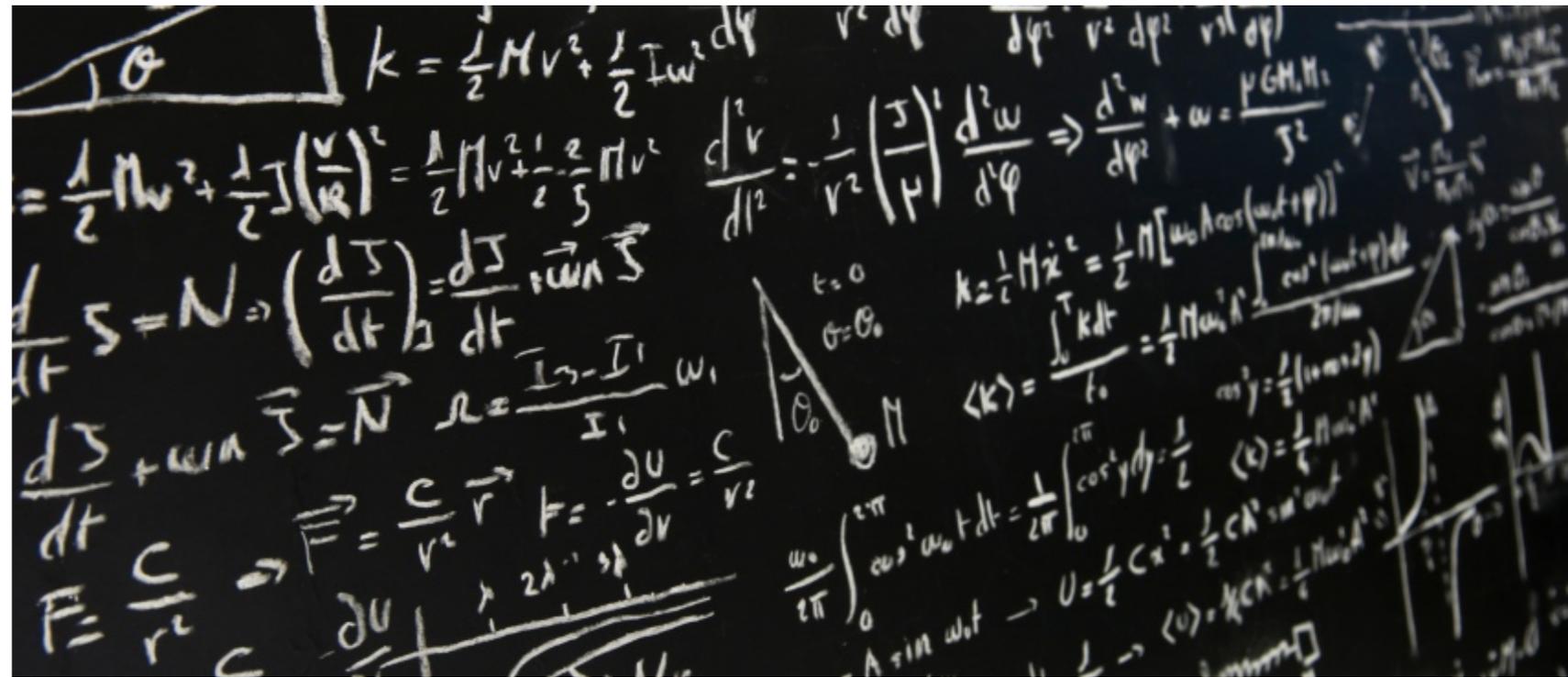
FedEx®



- for the YOUR business
- FedEx: "Peace of mind"

tagline

TECH [nology] APPLIED



mantra

E | E | O

PRINCIPLES TO LIVE BY

E

Empathy = understanding

integrity = trust

Excellence = quality

influence = trusted advisor

Obsession = passion for what you do

E

i

O

my advice...
create a **mantra** for your
company
and **live by it!**

Personally...

I run my company like Old MacDonald

E i E i O





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TECH [nology] APPLIED

Q & A

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LINKS

- **BOOKS**

- daniel pink | a whole new mind
- david allen | getting things done
- michael gerber | e myth revisited
- guy kawasaki | the art of the start
- jim collins | good to great
- carol dweck | mindset
- www.audible.com

- **Social**

- www.facebook.com
- www.twitter.com
- www.hootsuite.com
- www.tumblr.com
- www.foursquare.com
- www.linkedin.com
- www.meetup.com

LINKS

- **print & web**

- www.squarespace.com
- www.realmacsoftware.com/rapidweaver
- www.wordpress.com
- www.typepad.com
- www.blogger.com
- www.movabletype.org
- www.sharpdots.com
- www.apple.com/iwork/pages/
- www.iggsoftware.com
- www.apple.com/ilife/iphoto
- www.jumsoft.com
- www.mailchimp.com
- www.surveymonkey.com

LINKS

- **business**

- www.marketcircle.com
- www.iggsoftware.com/ibiz
- www.accountedge.com
- www.freshbooks.com
- www.sba.gov
- www.techinsurance.com
- www.contractedge.com/consulting.html
- www.filemaker.com
- www.onebox.com
- www.rightsignature.com
- www.whopaste.com
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- www.dropbox.com