

Andy Bounds

Doing something new? These two steps will give you a great start...



“Now, I realise you might not be starting a new business. But you’ll no doubt be doing something new soon – working for a new boss, in a new team, doing a new job, starting a new project... and these tips will help with any of these.”

In the past week, four people have told me they’re starting their own business. All have asked how to build early momentum with quick wins.

So I thought I’d use this week’s Tip to share my two top tips about this.

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Tip #1: be crystal clear on the value you’re bringing

You have to know how others will benefit from this new thing you’re doing.

After all, if you don’t know, nobody will! And this’ll mean they won’t choose you.

So, ask yourself the *who* and *how*:

- *Who* benefits from me doing this?
- And *how* do they benefit?

The simplest way to do this is in a two-column table – beneficiary/benefits. For instance, imagine you’re opening a new nursery, you’d have:

- one row for parents. So, on the left, you’d write ‘parents’; on the right, you’d list all the benefits for the parent of their child coming to your nursery

- another row for the children
- maybe one for nearby schools, etc

You then learn this table, so are able to say the relevant bits at the relevant times. For example, every time you’re talking to a parent, you’d bring out the relevant comments in your right-hand column, so they know how you’re helping them.

One extra benefit: you can use the table to help write your Elevator Pitch. Simply choose the main beneficiary/benefit and turn it into a sentence – ‘Our nursery gives our children the perfect start in life’.

Tip #2: get in front of the people you want to persuade/impress

There’s no point completing Tip #1 – and knowing the value you bring – and then not telling anyone about it.

So Tip #2 ensures you get in front of the people you want to impress.

There are many ways to do this – cold-calling, networking, and so on. But the quickest/nicest is to ask people *you* know for introductions to people *they* know. And the simplest way to get these is as follows:

- get a list of your main contacts – I guess these will be in your mobile phone? Maybe on

LinkedIn? – wherever you keep them all

- give each one a ‘grade’ (I use A, B and C) for their *ability* to recommend you – it’s a high grade if they know lots of people in your target market
- give each a second grade, this time showing their *desire* to recommend you – how much they like you/want you to succeed
- group all the AAs together – all those who *could* recommend you, and would also love to do so
- contact all these AAs, and ask them to recommend you...

...You’ll be surprised how keen they are to do this.

You’ll be equally surprised how quickly you’re in meetings with your target market.

And, when you then mention your Value Statements from Tip #1’s table, you’ll be even more surprised how quickly they buy into – and from – you.

Action point

For the next ‘new’ thing you’re doing, ensure you do both Tips #1 and #2. You’ll get in front of more of the right people. And you’ll impress more of them than you thought possible.

To go even deeper with this, my masterclass with Drayton Bird covers both Tips, in much more detail than I could ever cover in one email. A whole day of advice, interactive exercises and practical takeaways... [plus the opportunity to network with people facing the same challenges and situations as you]. Sound useful, yes?

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About the Author

Andy Bounds is an expert at helping companies communicate and sell better. Author of two best-selling books and winner of the title Britain's Sales Trainer of the Year, Andy has shared his expertise with some of the world's largest companies, helping every one of them have more success. Marketing legend Drayton Bird said Andy had taught him '... more about effective communicating than a lady who'd taught two American Presidents'.

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