



MPWRSource

Methodology

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INTRODUCTION

A brilliant visionary and entrepreneur (and perhaps one of the greatest superheroes of all time), Tony Stark, aka Iron Man, knows that success requires strategy. Yes, yes. Ironman has a suit. And crazy technology that literally comes to life. His tech (and admittedly his bravado) is what he is most known for. Yet even Tony Stark knows that without a plan, without the proper training and strategy, all the tech, tools, and “stuff” will do more harm than good. In *Spiderman: Homecoming*, Iron Man tells the immature and overzealous Peter Parker, aka Spiderman,

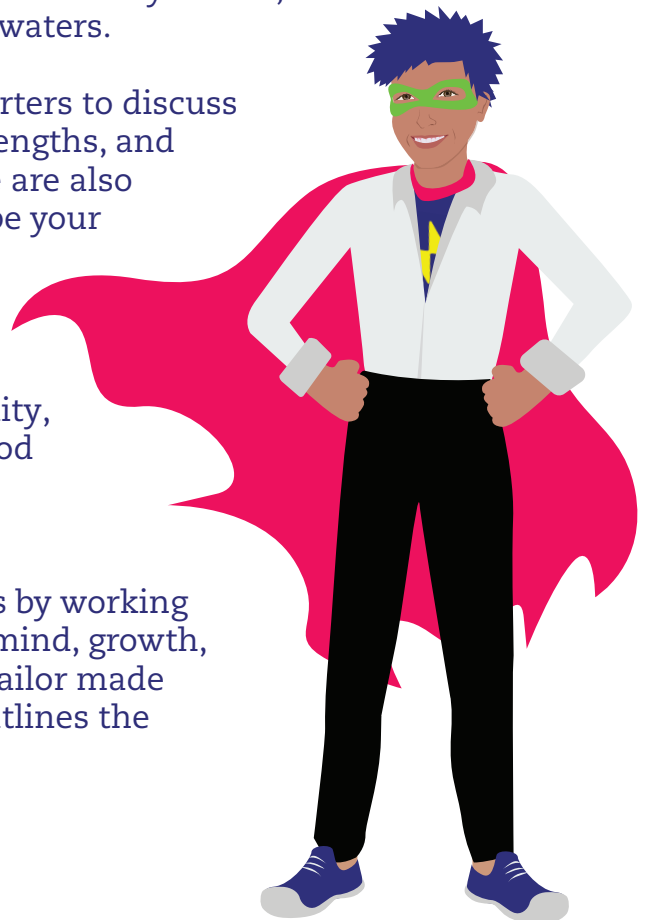
“If you’re nothing without the suit, then you shouldn’t have the suit.”

Simply put, your products or services cannot be all you offer. In fact, these things without the proper knowledge, planning, people, and processes can be the endgame for your business.

But how do we get there? What if we really just want to jump to the cool parts? While we may not end up cutting the Staten Island Ferry in half, we may end up alongside Spiderman, in deep waters.

A wise band of superheroes meets at headquarters to discuss strategy, build a game plan, suit up, access strengths, and coordinate call signs before every battle. There are also probably snacks. Sound methodology should be your guiding principle, your code of conduct, your tactical guide. A methodology of putting strategy, plans, and people before processes and tech are the origin of professional power. And because all power comes with responsibility, we should wield our powers for the sake of good business, defeating the foes of stress, angst, and marginality.

This methodology empowers small businesses by working to find the right strategies that offer peace of mind, growth, and return on investment through a holistic, tailor made approach to overall business. The following outlines the MPWRSource methodology.





CHAPTER ONE

STRATEGY & PLAN: PRIME YOUR BUSINESS FOR SUCCESS

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Often small businesses choose tools and technology without knowing their overall strategy, people, and processes, which is problematic and costly. To grab an axe and run into a burning building without accessing the weak points, who needs saving, and where the exits are is not heroic: it simply creates more work for the folks who must clean up the rubble. And no one wants to end up in rubble.

According to Outbound Engine, 50% of small business owners do not have a marketing plan for 2019. A marketing plan is the internal compass that guides the promotion and growth of a business. Without a marketing plan, businesses face budget problems, loss of customer volume, lack of customer acquisition, and possible closure. Without a plan of action, all your efforts can seem haphazard and are ultimately, a gamble. No need to be Dr. Strange to see that most outcomes without a strategy in place will end up a failure. Without a plan, you'd be like the Joker, just a dog chasing cars, unsure of what to do if he ever caught one.

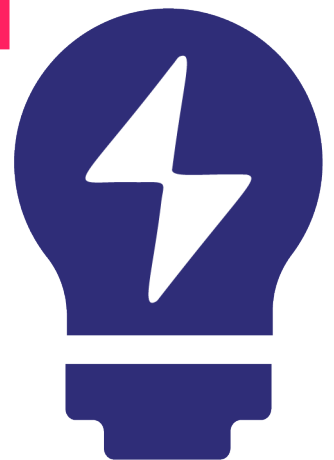
A complete business diagnostic includes reviewing your:

- **Core activities**
- **Current business, marketing, and financial plans**
- **Business efficiency**
- **Financial position and goals**
- **Current and future goals and objectives**
- **Perceived strengths, weaknesses, opportunities, and threats**
- **Pain points**

Think about when you paint a room. To do the job well, there is far more entailed than simply rolling paint on the walls. There is much prep work involved: selecting the correct color requires painting samples of color on various walls to see how it looks in your particular context and light, taping all the edges, throwing down tarps, making sure you have the proper brushes, and having wet wipes on the ready for the inevitable slip ups. You will always be tempted to skip a step. Maybe you think, “Nope. I am not going to try out paint samples. I saw this color on Pinterest and Grape Mist is the perfect greige for my bedroom.” Well, I hope you like purple, Karen, because you just painted your bedroom violet. So now you must decide if you just live with results that don't make you truly happy or begin again. And unless you are the Flash, doing something twice takes extra time and money. Don't paint your business into a corner of just living with a status quo that does not meet your clients' needs or develop growth.

You may be thinking that you did all of this years ago when you first began your business. However, as markets evolve, our plans must evolve as well. Sometimes we have to take a second pass to make sure our plans set us flying in the right direction. Or, in the words of Agent Carter,

**“All we can do is
our best, and
sometimes
the best we
can do is
start over.”**



A thorough analysis of your business will result in the ability to create an action plan. This action plan will outline the steps you need to take to improve the overall health of your business and may include marketing, communications, and sales. A business review also includes an in-depth review of a business's resources. Few supers operate entirely alone—Batman has Robin and Alfred, Spiderman has Ned in a chair behind a computer, and Iron Man has Pepper Potts. A personalized Diagnostic and Action Plan will sort out your business's priorities, strengths, and adversaries. If growth (revenue generation, for example) is deemed as a priority, your strategy should reflect this. In order to determine what tactics are necessary to reach your business goals, you should seek to know the following:

- **Market research and description**
- **Competition analysis**
- **SWOT analysis**
- **Definitions of target markets**
- **Insight to market opportunities**
- **Insight into company**

With the knowledge of your business's strengths, weaknesses, target markets, and greatest allies, your next super move will be to craft a battle plan with your new insights.

After all the necessary research is complete, you will begin to craft your marketing Growth Plan. A Growth plan will outline for you the tactics your business needs to take knowing that Batman was right, "It's not who I am underneath, but what I do that defines me." The strategy mentioned in chapter one gives you a good lay of the land. Your strategy will give you the big picture. Whereas a growth plan is more tactical.

Perhaps it's world domination you are after, but your Growth Plan will have all the research from the strategy step, as well as your:

- **Value proposition defined**
- **Communications strategy**
- **Action programs and/or campaigns**
- **Social Media Plan**
- **Content Plan**
- **Buyer personas defined**
- **Company positioning**
- **SMART Goals (Specific, Measurable, Attainable, Realistic, Timely)**
- **Key Performance Indicators (KPIs)**

For example, a good Growth Strategy outlines the overall mission or growth goal of the business, which includes S.M.A.R.T. goals, and the Growth Plan outlines how a business will increase revenue through actionable tasks with key performance indicators. (Planning is one of our superpowers. Our plans have plans.) The strategy is the "who", "what" and "where", and the plan is the "when" and "how". The purpose of MPWRSource's strategy is to drive growth, which includes increasing revenue and ROI for clients through a variety of means. Therefore, the Growth Plan often includes, boosting brand awareness and sales qualified leads through digital, inbound and content marketing strategies and plans. The tactics used to implement these strategies and plans include blogs, whitepapers, eBooks, graphic designs, social media campaigns, videos and podcasts, and content scripting all to help promote the brand and generate sales qualified leads. Finally, the Growth Plan outlines the sales process and sales game plans.

Having this information ensures that you are not only an expert in the what you do, but also become an expert in your market, i.e., the whom you are doing all the things for. After all, it is Captain America's love for his country and its people that compels his heroism. We recognize that these plans are a vital aspect to a small business' ability to succeed; designed to be actionable growth strategies that empower your companies' greatest asset: its people.



CHAPTER TWO

**PEOPLE: BEHIND THE MASK OF
YOUR GREATEST HEROES**

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The strategy and plan will dictate what people will be needed to implement the plan. No matter if your needs are strength, speed, or to breathe underwater, the small business owner should assemble a cadre of small business superheroes to provide resources in key areas: strategy, business processes and operations, marketing, communications, compliance, and IT. Perhaps you already have those people in your wheelhouse. Perhaps you will have to assemble some new teammates. Perhaps you will need to outsource some of these processes to outside parties. Professor X was right,

“The greatest power on Earth is the magnificent power we all possess...the power of the human brain.”

Having a dedicated marketing department to deploy is an unparalleled return on investment. This department can create the strategy and plan, supply the people, and can implement the process and plan efficiently. The goal is to help you drive your bottom line. When you team up with the proper superheroes, you become super yourself.





CHAPTER THREE

**PROCESS: DEPLOYING THE
LEAGUE OF EXTRAORDINARY
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Once you have your strategy, plan, and people in place, how are you going to do it? Superheroes are people of action after all. The process by which your business should operate will be dictated by your particular tactical plan. By now, however, you've done your prep work. You can be rest assured that your process will bear fruit and your business won't dissipate at the snap of a finger.



What are you an expert in? How can you educate your target market and become a trusted authority in your field? How can you position yourself so that when

help is needed, it's your call sign that is shown in the sky? By creating valuable content that offers wisdom to your consumers. This may come through the form of social media campaigns, blog posts, informative websites, video productions, podcasts, Ebooks (cough, cough), question and answer sessions online, and white papers. There will most likely be project management involved. After all, these plans have plans.

The goal is to draw people to you. To be a beacon of information so that when a need arises, those in need find your content and see you as the one who can save the day. By creating valuable content, you will establish yourself as the resident authority. Which will convert your marketing leads into sales leads, drawing them into the sales funnel.

With all of these processes, it is a good thing you assembled your team in the previous step of our methodology because one person cannot do it alone. A small business owner cannot possibly run her business, write blogs, shoot videos, write, and create and edit websites. Unless you are The Flash, there simply isn't enough time (or enough time to do it well). Additionally, like most worthwhile things in life, content development is best done collaboratively with multiple minds contributing to the creative process. While Wonder Woman certainly took on No Man's Land on her own, she was able to soar to new heights upon the shielded back of Steve Trevor.





CHAPTER FOUR

TOOLS AND TECHNOLOGY: POWER UP

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Not everyone can wield a shield or employ a golden lasso, but each superhero's tools are unique to their strengths. Once MPWRSource creates the Action Plan, the team will be able to advise what tools and technology will be needed to carry out your Action Plan.

Before choosing the right technology, like software, you need to know your market, determine your target market and choose the right channels and strategies for marketing your business. Additionally, you need a formal system for determining where your leads and customers come from, so you know what is working, and you need to set a marketing budget. Ultimately, your business needs to establish key performance indicators (KPIs) before making a choice in technology or software, which should be outlined in your Growth Plan.

Remember that technology does not fix your business, and it certainly does not fix your marketing woes. However, technology can provide tools that will help you implement your marketing strategy or plan.

Spiderman, even without the suit, is Spiderman. And Tony Stark? Well, he says it best,

“You can take away my house, all my tricks and toys. But one thing you can't take away? I am Iron Man.”



Before purchasing technology consider the following:

What is your business's long-term goals? Before purchasing technology, you need to keep in mind your future goals. Just because you don't need certain technologies today, does not mean that you won't need them tomorrow. It is easier and usually more cost effective to find a single platform or technology that has all the features you need for today...and tomorrow. One must be prepared for your company's evolution.

Compose a list of things you need versus want, the "nice to have." For example, you may find that you need marketing automation to track and personalize your leads, but you think it might be nice to have a chat bot available to speak to leads on your website. Evaluate where you are right now in your business to determine if a chat bot makes sense for your business, right now. However, even if it doesn't make sense today, you may want to make sure it can be implemented relatively easily in the future.

Do you have the money to spend on technology, right now? If not, when will you? Not everyone is Batman whose real superpower is that he is really rich. That said, don't just go for the cheapest technology because if it does not offer everything you need in a few months or a year, it becomes expensive to transition to a different technology. Also, remember that there is cost to set-up, integrate, and learn new technological tools. Make sure you include those pieces in your budget.

How will the technology help you implement your marketing plan? Technology should not dictate your growth plan. Technology should only help you implement your Growth Plan.

If you are evaluating technology to help you implement your Growth Strategy and Plan, what is the ROI? Remember technology should be an investment that will ultimately help your business gain ROI. If you do not implement technology with the idea that it needs to generate a ROI, it could deplete your resources.

Always remember to review your current growth processes and people before purchasing technology. Make sure that the technology falls in line with your people and processes. Don't buy technology to "make it fit." Or you will find yourself being like Mr. Incredible, trying to stuff himself into his old supersuit. And the only reasonable response to that is "Who are you? What do you want? My God, you've gotten fat."

Remember before you consider any new technology you must assess your growth strategy, plan, processes, and people. Technology needs to fit your organization, offer ROI, and assist you in the overall implementation of your growth strategies and objectives.

An extraordinary technological tool for many of these processes is the marketing, sales, and service software HubSpot. An industry leader in Inbound Marketing, complete with a free CRM, HubSpot allows all your business's processes to be aligned in one place. Founded in 2005, HubSpot did not just create a new methodology, inbound marketing, they created a philosophy. Inbound marketing is more than just a way to carry people through the sales funnel.

At the very core of the inbound marketing philosophy is community, and community is all about helping those around us. As Tom McCall stated, "Heroes are not statues framed against a red sky. They are people who say: This is my community, and it is my responsibility to make it better." Technology will inevitably change over the years, but a sense of community will live forever.

CONCLUSION

For MPWRSource, we have a league of resources at our disposal, like brand and reputation protection, IT, operations, business processes, or other needs. We believe that all of us are served best when we work as a team. Our powers strengthen as we help small businesses grow and get peace of mind. By employing the proven methodology of putting strategy, plans, and people before processes and technology, your business will be sure to save the day. I'll leave you with what Franklin Richards from Fantastic Four said,

"The door is more than it appears. It separates who you are from who you can be. You do not have to walk through it...you can run."

