



Our audience

- SME Business owners
- Established and turnover of £50k+
- 35-50 years old with family (2-3 kids)
- Left a corporate job to follow a passion they have
- Deep drive to do what they do and have a positive impact on the world
- Family is a key motivator
- Experienced some success but lacking consistent results
- Turnover > £100k+
- B2B and Service based (high involvement purchase)
- No or little sales experience / Stage / Size





What they really want...

- A successful business which has a positive impact on the world AND enables them to spend (stress-free) time with family
- Practical knowledge, tips and tools
- Reassurance and confidence
- To make more money on a regular basis
- Reputation and recognition (not just financially) for doing a brilliant job
- More **consistent** money coming in
- More stability & security
- More time, less stress





What's stopping them

- Time – pulled in many directions
- Lack of sales knowledge and experience
 - Knows some theory but lacking in experience
 - Don't know what you don't know
 - Don't know where to start
- Previously grown 'organically' and not had to 'put themselves out there' on a regular basis
- Lacking confidence in doing so (creating content etc)
- Have an allergic reaction to the word 'sales'

