

HOW TO

FREE
GUIDE
SERIES

Prepare your business
for digital disruption

A business owner's guide to
the Internet of Things



Strengthen your online presence

BusinessCoachingHub.co.za

The Digital Business World

The combination of technology, the Internet, and the 4th Industrial Revolution, offer both an opportunity and a threat to small business owners. Small business owners have an opportunity to grow their business by taking advantage of the digital world but, at the same time, there is the threat of their competitors adapting to this change quicker than them.

There can be no arguing the power of having your business online to reach a bigger audience but, there is a high percentage of small business owners who do not have an online presence. I am not talking about doing business online. I'm talking about having your business online.

This doesn't necessarily mean you need a full functional ecommerce website that costs you 1000's to have designed and hosted online. What it does mean is identifying the opportunities that exist online for your business in terms of attracting more prospects, leads, and clients, then creating your online presence to take advantage of those opportunities.

I have clients who only have a Facebook page, or a LinkedIn account, or just a website, or a combination of these to attract prospects to their products and services, build a relationship, then convert them to paying clients.

There is no one strategy fits all as it requires a gap analysis of the business to identify what is missing in order to create an online presence that achieve the growth goals set out. The [Business Coaching Hub](#) consults with small business owners to get a clear understanding of the business growth needs, then agrees on a strategy with the owner that will be implemented, measured, and updated to ensure these goals are met.

While Internet marketing is a hot subject, I do not believe that you need to have a marketing or advertising budget to market your business online. There are numerous strategies I teach my clients that require no marketing spend but, deliver results within 30-90 days of implementation.

Now is the time to evaluate your business, identify the growth opportunities, then implement strategies to realize that potential. The [Gap Assessment Questionnaire](#) by the [Business Coaching Hub](#) covers 6 areas of your business that have the potential to dramatically increase revenues and profits.

This exercise takes no more than 30-minutes to complete and will provide you with clarity on the areas of your business that have the most potential for growth.

These areas can be impacted by applying easy to implement strategies that require no spending on marketing or advertising.

Try it for yourself and you will be surprised at how much growth potential you have overlooked. You can download the Gap Assessment Questionnaire [Here](#) (*no email required – immediate download*). Then download the Gap Assessment Instructions [Here](#) (*no email required – immediate download*). Follow the simple instructions and in no time, you will know **EXACTLY** what you need to do to take your business to the **Next Level!**

In consultations with start-ups, entrepreneurs, and small business owners, I have found that majority of the challenges they are facing in growing their business is due to either missing business fundamentals or incorrectly applied business basics.

When you lay a strong foundation based on sound, proven, and tested business fundamentals, you set your business up for long-term sustainable growth.

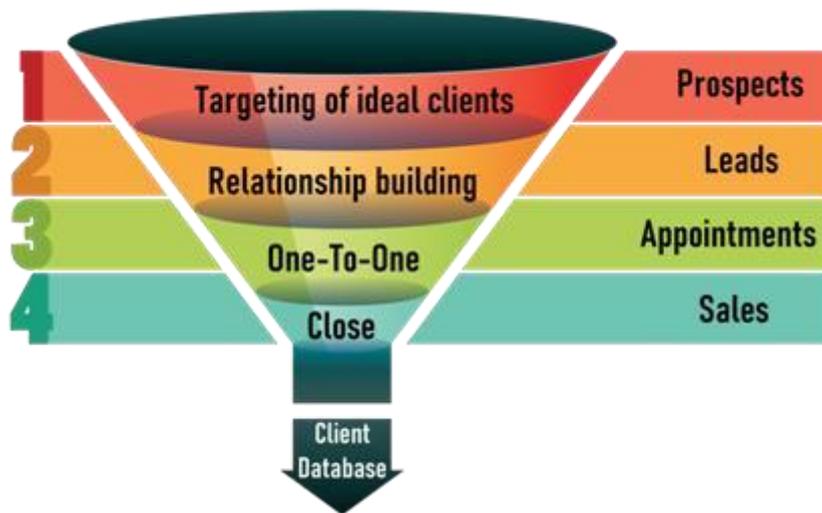
The fundamentals of referrals, up-sell, down-sell, cross-sell, joint ventures, regular customer interactions, the conversion equation, the buyer's journey, lead generating business cards, lead capturing landing pages, bundling, email drip campaigns, and business networking are basic strategies that will have a dramatic impact on your business without the need for a marketing or advertising budget.

I regularly consult with business owners who state their advertising campaigns are not generating enough leads and on close investigation I discover that they do not have an elevator pitch that gets their prospects attention; they are not clear on their ideal client; they do not have a compelling offer; they are not clear on their market dominating position and are not specific in targeting the right niche.

These are all business fundamentals that need to be in place to scale any business to the next level. Failure to have these effectively implemented will mean that no matter how much you spend on marketing or advertising, you will experience that lack of leads or the lack of quality leads.

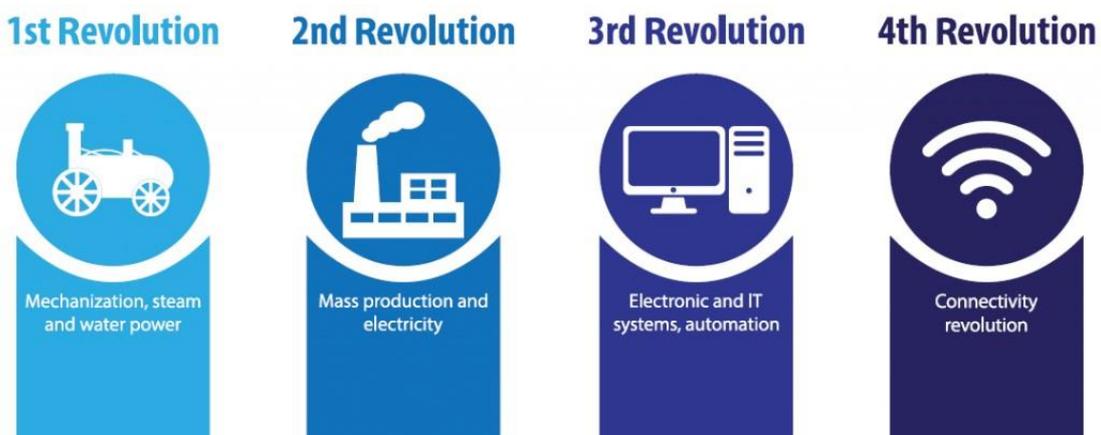
This all results in another big challenge SMME's have which is a lack of constant flow of leads.

Lead generation itself is not complex but the challenge is that all the other pieces of the puzzle required to ensure the prospects you attract turn into leads, are not in place or applied incorrectly.



The **Business Coaching Hub** has created a tried and tested [lead generation process](#) that can be used in any business and is easy to implement. Once set-up it can be turned on and off as you your business needs dictate and generates, prospects, leads, and customers every time. All of this is possible without any spending on marketing or advertising. Find out more about this [Proven Lead Generation Process Here!](#)

The advancement of technology and the Internet continues to expand local, national, and global reach for business owners in ways that only a few years ago was not possible. The future is here... is your business ready? Let's get you ready!



The 4th Industrial Revolution, also known as 4IR or Industry 4.0, for the small business owners concerns only the **Internet of Things** and the **Internet of Systems**.

The systems that small business owners can leverage and take advantage of will help speed up processes, automate certain client interaction, automate lead generation, provide access to a much bigger client base, reduce costs, and free up time to allow the business owners to spend more time working on their business instead of in their business.

These are systems such as website plugins, autoresponders, online scripts, online content management, client follow-up, order taking and completion, and the ability to network with more prospects and businesses than ever before.



Data and ICT networks are the drivers of the 4IR, and we are becoming a globally connected digital society. Business owners can take advantage of this technology as a tool to scale their business further than was possible when they first started. It is merely a case of identifying the skills required, finding the gap between those and your current skills, then source the training required to level-up your knowledge.

Why you need to know this...

Small business owners that don't embrace the 4IR and adapt to the change will find their competitors out-performing them with relative ease. The digital world offers opportunities to reach more prospects, leads, and customers and it's time to take advantage of this revolution.

Creating an online presence doesn't mean you are running your business online but rather that you are spreading your brand further than ever before and getting your products and services in front of more prospective clients.

This does not require you to be a technology specialist as with the right training, any business owner can create and manage their online presence with relative ease. Most of the skills required can be learned and applied quickly and once in place, takes minimal time to manage but, the rewards are more valuable than your investment.

How to participate in the 4IR...

The first step is to determine what is missing from your business having an online presence then identify the training and resources you require to get this up to date.

This is where the [Business Coaching Hub](#) becomes a valuable resource by offering a [Free Digital Footprint Audit](#). All we require from you is details of your online presence such as:

- Website address.
- Social media profiles.

We do not require any login information as we will be visiting the above from a prospects point of view and with our expertise on business transformation for the digital age, we will document the gaps in your digital footprint as well as recommend changes and updates you require to ensure you position your business to take advantage of the digital world.

We will also provide you with business growth strategies you can implement to put you ahead of your competition. There is **NO COST** for this service and there is **NO CATCH**.



The next step will be to access training on the strategies used successfully online to spread your brand and attract new prospects, leads, and customers.

This is where e-learning plays a big role in that you can obtain the skills required online and you can study at your own pace. The right e-learning platform will also provide you with training on how to scale your business to the next level and will ensure you have access to support when you are stuck or have questions that need attention.

This is where the [Business Growth Network](#) becomes a valuable resource as you will have access to training, tips, tools, resources, support and a growing professional business network unlike any other.

The [Business Growth Network](#) is a unique platform providing you with access to valuable training.

*Are you tired of investing in training only to find it does not meet your needs?
Would you like to access the business-building tools and support you need
based on your unique business needs?*

Find out how the [Business Growth Network](#) will benefit you and your business
[Here!](#)

***"If You Want To Be Successful In Business, Then You Need To
Invest In Serious Tools That Get Serious Results!"***