

Executing A New Business Plan Refresh

Every agency has been there: you know you need to update your new business strategy, but old habits die hard and you soon realize it's much easier said than done. Here's what you need to know to make sure it sticks.



Positioning = 3 Sentences or Less

Think of your positioning as the fuel that gets your vehicle moving – without it, you're not getting anywhere. In 3 sentences or less, it should explain who you are, what you do, and, who you do it for.



Avoid Shiny Objects At The Outset

All the ongoing new tech is glamorous and cool, but what do you really need? For a solid new business program, you need a CRM and email platform that tracks opens and clicks. Don't get buried with all kinds of tech you'll never use.

Nail Down 20-30 Companies



Start off by nailing down 20-30 ideal companies to go after. Prospect against 20-30 ideal companies for a month, planning on an hour each day or 2 every other day. See where you are after that first month and adjust.

Don't Do What Your Competition Is Doing



You know your competition is most likely prospecting with emails and on LinkedIn. Both are great prospecting tools, but relying on them solely will not get you to your brand new client destination. Mix up your platforms and use each of them in concert with each other.

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lee@rswus.com



513-559-3111