

FEED THE HUNGRY TIGER

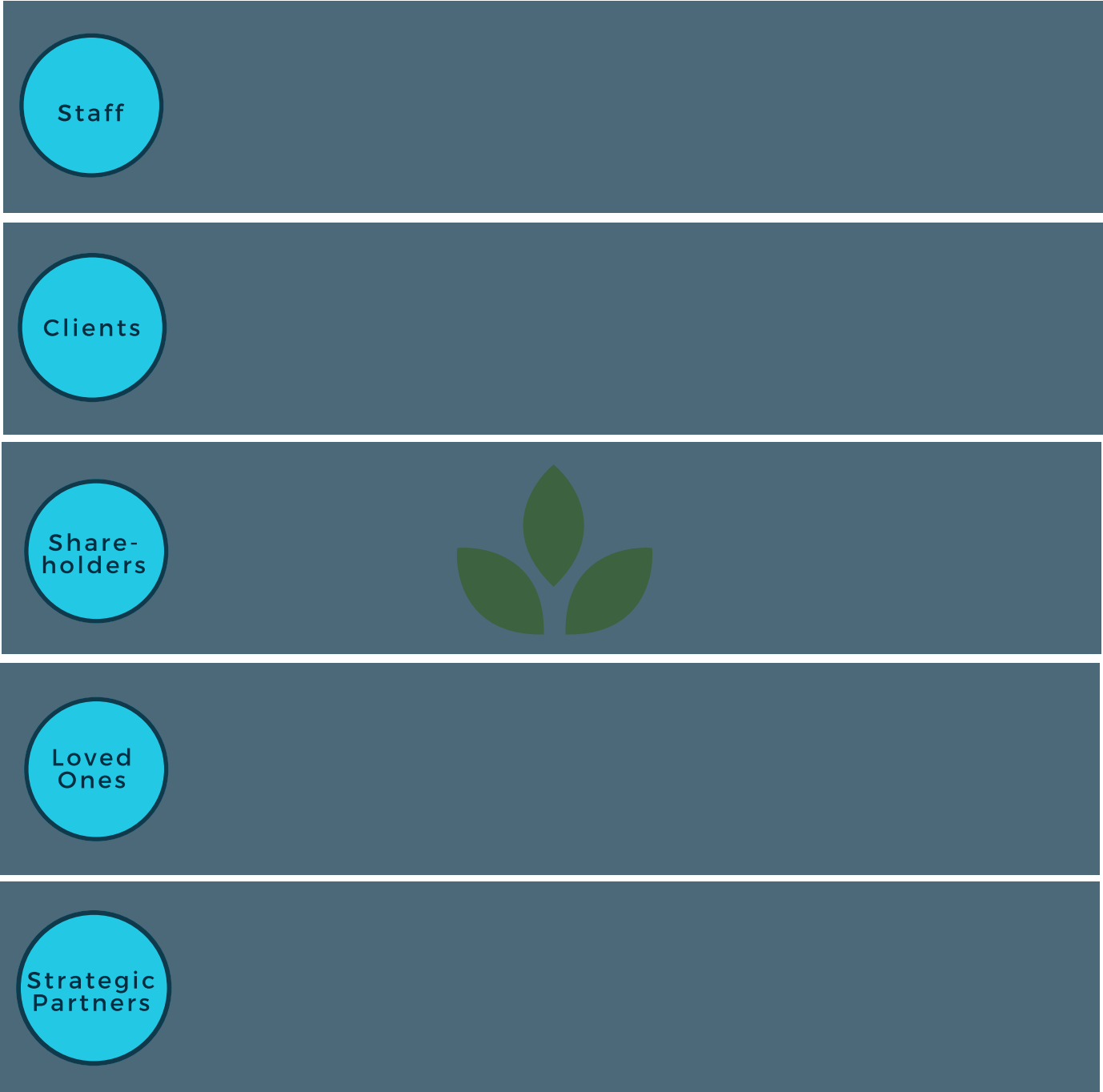
Workbook



**Focus on BUSINESS
GROWTH and DEVELOPMENT**

Development and Marketing

For SUSTAINABILITY, make it about THEM.



What is it that THEY want and need?

Development and Marketing

Discover your "Dream Team"

Questions for your Dream Team members:

1. How can they help me grow my revenue?
2. How can they help me grow my team?
3. How can they help me increase the value I deliver?
4. How can they help me increase my efficiency?

Who are my
ADVOCATES?

Who are my
REFERRAL
SOURCES?

Who are
my SYNERGY
PARTNERS?

Development and Marketing

Create a Referable Experience

Think back to the positive experiences you've had as a customer or client. What elements contributed to it as a good experience?

Lined writing area for reflecting on positive customer experiences.

What activities could I do more/ better/ different... to “wow” others with my service?






Place a *star* next to your top 3 and prioritize activities you will add/increase to deliver a better customer/client experience.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Development and Marketing

Stay Creative!

Activities that will help me...

-  →
-  →
-  →
-  →
-  →

Revisiting my mission periodically...

What could I update/upgrade?

How can I clearly explain "where my train is going"? (What the client/customer receives when they choose our produce/service).

Development and Marketing

Measuring Progress

My Key Performance Indicators:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



I will regularly:

- Check progress
- Measure accomplishments
- Uncover inefficiencies
- Course-correct



DO I HAVE A BUSINESS OR A HOBBY?

1. Determine need for monetizing
2. Determine need for tax planning
3. Determine need for fulfillment

Remember to...Feed the Hungry Tiger!