



energise
Marketing Agency

3 DEALBREAKERS TO GROWING YOUR BUSINESS

YOUR GROWTH JOURNEY STARTS WITH
YOU. BELIEVE IT, SEE IT, ACT IT!

WWW.ENERGISE.NET.NZ

1. A belief that you can't do this

1

Do you believe right now that you can turn your business into a 6 figure revenue generating company (or whatever your big ambitious revenue goal is)?

☒ Yes

☐ No

2

What is one business issue I may be running AWAY from, rather than TO?

3

My purpose and my WHY for my business is:

Some examples of business WHY's and purpose



Air New Zealand: Connecting New Zealanders to the world and the world to us



Nike: To bring inspiration and innovation to every athlete in the world (if you have a body you are an athlete)



Energise: To develop and execute marketing solutions that exceed the normal and WOW our client

4

New goals I may now have based on my belief that I can grow my business successfully

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

2. Your role as a problem solver

1

My ideal customer, client or target market is

2

The problem: I am best at solving for my ideal customer or client is: (you may have more than one)

3

The reason I am best at solving this problem is (this will get you started in thinking about your strengths)

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

3. A position you can own

1

List your 2 biggest competitors and their strengths that are better than yours.

Competitor:

Competitor:

2

List your strengths which are better than your competitors









3

What position will you now OWN in the market?
What will you be KNOWN for? (you may have more than one position)

Some positioning examples:

Cheap, affordable, super smart, experienced,
quality, convenient, leader, superior products or
services, niche player, client obsessed

– and these are all just thought starters!



Let's wrap this up!

1

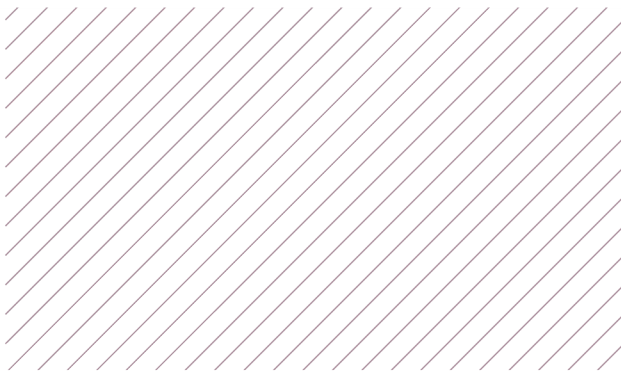
**Your growth journey starts with you.
Believe it, see it, act it.**

2

**Start leveraging your super strengths to
solve a client problem that you can
execute better than most.**

3

**Tell the market why they should say YES to
you (you're hired) and NO to others
(usually your competitors!)**



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for our upcoming
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Rosina Webb

Energise
Founder & CEO

Save the date



Monday
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Time
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