

# SMALL BUSINESS SUCCESS PLAYBOOK™

Company \_\_\_\_\_

Advertising	Marketing	Sales	Fullfillment	Finance	Internal



# WORKSHEET INSTRUCTIONS



## 01. PICK YOUR PLAYS

- ☐ **Fullfillment**
    - Tips: · These plays are used to create happy clients
    - Consider both what needs to be delivered, as well as the experience
    - You don't have to have a play for every product or service
  - ☐ **Sales**
    - Tips: · These are plays are to convert prospects to clients
    - May be as simple as a sales pipeline
  - ☐ **Marketing**
    - Tips: · These plays are used to convert leads to prospects or clients
    - Typically consists of lead magnets (free reports, video series, etc...)
    - Not the same as advertising plays
  - ☐ **Finance**
    - Tips: · These are back office plays
    - If you're not charging credit cards through IS, you may not need these
  - ☐ **Internal**
    - Tips: · These are also back office plays
    - Typically used to manage the hiring process
    - Can also be used to manage employee onboarding



## 02. IDENTIFY STARTS & FINISHES

- ☐
- Copy Plays and List Starts and Finishes

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