

TOOL 1.4: Template offer using Business Owners as the target market

PURPOSE: A framework for the design of a marketing brochure targeting business owners.
**Client facing tool to be cut below the dotted line and embodied into personalised branded document*

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<OFFER TITLE – something relevant, compelling and specific for your target market>

EG. THE BUSINESS OWNER'S ADVICE AND CONSULTING PROGRAM

<INTRODUCTION, including a heading and text to entice target clients>

Growing a business doesn't have to be done alone!

If you've devoted many years to building your business like most business owners have, you'll have a whole lot of questions you haven't had time to get the answers to. At *<business name>* we run a successful small business too! So we're aware of many of those questions you have. And we'll take the time to understand the other issues that are specific to you.

<POSITIONING – the key questions that are at the top of your target clients minds (or should be)>

Are these some of the questions that you need answered?

- How can I maximise the value of my business?
- When is the best time to sell my business and when is the best time to transition out?
- Financially should I be taking more out of the business and investing personally?
- Do I have the appropriate protection/insurances in place – for my business, my family and my future?
- How can I reduce the amount of tax I pay?

Our research shows these are some (but definitely not all) of the important issues that business owners need advice on.

This program is all about you!

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<THE OFFER – outline details of your offer>

The components of the Business Owners Advice and Consulting Program are delivered in order of priority and within a timeframe that works for you.

Therefore, you will receive all the advice to help you achieve the things that are most important in your life:

- The growth of your business
- A structured business exit plan
- Strategies to protect your assets, your income, your family and your future
- An investment plan to fund the lifestyle that is important to you –now and in the future
- The confidence and reassurance that someone is looking after your best interests and working with you in an environment of trust, empathy and care.

<THE OFFER – what clients can expect from working with you – outline the specific components of advice that are provided for this target market>

WHAT CAN YOU EXPECT FROM OUR PROGRAM?

A Personal tax savings and effectiveness plan – Documented advice on all matters tax, receiving your employee share entitlements, exercising your options, salary sacrificing, salary packaging, agri-investments, other tax effective investment strategies and trust establishment.

Personal investment plan –Strategies that will help you make the appropriate investment decisions to achieve what's important to you both now and in the future. This plan will be developed after examining all the options available to

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you including investment property, shares, managed funds and tax effective investments.

Personal protection plan –Protection strategies for your non-business assets including your home, car, and family assets.

Asset ownership plan –Ensuring you have the appropriate strategies in place for the current and future ownership structure of your assets and wealth.

Debt management plan –A review of your current personal and investment borrowings and advice on the appropriate debt strategies for the future. This may include restructuring your home mortgage or current investment borrowings and/or funding future investments or home renovations or upgrade.

<THE EXPLANATION – how you deliver your offer. You can be general or outline the specific deliverable ie. two meetings per annum>

HOW DO WE DELIVER THIS PROGRAM?

We listen – We spend a lot of time understanding what's important to you. Once we understand your priority needs we'll prepare a proposal detailing the specific offer to you. The proposal will include delivery time frames and indicative costs.

We introduce – Helping you achieve your goals and objectives will normally require advice from more than one specialist adviser or consultant. We will liaise and schedule appointments with the appropriate specialist(s). At these appointments the specialist adviser will gather all the information required for them to analyse the various solution options and prepare the advice that is appropriate for you.

We advise – At a subsequent appointment we will present the advice and discuss it in detail encouraging your questions and ensuring you understand why it has been recommended to you.

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We document – Our advice will be documented including all the detail around recommended products if applicable, related fees and charges, why this advice has been recommended and how it will help improve your situation.

We monitor – We monitor all the issues that may influence the appropriateness of this advice on an on-going basis. We advise you of any changes that may need to be considered due to changes in your circumstances, the business, economic or legislative environment.

We communicate – Your advisory team will maintain frequent contact through various means at the relevant time. This may include face-to-face meetings, our regular publications, our website etc. Of course, we encourage you to call us at any time if there are queries or issues you would like to discuss.

We care – YOU and your wellbeing is what's important to us. We will always act in your best interest and make decisions that deliver the best outcomes for you. Your success is our success!

<Suggested PRESENTATION of this document. >

PRESENTATION OF THIS DOCUMENT

Options to present this offer are:

- Printed: In any desired format such as A4 double sided, A4 folded pamphlet or plain A4 to add to a presentation folder. Examples below.
- Electronic: In pdf file or displayed as an attachment on your website.

A4 double sided example:

First side – Introduction, positioning and offer

Reverse side – The explanation, business contact and general info

ENTICE

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A4 folded example:

Page 1 – Cover

Page 2 – Introduction, positioning and the offer

Page 3 – The explanation

Page 4 – General and contact information

It would be valuable to receive advice from a marketing specialist / graphic designer on an appropriate template for the presentation of this offer that is aligned with your business brand.