

# BUSINESS GROWTH PROGRAM



I know how difficult it is to start a business, to understand what needs to be done to change the course and then implement the plan, to take the business to the next level, or to go through tough times when everything seems to collapse.

And it's even harder when you have nobody to speak to, doubting yourself and wasting precious resources and time.

It is time to speak with a **professional counsellor**. I have worked in consumer goods, HORECA, cosmetics, beverage industry and industrial goods, managing and coordinating businesses in more than 50 countries, and I have now decided to coach businesses like yours. Yes, you can afford a business consultant, my program is designed for small business owners like you!

Firstly, **nothing is wrong with you**. I've coached and supported tens of thousands of solo business owners in the last two decades and this is normal.

I have a lot of experience now, but I too was in your situation many years ago, when I had to

start from scratch and nothing seemed to work according to the plan. **This is normal**, every business goes through this stage: either sales do not match the expectations, or your brand image is not helping you raise the prices, or employees are leaving to better paid jobs. Or you would like to expand the business in new territories and you do not know what to do.

Based on my 20+ years of experience, if you are in one of the above situations, **it is time to ask for help**. I also did this when I was in your position, my mentors generously shared their expertise with me and gave me confidence to implement their ideas, sometimes adapting them.

With time, I have created my own systems that helped me navigate through the ranks of the biggest companies in the world. I have decided it is now time to share back to the small businesses the experience I have gathered throughout my career, for a fraction of what big consultancy firms would ask.

With these resources, I can help you **build a business and marketing strategy** similar that

will bring your business to the next level: get more customers, increase your sales, expand your business and your profitability. But this does not stop here: I can help you implement your plan, check if your milestones are reached and take corrective actions if needed.

So no more sleepless nights, no more second guessing, just follow the recipe that many organisations use. **Join my program!** You can succeed! I promise you. This is the opportunity you've been waiting for, and we are here to listen to you and find together **the solutions to your problems**.

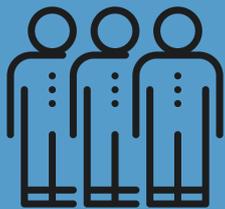
## Welcome to EFF-E BUSINESS GROWTH PROGRAM.



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# THE “BUSINESS GROWTH” PROGRAM

Here's what you'll implement with us in the EFF-E Business Growth Program over the course of our time together:



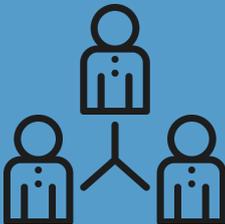
## Know your customers

Better understand what actual consumers think about your business: What they like about your venue and services, What other venues/services do they visit or use, What they would like you to improve, Where they work or live. Segment your consumers, their needs and create a Consumer Demand Map



## Create a product portfolio

Based on your Consumer Demand Map, clarify your product portfolio and see the opportunities for new products and services



## Discover your competition

See who is your competition, what are your strengths and weaknesses, and how you can turn your weaknesses into opportunities



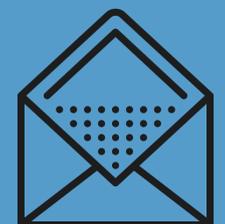
## Grow your Social Media Presence

Build a social media strategy based on connection and visibility so you attract more fans and followers who become loyal clients



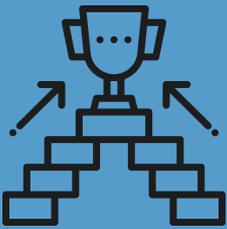
## Grow your Referrals

Create an unpaid sales force by leveraging a handful of referral partners and networking opportunities that consistently send you great referrals



## Grow your Email List

Multiply your following, online presence and list of email subscribers by sending newsletters with exclusive information



## Leverage Your Team

Learn what motivates your team and how to hire great people you trust, who will take everything off your plate so you can focus on growing your business



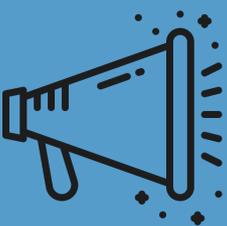
## Leverage Your Systems

Create structure and control in your business through documented processes, so everything runs smoothly and no longer requires your daily involvement



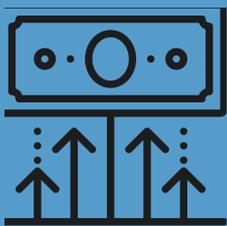
## Leverage Your Business Model

Look for opportunities to get additional funding from sponsorships, partnerships and branding



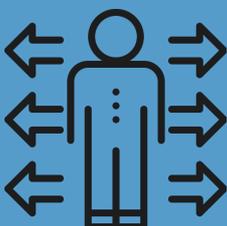
## Leverage Your Marketing

Use omnichannel marketing (social media, trade marketing, traditional direct-marketing) to recruit more consumers to your business



## Leverage Your Profitability

Reach bigger revenues by having a clear picture of your P&L profitability by item and make your team be accountable to and responsible for growing your business with you, while always knowing where you are with your goals



## Leverage Your Differentiation

Become "unique" in your industry by differentiating your offerings, so much so that clients stay longer and buy more from you, because they like your business and feel a strong connection with your brand

# IMAGINE FOR A MOMENT....



What would your business (and personal satisfaction) be like after having implemented the elements within the EFF-E Program?

**LET US ASK YOU ANOTHER DEFINING QUESTION:**

Would you be happy in 24 months if you were in the exact same place you are now?

**IF THE ANSWER IS NO, LET'S TALK.**

We'd love to hear more about your situation and see if we can help.

**Book a free consultation on [www.eff-e.com](http://www.eff-e.com)**

**Or write me an email at: [corneliu@effymarketing.com](mailto:corneliu@effymarketing.com)**



**Corneliu VILSAN, CEO**

