

First my example to help you think about how to fill this template out.

...▼ **Our Business purpose (what we do)**

We work with service based businesses who have realised they don't know enough about sales and marketing to consistently attract their ideal customers.

...▼ **Our Vision (what do we want to be known for)**

MacInnis Marketings' vision is to make practical marketing services available and affordable to every service based business. We want the customers to love us and find us irreplaceable. We strive to provide the sort of insight, marketing genius and value that makes us the stand out choice for you as business. We achieve this by consistently demonstrating our commitment to our values.

...▼ **Mission: (single minded focus of a goal)** Mission statement – real they smack you in face – where are you going? How do we intend to win in this business?

Our mission is to have 10 core customers in the professional services by the end of 2011. To achieve this mission we will have to be selective about who we choose to work with and will need more people and infrastructure resources.

...▼ **Value proposition: (what makes us special?, why our customers choose us)**

The pain we solve:

Let's face it as a small business owner you are so busy doing the business, that you don't have the head-space or the time to think strategically it! If you do have a business plan, it's in your head. This creates stress and anxiety because very often you know what you should be doing but are not sure how to go about it or don't have the resources to do it!

The best solution:

Small businesses should be looking at how to grow strategically to protect their business for long term and this requires time, energy, expense, expertise and the head-space.

Why are we the best solution provider?

We are experts in strategically planning for small businesses. We take what is in your head and add our experience in sales and marketing and ensure we have a practical, actionable plan that helps you run your business more effectively and generates more profitable customers. We give you the head-space back, tell it like it is, to hold you accountable,



BETTER Business decisions



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Brand that Customers and Employees **LOVE**

and are a great sounding board to ensure all your great ideas are given the time and development they deserve to make a real difference to your bottom line. As a small business like you, we choose our partners carefully pride ourselves on delivering real value.

..▼ **Our culture** (who are we our brand personality traits)

- We are a small business that is nimble and lean
- **"We eat our own dog food"** and practice what we preach
- We are resourceful and thoughtful
- We have customer satisfaction at our core. If you aren't happy, we're not happy. We measure customer happiness, we act dissatisfaction quickly and we continually try to improve our opportunity to WOW you.
- We believe our customers and employees
- We are fun to work with

..▼ **Our Values** (what we stand for and believe in, what guides our behaviour)

Our values describe who we are and how we go about our business, both as a brand, and as a group of high performing individuals. We look for, encourage and develop these values in our people and with through the relationships we build.

- **Authentic** - being honest, independent and transparent in delivering you with the best marketing solution for your business.
- **Passion for customers** - being thoughtful by putting your needs first. By being personally invested by ensuring we deliver great value for your marketing dollar investment.
- **Innovation and IT** - keeping abreast of current marketing IT solutions and identifying the most affordable and suitable marketing technology for your small business.
- **Sharing Knowledge** - educating and communicating marketing information with you to improve your marketing knowledge and skill base.
- **Creativity and fun** - brainstorming, thinking outside the square, enjoying the process and constantly collecting great ideas for marketing in small business.
- **Try to use the pay it forward principals** - It begins with doing a favor for another person-- without any expectation of being paid back.

Video on employee values and shaping the culture



Our Business purpose (what we do)

Our Vision (what do we want to be known for)

Mission (single minded focus of a goal) Mission statement – real they smack you in face – where are you going? How do we intend to win in this business? Make choices about resources and people. We won't be all things to all people. What are our strengths and weaknesses and where should we play!!! How do you come up with it? Top management decision. Defining moment for the leadership of a company.



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Value proposition (why our customers choose us)

The pain we solve:

The best solutions:

Why are we the best solution provider?

Our culture (who are we)

The pain we solve:



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