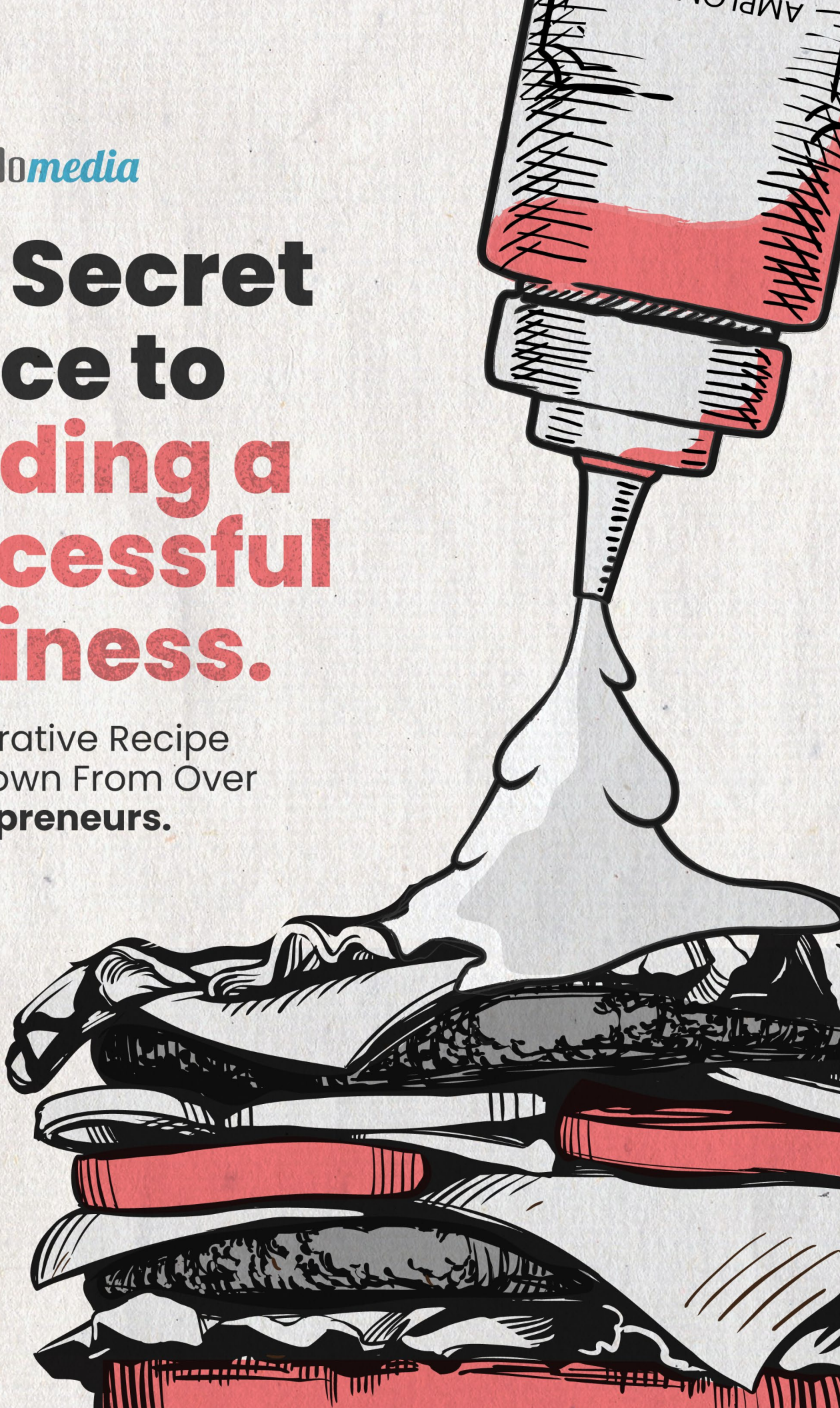
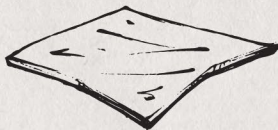




The Secret Sauce to Building a Successful Business.

A Collaborative Recipe
Passed Down From Over
200 Entrepreneurs.





..... **Human Resources**

..... **Accounting**

..... **Bookkeeping**

..... **Financing**

..... **Sales**

..... **Marketing**

..... **IT**

..... **Operations**

..... **Administration**

It's a lot to swallow, isn't it?

Enclosed in this guide, we uncover the hidden secrets to building a successful business. After interviewing over 200 entrepreneurs for our podcast, Amplify Your Business, we've put together the one recipe that will guarantee you success in your entrepreneurial journey.

1 Cup of Your Personal Super Power

Do you know what your business super power is? Finding it is the first step in launching (and keeping) a successful business. Many business leaders try to compensate for any perceived weaknesses they may have, rather than focusing on sharpening their own unique super power. However, honing in on your strengths gives you a bigger leg up in competitive landscapes than spending your time trying to make up for shortcomings.

Still unsure of your personal business super power? No problem!

Use the checklist below to help you find your uniqueness.

- Ask For (And Listen To) Feedback:** Compile a list of all the compliments you've received about your personal and professional skills. These could be things others have mentioned you're good at that could potentially be monetized, or simply something they appreciate about you. If you can't think of anything off the top of your head, ask family, friends, and colleagues for their opinions on what they feel you're good at or do best.
- Find the Intersection of Skills and Passion:** Next, create a list of all of the tasks, projects, or undertakings that you've done that have made you feel fulfilled and satisfied, and brought you joy. What are things you love doing? What are things you're good at? Is there any intersection there? Identify the areas where your skills and passions overlap.
- Determine How You Can Change the World:** How can this intersection of your skills and passions help change the lives of people? What problems can you help solve? How can you help people survive or thrive? Analyze the lists you've made and discover if there's something you can do or offer that people will pay for. It doesn't matter how unlikely it may seem.
- Give Up Some Control To Hone Your Superpower:** When you spend too much time compensating for your weaknesses, you lose time that could be spent honing your superpower. Now is the time to delegate some tasks that don't align with your skillset. Ask yourself, "Who should be doing this?" If the answer is someone else, then it's time to delegate.



A learning disability left *Matthew Pollard, the author of the Introvert's Edge book series* - also known as the Rapid Growth Guy - introverted and unable to hold down a job. That is, until Matthew realized that his introvertedness was his super power.

He now spends his days traveling the world, teaching other introverts how to become successful salespeople. He's also a renowned author, public speaker, and business guru, who's helped transform 3500 struggling businesses, and run five multi-million dollar successful businesses of his own.

And Matthew attributes all of his success to his own unique super power.



"Realistically, it was the adversities in my life that seeded the success of my future. These adversities, these struggles, these barriers that we think we have, they're actually our uniqueness, our difference, and our reason for why we succeed."

Matthew Pollard,
The Rapid Growth Guy

MASTER YOUR
SUPERPOWER

Find your unique business super power. Hone it and master it until this superpower is the one thing that no one else can do quite like you. When you allow your uniqueness to shine through, it can not only put you ahead of the competition, but also potentially in a market all of your own.

2 Cups of Focusing on Your Customers

Every successful business knows that customer service is key. Happy customers lead to repeat business and referrals, both of which are essential for growth and scalability. As an entrepreneur, it's important to put your customers first. This means understanding their needs, responding to their inquiries quickly, and finding ways to exceed their expectations.

Good customer service will not only encourage loyalty but will also help you stand out from the competition. Investing in customer service will also lead to a better understanding of your customers' needs and wants. This makes it easier for you to improve the product or service you provide and helps you stay one step ahead of your competition.

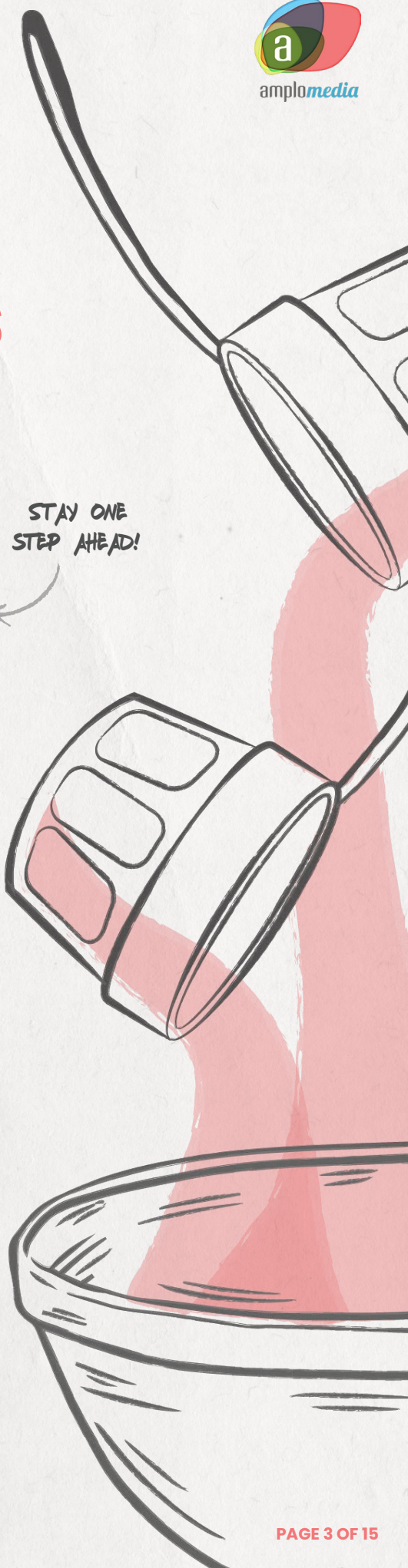
When we interviewed *Sandeep Todi, the co-founder and Chief Business Officer at Truly Financial*, he reiterated the importance of developing a customer-focused strategy and, quite frankly, just talking to your clients face-to-face.



"It's important to really talk to customers, and you will come back with insights. You could spend a ton of money on market research or trying to find new customers, but your existing customers will tell you stuff that you didn't know. And that will lead you to things like improving your product or discovering new opportunities."

*Sandeep Todi, Co-Founder & Chief Business Officer, **Truly Financial***

As an entrepreneur, focusing on your customers and customer service should be your top priority. When customers are well taken care of, they are more likely to return, spread the word about your business, and become loyal to your brand.



STAY ONE
STEP AHEAD!

2 Tbsp of Branding

Mastering the art of branding involves creating a clear and compelling message that connects with your target audience. It is not just about designing a logo or tagline, but about understanding the customer's story and crafting a brand story that speaks directly to their needs and desires.

The first step in mastering the art of branding is to identify your unique brand promise, or the one thing you do better than anyone else. This promise should be communicated consistently across all branding materials, including website, advertisements, and customer interactions.

To create an effective brand, it is important to simplify your message and avoid marketing jargon. A clear and simple message is more memorable and easier for customers to understand and relate to. You should understand the customer's journey, from awareness to purchase, and create a brand experience that guides them through this journey effectively through your brand promise, crafting an impactful one-liner, and taking a more holistic approach to your branding as a whole.

The Fort Distillery is a craft spirits distillery out of Fort Saskatchewan, Alberta. Founder and **CEO Nathan Flim** believes that spending time, money, and energy on developing brand identities for each product has been the biggest key to his company's success. When they branched out into ready-to-drink cocktails, they very methodically decided to give this product line its own distinct brand identity.

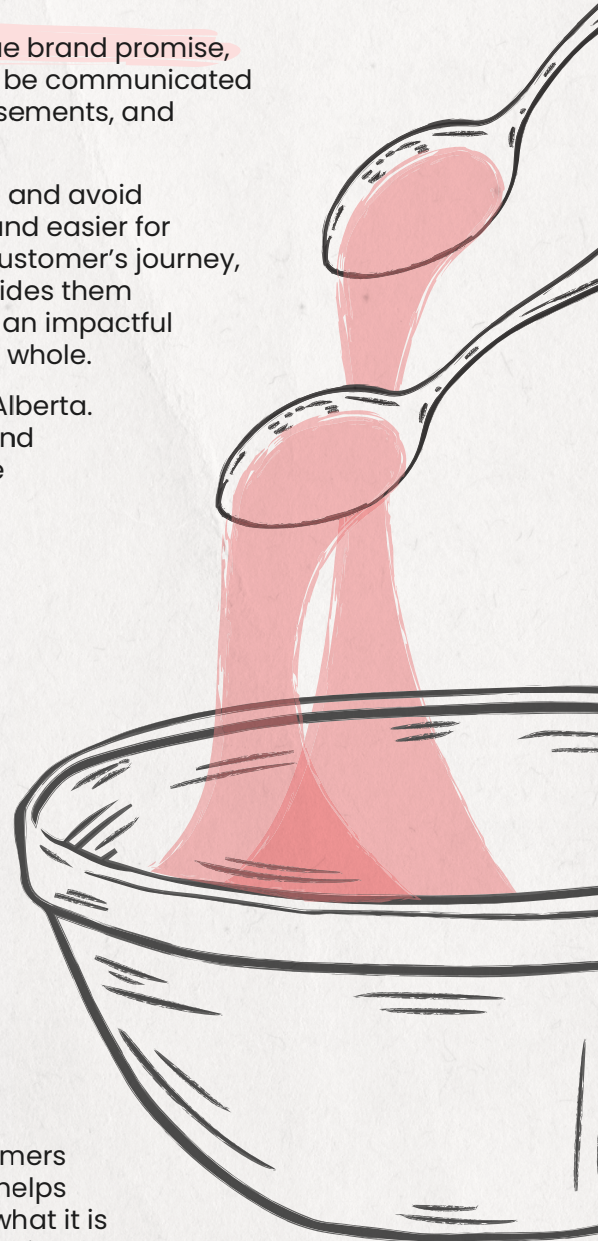


"I feel like one of the differences between our company and a lot of other craft distilleries is that we focus on building brands. [Each of our products has their own identities], and we put a lot of thought and intention into each of our product lines."

*Nathan Flim, Founder & CEO of the, **Fort Distillery***

Branding is essential for making a long-lasting impact on your customers and allowing them to know what to anticipate from your business. It helps you differentiate yourself from your competitors, and makes it clear what it is you provide that makes your customers that makes you the better choice.

Need help building your own brand story? Unleash the power of storytelling and take your brand to the next level with Amplomedia. Our team of experts will help you to craft a compelling brand story that connects with your audience and differentiates you from the competition. **Let's get started on building your brand story together.**



A Pinch of Advice from Mentors and Advisors

Developing and curating a strong support system of peers, mentors, and advisors is inherently one of the most important things that an entrepreneur can do! If you want to succeed, you need to surround yourself with people who believe in you and who can help you get there.

One important piece of advice that we took from our interview with *Keenan Pascal, the CEO and founder of Token Naturals*, is that investing in an advisory board is one of the best decisions he'd ever made on his entrepreneurial journey.

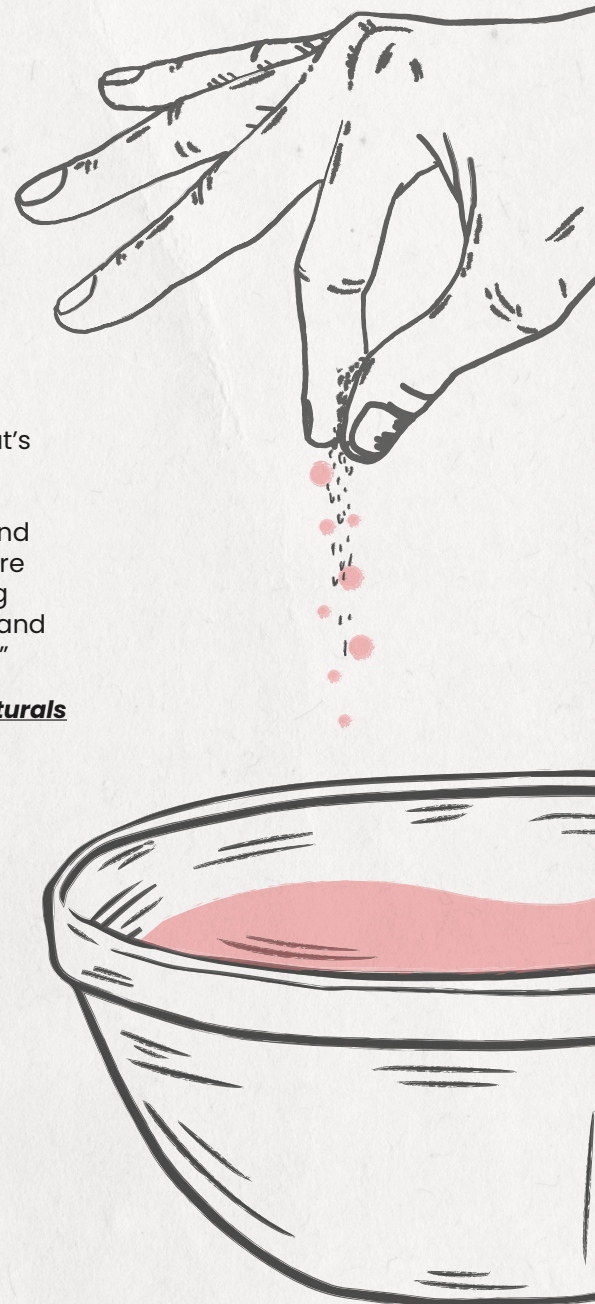


"I always tell new entrepreneurs to find mentors, and from there, hire them. That's the difference between a free board, where they love you, and they're here because they believe in the business, and a paid board that has a job to do. They're making sure the company isn't messing around. It's a combination of [mentors and advisory boards that leads to success]."

*Keenan Pascal, CEO & Founder, **Token Naturals***

In the history of entrepreneurship, you will not find many businesspeople who've been successful without the help, support, encouragement, and feedback from their family, friends, and peers.

Here's the secret sauce, though: yeah, those kinds of businesspeople are successful, but the most successful entrepreneurs are the ones who have a dedicated board of mentors and advisors **on their payroll**. Those are the people that will tell you when you're doing it wrong and won't worry about hurting feelings. Those are the people that you want to surround yourself with. They will challenge you and push you to do bigger and better things. Not just because they believe in what you're doing but because it also benefits them to ensure your success.



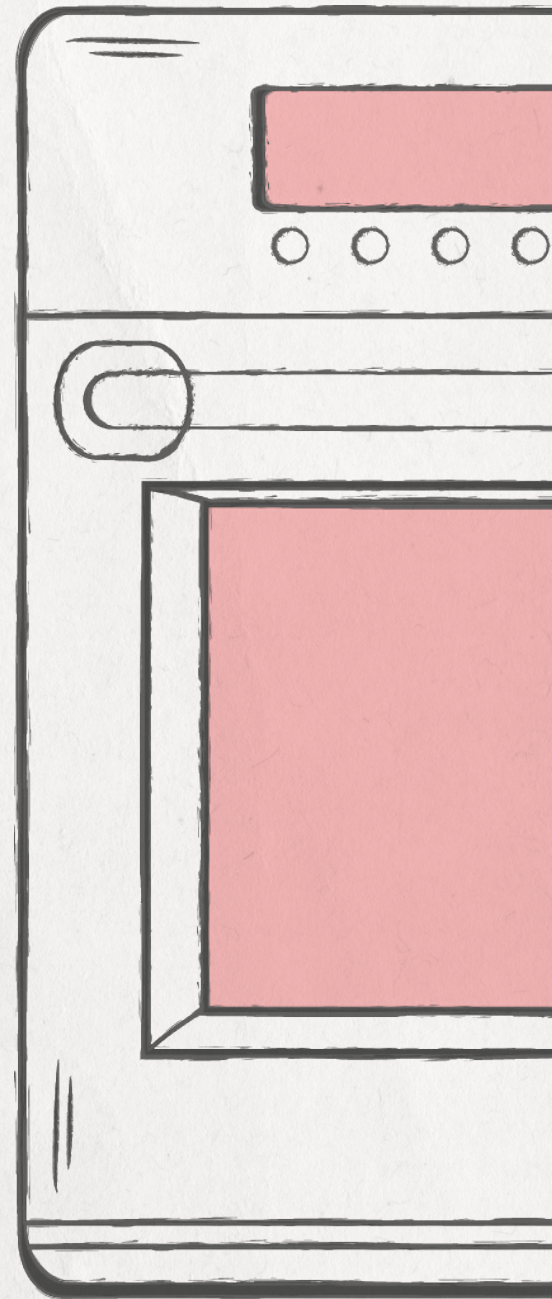
Set Your Marketing to High, Cook for 30 Minutes Or Until Sales Start to Rise

What we've heard from a lot of entrepreneurs is that if they were given a million dollars, when they started their business, one of the things they would invest in is marketing. That's a good thing, but marketing without strategy can be a severe waste of time and money.

Without a proper marketing strategy, you're leaving money on the table.

So what happens to your business when you spend time on marketing without having a proper strategy in place? YOU WASTE MONEY!

- ✗ You pay for advertising that misses the mark and doesn't give you a return on investment.
- ✗ You generate some brand awareness and website traffic that fails to convert leads to customers.
- ✗ Customers bounce off your content because it's not specifically targeted to their pain points, which ends up costing you more money than your marketing is generating.



STRATEGY CHECKLIST

- Website that builds trust
- Content platform
- Search engine optimization
- Social media engagement
- Reputation management
- Email marketing
- Paid online advertising

We interviewed *Hillary Sweet, a co-founder of Kidney-Chek*, who mentioned the importance of marketing in the entrepreneur's journey, and she's far from the only one. If there's one thing you take from this guide, it's that **every entrepreneur should have a marketing plan and work with others who are experts in the field to develop a solid marketing strategy.**



"We started out thinking [that] if we could just invent this product, and get the technology, and show the science behind how it works, then we're good. We've got it. And now that we're in this sales and marketing point, that's something that we didn't realize how difficult it was, and didn't spend enough energy on the sales and marketing earlier on to make it easier for us now that we do have the product."

*Hillary Sweet, Co-Founder, **Kidney-Chek***

DEFINE THE
MARKETING
STRATEGY

A proper marketing strategy helps your potential customers make informed decisions, boosts sales, builds and maintains your reputation, builds relationships between your business and its customers, helps you to stay relevant, and ensures effective customer engagement. **If you're going to scrimp somewhere, it shouldn't be here.**

Whisk in the Secret of Product Packaging

We bet you weren't expecting to see product packaging in this guide. It's not exactly the first thing that comes to mind when you think of building a successful business. But guess what? That's what makes it a secret!

Packaging goes beyond simply protecting an item. It is an important aspect of marketing that helps your company to establish its brand, emphasize the best features of your products, and provide your customers with an unforgettable experience.

The right product packaging can catapult your products – and your business as a whole – to greater heights. Spending time and money on developing eye-catching product packaging can help your business in a number of ways, including:

- Standing out from your competition.
- Brand recognition.
- Attracting customers.
- Showcasing that you're an environmentally conscious company by using packaging that is sustainable, recyclable, and reusable.

As the founder of a successful tech startup already, *Sarah Goodman, Founder & CEO of Chiwis*, knew the importance of packaging the product and decided to invest in it early on. Instead of starting out with generic packaging like many new small businesses, she put time and money into a package that would catch the eyes of everyone who saw it. And it paid off in a big way!



"When I was still in [the] tech [industry, [I emailed] the owner of a large distribution company. I said, 'This is my story. This is the packaging. Let me get into 75 to 100 stores, and would it be cool after that if I reached out to you?' And [his response floored me]. 'Sarah, it's pretty evident you come from tech and marketing. Nobody has a bag that looks like this when they start, and I've never seen anything like it. We'll take you on right away!'"

*Sarah Goodman, Founder & CEO, **Chiwis***

Fast forward to today, and Sarah's products are now in numerous stores across Canada, including Whole Foods and 7-11!

The way you decide to package your products will ultimately determine how customers view your brand. It's essential that you spend time creating packaging that will help you stand out and tell your potential customers what they need to know about your company and the products you provide.



Two Scoops of Financing

Simply put, businesses secure financing through either debt financing (for example, taking a business loan out at a bank), or equity financing (relinquishing a percentage of company ownership to investors or stakeholders in exchange for funds), in order to invest it or purchase machinery, supplies, software, etc.

The type of financing you decide to go with depends solely on you. Do you want to take out a loan that you'll have to pay back with interest, or would you rather take on shareholders and investors? Remember, with shareholders and investors, you don't have to pay that money back, but you do have to give up some control over your company.

When he found himself in need of mentorship and some extra capital to expand his range of service offerings during the COVID-19 lockdowns, one of our interviewees, *Omer Choudhary, CEO of IQ Interactive and Truffle POS*, opted to partner with a Venture Capital firm to make that happen.



"I had been talking to many groups for a while, and the current VC group seemed like the right choice. We finally pulled the trigger, and that's what really helped us in turbocharging what we're doing. It brought in some money, but it was strategic money because it brought in expertise."

*Omer Choudhary, CEO of
IQ Interactive and Truffle POS*

There are many ways to go about securing financing for your small business, you just have to find what one works best for your company. But you will need to secure financing, so it's a good idea to start planning for that in the early stages of your business. Another one of our interviewees, Graham Hansen – the CEO and Co-Founder of Cash2Crypto – stated it very succinctly when he said, **"Starting a business with no money is hard."**

PLAN IN THE
EARLY STAGES

Stir in an Ounce of Knowing Your Value

One of our favourite pieces of business advice came from *Ted Kouri, the Founder and CEO of Incite Strategy*, who simply said, "Plan to build your business as if you're going to sell it, even if you don't."

What Ted is talking about here, of course, is business valuation. It can be difficult to determine the real value of your business due to the numerous rules, financial constraints, and growing pains that come with running a small business. It's very important that you know and understand your company's true valuation for any potential future mergers and acquisitions, preparations for a departure plan, and the overall health and well-being of your company. **Knowing your valuation is important for any business and is critical as you get ready for what the future holds.**

Many owners wait too long to build their exit strategies, and at that point, the sale is forced by a life event – a divorce, an illness, a death. Here's what Ted Kouri, the founder and CEO of Incite Strategy, had to say about waiting too long to plan your exit strategy.



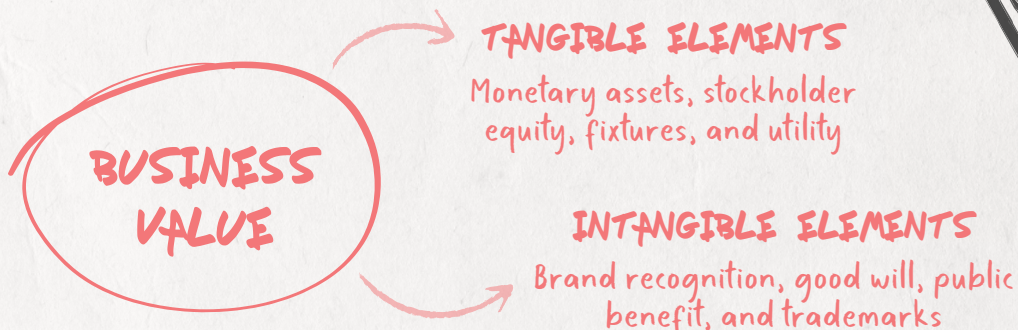
"The problem is usually you're doing it then from a point of weakness, and it's a scramble. Whereas, if you can say, 'I might consider selling my business 3 or 4 years from now, I'm going to start putting a plan together today,' we see really strong returns from that approach."

*Ted Kouri, Founder & CEO,
Incite Strategy*

WHAT IS YOUR EXIT STRATEGY?



Your valuation is a mixture of your business's tangible and intangible assets:



Some things to consider when beginning the plan to increase your business' valuation include:

- Are you in multiple markets?** Having a presence in multiple markets can expand your customer base and increase revenue potential
- Do you have more than one product or service line?** Having more than one product or service line can bring multiple revenue streams and diversify your business offerings.
- If you don't, can you build those?**
- How closely tied is your business to its founder?** The level of association between a business and its founder can greatly impact the perception and success of the company.
- Can your business stand on its own without its founder?** A business that is overly reliant on its founder for leadership and decision-making may struggle if the founder is no longer able to be involved.
- How strong is your management team?** A strong management team is one that has a clear understanding of the company's vision, goals, and strategies, and is able to effectively implement these through the day-to-day operations of the business.
- Will your management team allow you to be more removed from the day-to-day of your business?** Having a strong and effective management team in place can be key to freeing up time and energy for business owners to focus on the strategic direction and growth of their company.

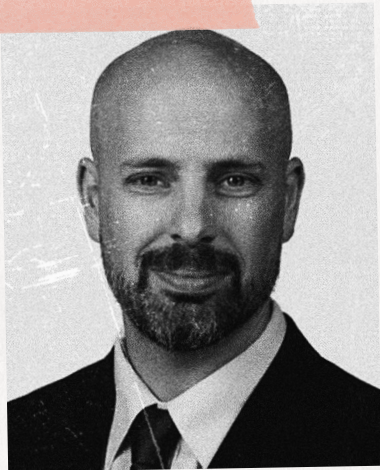
When you can answer these questions, you're ready to start increasing the valuation of your business.

Sprinkle with Your Niche

With a vast number of businesses in every industry imaginable, the online market has become oversaturated and extremely competitive. This has its advantages, but it has also made it more difficult for businesses to stand out from their competitors. To draw in more potential customers and increase sales, you must find a way to stand out, and one of the best ways to do this is through niching down.

Niching down is a way to identify a smaller group within your target audience, so you can provide a more targeted and appropriate product or service offering that is tailored directly to their needs, rather than having a more broad offering that will reach a wider audience.

Dennis Geelen, the Founder and Chief Difference Maker at Zero In, told us that failing to niche down was one of the biggest mistakes he made.

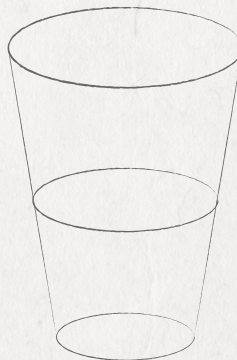


“If you try to be too general, you try to appeal to too many people, you end up appealing to nobody. People want experts. Whether you’re a consultant like I am, or whether you’re selling a product or a service, it’s got to be appealing to a specific group of people and solving a specific problem. Otherwise, what’s the appeal?”

*Dennis Geelen, the Founder and Chief Difference Maker at **Zero In***

NICHING DOWN:

Entrepreneurs are often tempted to accept every opportunity or offer that comes to them. There is an assumption that saying “yes” to every opportunity will result in more sales and increased growth of their business. However, this isn’t the reality. It might appear to be contradictory, but success is accomplished by understanding when and how to say “no,” and **learning to niche down.**



- Targeting everyone in the world
- Targeting a specific geographic location (ex. North America)
- Targeting a specific customer segment (such as by values, generation, sex, occupation, etc.)

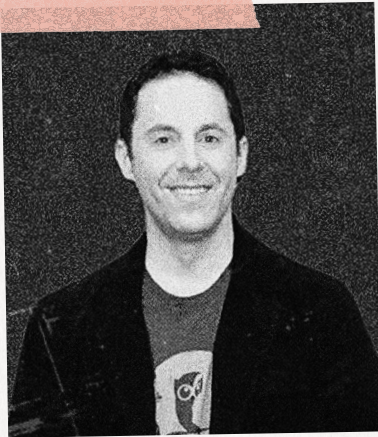
Serve Up With a Side of **Healthy** Work-Life Balance

Maintaining a healthy work-life balance can boost the performance of your employees and preserve their productivity. Essentially, if your employees don't dread coming into work, they'll make fewer mistakes, put in more effort, and become better advocates for your brand. With that said, as an entrepreneur, your company's overall well-being depends on your own.

In a post-pandemic world where remote or hybrid workplaces have become the norm, and where everyone is walking around with a smartphone in their pocket, it can be difficult to "unplug" and maintain a healthy work-life balance. If you're like many of the entrepreneurs we've met over the years, you answer work emails while laying in bed at midnight, or answer work phone calls during Sunday brunch with the family, or even work during your vacations. **But is that really sustainable for you? What about your employees?**



When we spoke with *Jeff Waldman, the Founder and Principal of ScaleHR*, he delved into this need for work-life balance, but noted that the key balance that one employee needs might not work for another.



“[What employers and employees need] is a consistent and conscientious effort to turn things off when you want to. [Ensuring that] this whole customization and flexibility and personalizing how [people] work needs to be there. Managers need to be really cognizant. They need to know their people. You can't put a blanket policy [regarding work-life balance] over everybody.”

Jeff Waldman, Founder & Principal, **Scale HR**

Creating a flexible work-life balance policy that works for all of your employees – whether they're night owls or early risers – is key to maintaining a healthy, happy workforce.

So where do you start when creating your own, personal work-life balance?

- Saying “no” to tasks that aren't a priority:** Remember your superpower! Being able to say no to tasks means recognizing your strengths and delegating those that aren't (or shouldn't be) in your wheelhouse. By focusing on the most important tasks, you can work more efficiently, increase productivity, and reduce stress levels.
- Getting the priorities done:** By focusing on completing the most important tasks, you can better manage your time, increase your productivity, and reduce stress levels.
- Learning to delegate:** Delegating tasks to others can free up time for you to focus on other important tasks and also help to build a strong and effective team.
- Prioritizing your well-being:** Taking care of your health and well-being is key to being productive, efficient, and successful. By taking breaks, getting adequate sleep, eating well, and engaging in physical activity, you can improve your overall health and well-being, which in turn can improve your work performance.

↑
**THIS WILL IMPROVE
YOUR WORK
PERFORMANCE!**

Starting a business can be a daunting, overwhelming, and terrifying task, but it can also be incredibly rewarding.

We hope that with this secret recipe, you have found the tools you need to build and maintain a successful business to beat the odds.

If you're an entrepreneur who would like to be on our Amplify Your Business podcast (and perhaps even be quoted in our next guide!), **give us a shout**, and we'd be happy to set something up.

It's no secret that you need sales to grow your business. At Amplomedia, we equip you with an entire marketing department and a strategy proven to deliver you more customers so you can scale your business and make more money.

We're always happy to share the insights we've learned from the more than 200 entrepreneurs we've swapped stories with and provided advice to. If you enjoyed this guide, please drop us a line with your feedback at matt@amplomedia.com.



AMPLOMEDIA.COM