

# **How to Create Effective Offers and Promotions with Jack Born**

This article is an insightful interview with a leading entrepreneur, examining the power of networking, effective sales strategies and the importance of launching a validated product. It's crucial for your professional and business growth, as understanding and applying these strategies can significantly boost your abilities to network effectively, price your products or services intelligently, and launch products successfully.

## **Quote to remember from the Interview**

"Success often lies in simplicity. Find what's working and focus on growing that aspect."

## **What You'll Learn From the Activity**

These activities will provide practical ways to implement the concepts discussed in the interview. By reflecting on the questions and engaging with the exercises, you will gain a deeper understanding of the significance of networking, pricing strategies, focused business growth and successful product launches.

**Activity**

List three key strategies mentioned in the article that highlight the power of networking.

1

2

3

How do you currently leverage your existing professional network to increase sales? Reflect and write a brief paragraph.

Identify a potential area in your networking strategy that could be improved.

Describe a time when your networking efforts led to a significant business opportunity.

Reflect upon the "series of emails" strategy - how can you implement this in your sales tactics?

List three ways you can create and nurture a responsive community for your brand.

1.

2.

3.

True or False: Networking is only about expanding your contacts.

Describe an apprenticeship experience that provided valuable insights for your business or profession.

Determine a pricing approach for a theoretical product based on market demands and your insights.

How can focusing on promising business prospects aid in your business growth? Discuss.

Reflect on your business dealings, are there areas where your resources are spread too thin?

Develop a viable product idea for your field of business and write a brief description.

What steps would you perform in order to validate this product before launching?

Describe the 'Goldilocks Zone' for a past or present product/service launch.

Fill in the blank: A poor product launch may be a result of launching the product \_\_\_\_\_.

List the top three takeaways from the interview that you can apply to your business strategies.

Reflect: Which of these lessons resonates the most with your current business context?

Draft an action plan outlining how you would apply these strategies in your business/profession.

Create a mock email as a part of a "series of emails strategy" to boost sales.

Write a brief paragraph describing how you see the relationship between networking and sales growth.

Envision yourself mentoring an apprentice. What key lessons would you convey about the business?

Looking at your business model, what one aspect seems to promise the highest growth potential?

Describe a scenario where rushing to launch a product/service resulted in issues.

Create a list of checkpoints for validating a minimum viable product before launching.

True or False: Spending resources across multiple domains is a key to success.

Reflect on the quote: "Success often lies in simplicity." What does it mean to your business?

List all the benefits you gleaned from active and intentional networking in the past year.

Formulate a pricing strategy for your product/service based on your market understanding.

Air your thoughts: Why do you agree or disagree with the statement "Apprenticeship often provides reductive simplicity, clarifying what's necessary amid the noise."

Write down three actions you will take this week to improve your networking ability.

1.

2.

3.