

Automation Tips With Brad Martineau #1

Automation Specialist – Business Coaching For Small Businesses

This workbook explores the insightful interview with Brad, a seasoned entrepreneur, focusing on the significance of distinguishing franchising business from typical small-scale ones while strengthening paid advertising strategies.

It matters as it equips franchise owners and aspiring individuals with knowledge about actionable customer acquisition, advertising strategies and understanding customers' needs.

The exercises in the workbook aim to immerse the readers, enabling them to absorb, interpret and practically apply the shared insights, thereby enhancing their entrepreneurial proficiency.

Quote to remember from the Interview

"The most important part is your ability to know what the customer's problem is." - Brad

What You'll Learn From the Activity

The self-reflective questions and real-life situational activities are designed to deepen your understanding of core elements like franchise nature, importance of paid advertising, business growth stages, and knowing customer's problems through hands-on application.

Activity

What is your understanding of franchising?

List down the main differences between franchising and a small-scale individual business.

As a franchise owner, how would you approach the task of acquiring new customers?

Reflect on Brad's statement "Franchising is essentially what we've described. It's a simple concept to grasp, but it's not easy to do." What is your interpretation?

How does paid advertising help a franchise business?

Name at least three paid advertising channels that you think would be beneficial for your business and explain why?

How does understanding customer's problems influence your business strategy?

Define the benefits and potential challenges of paid advertising as per Brad's insights.

Reflecting on your present business, estimate its current revenue level and state.

Write down three ways that could help you leverage paid advertising to achieve faster growth.

How can active customer acquisition contribute to the economic growth of a franchise?

How would you change your business strategies if your business crosses the \$300,000 revenue mark?

Reflect on the statement: "There's no magical checklist for business success. Business strategies are secondary to understanding your customer's needs." Describe how this applies to your own franchise business.

Using Brad's advice, how would you adjust your business operations to understand your customers' problems better?

Practice situational awareness: If your franchise struggles with customer retention, what steps would you take to rectify this?

Recall a specific scenario where understanding your customer's problem led you to adjust your business strategy. Was it successful?

As per Brad's interview, at what revenue stage should a business start focusing on systemization?

Would you consider attending a Summit for aspiring franchise business owners? Why or why not?

Write down potential resources you could use to improve your franchising knowledge and skills.

How will you apply Brad's advice for recognising the stages of your business?

Write a short strategic plan for your business that includes franchising elements, customer acquisition strategies, using paid ads, and understanding customer problems.

True or false: All franchises should apply the same business strategies for success.

Reflect on a past business decision that emphasized understanding the customer's problem. Was it successful, or what could have been improved?

How will you ensure that you maintain clarity about your businesses current state and future trajectory?

How would you measure the success of implementing a paid advertising strategy?

If you were to meet Brad, what additional questions would you have related to running a successful franchise?

How would you apply the insights from Brad's interview to your current or future franchising business?

Based on your understanding, summarize how franchising and understanding customers' problems are linked.

Fill in the blank: As per Brad's advice, once a business passes the \$_____ mark and has consistency in revenue, it's about systemization.

Describe in your own words how the understanding of customer's problems contributes to the success of your franchise business.