

To Be Successful In Business, Do These Things With Roland Frasier

This workbook is based on an insightful interview exploring the necessity of a multi-channel strategy for businesses, demonstrating why diversifying channels enhances business resilience against unexpected changes. By examining real-world scenarios, understanding these strategies will empower you to prepare your business for sudden changes and diversify your marketing channels effectively.

Quote to remember from the Interview

"Diversifying channels is not an option, it's a necessity."

What You'll Learn From the Activity

The following activities will engage you critically with the strategies and ideas presented in the article. They're designed to test your comprehension, help you assess the scalability of your business ventures, and ensure you understand the importance of a diverse team in scaling your business.

Activity

Reflect on the importance of multi-channel strategies for businesses. Why is this a necessity?

In the event of a sudden marketing channel shutdown, how would you adapt your business strategy?

Enumerate the roles of the key team members in business scaling as provided in the article.

Discuss the risk of relying on a single merchant ID (Mid). Why is it essential to have multiple Mids?

Fill in the blank: Multi-channel marketing improves business _____.

Complete the sentence: The article suggests that if a business is successful in a certain niche, it will likely_____.

Taking into account the case study provided in the article, design a multi-channel marketing strategy for a hypothetical business.

True or False: Outsourcing technical aspects of a business is an expensive procedure.

Reflect on methods of assessing the scalability of your business.

Based on your understanding from the article, discuss the role of tools like Lead Pages and ClickFunnels in business scaling.

Provide strategies of your own for diversifying marketing channels for a business.

Given the lessons from the article, what steps would you take to prepare your own business for unforeseen circumstances?

Based on what you learned, draft a job description for a media buyer's role in your team.

What is one benefit of having a diverse team when scaling up your business?

Enumerate three key components necessary for business scaling, as provided in the article.

If a business is successful in a certain niche, under what conditions would you advise expanding the business into other niches?

Formulate a plan to test a business's success in a specific niche based on the advice provided in the article.

True or False: The sudden shutdown of a successful Facebook account can be devastating for a business.

Develop a hiring plan for scaling up a hypothetical business, covering key roles mentioned in the article.

How can diversifying marketing channels boost the resilience of a business?

Choose a quote from the article, explain why it resonated with you and how you could apply its wisdom to your business strategy.

What actions could you take to improve your business's adaptability to change?

Create a pros and cons list for using merchant IDs to handle business transactions.

Enumerate three practical testing methods for businesses as suggested in the article.

True or False: Having a CFO in your team is unnecessary in business scaling.

If your company was hugely successful on one marketing channel, how would you diversify to other channels?

What role would you give a bookkeeper in your team, and why?

How would implementing the advice from this article alter your current business strategy?

Why is it essential to have a merchant account manager in your team?

Reflect on how your current team aligns with the team structure suggested in the article. What changes, if any, would you make?