

Clarity



Welcome to the IGNITE momentum guide. Are you ready to give your business an adrenaline rush? By following this programme, you will set the stage to increase clients, sales, and customer revenue, plus elevate your passion and purpose for your business.

Drawing from over 30 years of experience in marketing and strategy, I've observed countless organisations across various countries thrive by integrating this model. ALL successful businesses have these elements in place.

IGNITE is centred around four pivotal areas:

1. **Confidence:** This is the foundation. Success is 80% psychology. By cultivating a robust mindset, you align yourself and your business to face challenges head-on. A strong mindset is the precursor to everything that follows.

[Connect with me](#) if you need clarification or help progressing.

I invite you to embark on this journey, leveraging these time-tested principles, to propel your business and life to new heights.

Yours Sincerely,
Stefan Somersall-Weekes
SDSW Marketing

Get CLARITY

As an entrepreneur, the pathway to success can be paved with uncertainties. Having clarity is vital to navigate through the entrepreneurial labyrinth. Here is how you can gain clarity in your business endeavours.

“The best way to predict the future is to create it.”
- Peter Drucker,

1. Get a Plan!

A company without a clear, well-structured plan is akin to a ship sailing without a compass. It may lead to resource misallocation, inefficiencies, and eventually, business failure. To quote Benjamin Franklin, “By failing to prepare, you are preparing to fail.”

Plus, research suggests our brains process and implement information more efficiently when a clear, succinct plan is in place. It reduces cognitive load, enabling focused decision-making, thus facilitating optimal outcomes.

Creating a one-page business plan is quick and simple. Yet 65% of companies don't do it. Answer these 10 questions, and you will have created your own business plan. It should take you less than an hour, if not, give me a call.

Exercise 1:

Write down your answers to the following questions.

- Q1. What is your business about, and what are you hoping to achieve?
- Q2. Can you describe what your business does in simple terms?
- Q3. Who are your customers, and why would they want to buy from you?
- Q4. Who is in charge of what in your business?
- Q5. What are you selling, and why is it useful?
- Q6. How will you get people to buy your product or service?
- Q7. How much money do you need to get started or grow, and what will you use it for?
- Q8. What are your best guesses for how much money your business will make and spend?
- Q9. What other information like charts, images, or quotes can help explain your business?
- Q10. What could go wrong, and how will you handle it?

“Without clarity, you cannot grow.”
- John C. Maxwell

2. Get SMART!

Setting SMART objectives aligns your actions with your business plan goals. By jotting down and prioritising your 90-day objectives, you can effectively measure progress and adjust your strategies accordingly.

A key to breaking through procrastination is being clear and confident about what exactly needs to be done next in pursuit of your goals. Neuroscience emphasises the significance of goal-setting. Clear, SMART objectives activate our brain's problem-solving mechanisms, leading to increased focus and productivity.

Exercise 2:

Write down your answers to the following questions.

- Q1. Identify 4 key objectives/major milestones necessary for your business success.
- Q2. Prioritise them based on importance or sequence.
- Q3. Specify a target day that it needs to be done.

3. Get Excited!

Why get excited? Because this is where your business vision translates into initiatives that will close the gap between where you are now, and where you want to be. Recognise your current roadblocks and specify innovative initiatives to overcome them. This is where you build momentum as you envisage all the stepping stones enroute to achieving your objective.

Exercise 3:

Focusing on the objectives in Ex.6. Write down your answers to the following.

- For each objective identify the challenge or gap that must be overcome to achieve it.
- Create a list of initiatives for each of the challenges that will bring massive change.

Find someone you trust and who is supportive of your business. Two weeks later review the progress made against the set objectives and refine strategies if necessary.

Remember, a well-devised plan, coupled with clear, realistic objectives and a proactive approach to problem-solving, is your ticket to entrepreneurial success.

Stay focused, stay clear, and embark on your journey to entrepreneurial brilliance with unwavering determination and clarity!

"Clarity affords focus." - Thomas Leonard. And with focus, there is no confusion as to your next best action.

Well done for reaching the end of this guide. This tells me that you are really looking for ways to create momentum and grow your business.

The next step for you is to book a place on a [live workshop](#) or schedule a [1:1 call](#) to see if you are eligible for the personalised IGNITE programme.

In summary:

There are four proven elements that will guarantee success for your business.

1. Build a **Confident** growth mindset
2. Create **Clarity** through planning
3. Act **Consistency** on actions that matter.
4. Join a **Community** for encouragement and expertise

Simple, but not easy.

If you feel that you have a handle on all three exercises, then go for it and start creating passion and momentum in your business.

If you feel that you would like to run through the exercises in a group session, then join me at the next workshop where we can do just that. [Register for the How to create passion, drive and momentum workshop.](#)

Or maybe this feels overwhelming and you would like a personal session to navigate the programme at your pace. [Arrange a time for a 1:1 call.](#)

In any case I wish you all the success in your business and life.

Regards,

Stefan Somersall-Weekes

SDSW Marketing

I help businesses create momentum

 **+44 07766 534865**