

# Community



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 in this workbook we will focus on:

1. **Community:** Often underestimated, your community can be the bedrock of support. The adage, "It's not what you know but who you know," holds weight here. Engaging with a diverse network of entrepreneurs provides fresh perspectives, guidance, and resources crucial for navigating challenges.

Whether you choose to focus on a specific area that needs attention or run through the whole programme, this guide has a series of exercises for you to complete in order to start seeing the changes in your business immediately.

[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**

# Leverage the COMMUNITY

"Alone we can do so little; together we can do so much."  
Helen Keller

74% of businesses in the UK are being run by a single director or sole trader, which can be a lonely affair. It's a roller-coaster ride, isn't it? One moment you're on top of the world, the next you're navigating unexpected setbacks. During these highs and lows, leveraging the power of a community can be your secret weapon.

Why 'Community'?

Community isn't just about having people around you; it's about having the right people who understand your journey.

"You are the average of the five people you spend the most time with."  
Jim Rohn

Think about that. Who are those five for you?

## **Leveraging Community Chat Groups**

a) Encouragement: The world of entrepreneurship can be isolating, but it doesn't have to be. Imagine after a challenging day, logging into a chat room and receiving words of motivation from someone who's been in your shoes. Offers shared experiences, mutual understanding, and, most importantly, encouragement.

You can share a challenge that you faced in a group chat, generating multiple solutions you might never have thought of on your own. Remember, a problem shared is a problem halved!

## **Exercise 1:**

Build your own support network.

- Create a chat group with fellow entrepreneurs.
- Invite business leaders that you can both give and receive support from.

b) Networking: Sometimes, it's not just about the emotional support but the tangible opportunities that can arise from networking. These groups aren't just platforms to

share your business card. They're spaces to build real relationships, find potential clients, or even meet your future business partner.

c) Specialist Support: It's one thing to get encouragement, but what about those days when you need technical advice or perhaps some feedback on a business idea? Having access to industry specific or skills based groups can provide access for continued support.

With over 30 years experience in marketing and strategy, plus being a Fellow at the Chartered Institute of Marketing and a business coach, I would be a useful person to have in your support network 😊. [Connect with me on LinkedIn.](#)

## Exercise 2:

Build your own specialist network.

- Join LinkedIn groups for entrepreneurs and business owners.
- Join the Federation of Small Businesses

Leveraging a community isn't just about taking; it's about giving back too. As you receive encouragement, support, and opportunities, remember to offer the same to others. This reciprocal energy not only enriches the community/network but also solidifies your place within it.

Communities are reservoirs of resilience. So, next time you're facing a hurdle, remember you're not alone. There's a whole community out there ready to back you up, offering a friendly chat, a piece of sage advice, or possibly an exciting opportunity.

"If you want to go fast, go alone. If you want to go far, go together."  
African Proverb

Live long and prosper.

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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 both 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

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