

THE IGNITION PLAN

Fire Up your Startup!



Greetings!

The Founders' Forum is finally here and will take place on May 25th!

Entrepreneurs face unique challenges as they must take on and execute a diverse number of roles within their business to be successful. In other words, they need to have all of the answers. Since no one has all of the answers, I created the Founders' Forum as a place to share ideas, get advice from peers and build a robust network. It absolutely works but don't take my word for it, here's what participants from similar events I have moderated have to say:

"I love getting to know other entrepreneurs, hear their stories, and help think through solutions. I find it really energizing to think about other peoples' businesses and to hear new perspectives on mine!"

"Craig is really thoughtful without coddling us! He is able to think really objectively about our issues and our businesses in a way that can be hard for a founder who is emotionally invested."

The event will take place via Zoom on Tuesday, May 25th from 7:00 PM to 8:30 PM, EDT. Click this link to reserve your spot. See you there!

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Craig

craig@startupbreakdown.com

Reserve your spot in the Founders' Forum today!!



LESSONS LEARNED: THE ONLY QUESTION THAT MATTERS

Promoting your business to customers can be a daunting task. How do you explain something that you live and breath 24/7 to someone who knows very little (if anything) about what you do? How do you rise above the never ending onslaught of ads and alerts to grab a prospect's attention? **At the end of the day, your business only works if you can earn the sale**, but how can you get there?

Customers will show interest when you can answer one simple question: **"What's in it for me?"**. It seems straightforward but we often get so caught up in the features of our solution (i.e. what it does and how it works) we lose sight of the fact that people make buying decisions based on the benefits (i.e. how it impacts their lives). If you effectively communicate the compelling benefit, the likelihood that customers will buy from you increases dramatically.

Every company in history has come out of the gate believing the features of their products or services are world class and are worthy of their customers'

hard earned dollars. The most successful companies focus on the impact they will have on their customers and why their solution is a “must have”. This is where we should spend our time. **Think about these benefits from your customers’ perspective and devote the time to building a strong case so you can answer the only question that matters, “What’s in it for me?”.**



Submit your question here

Let’s face it, no one has all the answers (even if we must act like we do) so this is your opportunity to, “ask Craig anything”. Submit a question and I will select one to answer and discuss in the next Ignition Plan issue. I am here to answer whatever burning question is on your mind, ranging from fundraising, founder issues, sales strategies, etc.

Questions can be submitted with contact information or anonymously. We respect your privacy and will never sell, rent, lease or give your information to any third party.

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