

# **INNOVATION ON DEMAND™**

**GO Curve Blueprint**

**Cultivate and Nurture Plan**

**3X3X3 – The Spectacularly Simple Formula for Singular Focus**

**Tinker 3-T Model to Develop Creative Ideas into True Growth**

**4-Message Marketing Mix Worksheet**

**SUSAN G. TRIVERS, MBA**

# THE GO CURVE

# *Blueprint*

SUSAN G. TRIVERS, MBA

# MINING FOR GOLD INSIDE THE BOX

When your company is setting goals and making plans for the future, you could think outside the box. You could try to attract strangers. You could throw products and marketing against the wall to see what sticks.

OR you can **look** closely and carefully **inside your box of gold** and mine it for the treasures within.

We at Trivers Consulting Group know the best way to reach tomorrow's success goal is to start with the foundation you have today. Your foundation is strong because of three components: your current and recent buyers; your current offerings; and your current employees.

The GO CURVE helps you find many ways your company can mine the gold within. The GO CURVE is the path to:

- More Focus
- More Confidence
- More Business
- More Profit

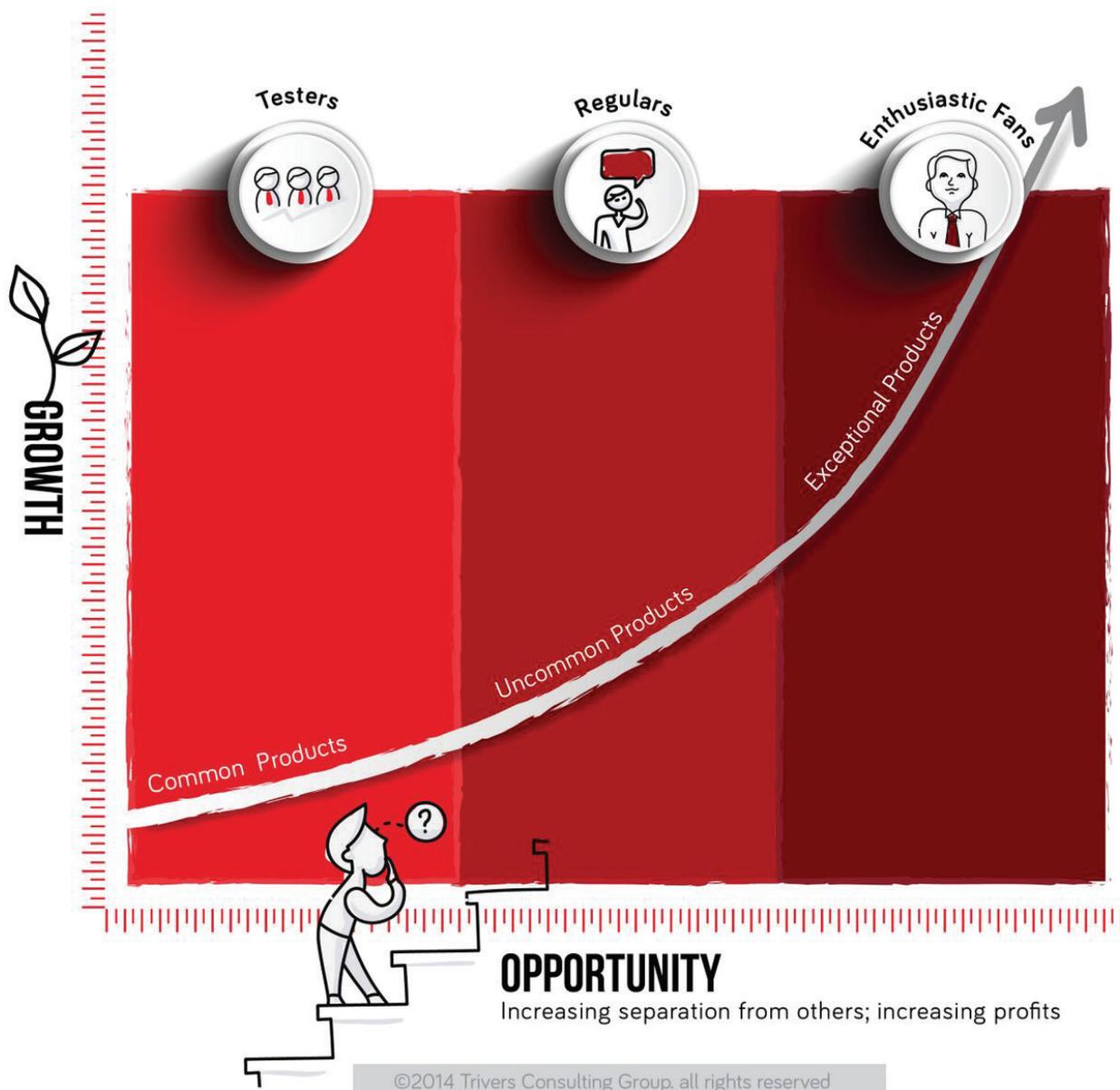
The GO CURVE takes what's on paper or on your screen--your P&L and your CRM—and maps them into a picture of your business today. It shows you which segments your buyers occupy and the range of your offerings.

From there you ask the critical questions to mine the gold that creates the path to success for tomorrow.

**Plot your Buyers and Offerings  
on the GO CURVE on the next page.**

# PLOT YOUR BUYERS AND OFFERINGS ON THE GO CURVE

## GO CURVE





# CREATE YOUR OWN PATH: 5 WAYS TO MINE YOUR GOLD

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## 1 Modeling

If we move people from one segment to another, or we change the mix of offerings, what financial impacts can we expect? Using the visual GO CURVE, calculate the impacts of your various options. You will see clear winners and losers. Choose from among the winners.

## 2 12-month Plan to Cultivate and Nurture Buyers

Use your marketing resources where they will make the biggest impact. Carefully targeted marketing generates a higher rate of response (purchases). An annual plan keeps the momentum going.

- Customer appreciation messaging
- Customer retention messaging
- Top of Mind messaging
- Creating Demand messaging
- Repeat

## 3 Improve and Innovate Customer Service

- Where along the GO CURVE would improvements and additions to customer service make a difference to tomorrow's success?
- Who provides it and what do they provide?
- What financial and other resources are needed? How much do these impact profit?
- How do we create the biggest ROI (great impact, low cost)?



# BE INSPIRED BY BIG THOUGHTS ON CHANGE

“We can’t solve our problems with the same thinking we used when we created them.”

Albert Einstein

“If you always do what you’ve always done, you’ll always be where you’ve always been.”

T.D. Jakes

The Trivers Consulting Group GO CURVE is valuable to every business because it creates **new thinking** and **new ways of doing**.

The GO CURVE reveals the gold within your company’s current mix of buyers and offerings and prompts you to create powerful new ways to achieve:

- More Focus
- More Confidence
- More Business
- More Profit

Trivers Consulting Group customizes every Engagement and Relationship to meet the specific needs of the client company and its owner. If you would like to open a conversation about how your company can achieve the 4 MORES, we would love to hear from you. **Call 703-801-0345.**

**We'll invite you to complete a Listening Call questionnaire and book a complimentary 45 minute Listening Call.** If we both agree to take a step, or several, we will design a working agreement that is exactly right for your company and you. There are no off-the-shelf services.

Trivers Consulting Group is celebrating 20 years of service to growth-focused business owners.

**We know how to create businesses that last.**



**Susan G. Trivers, MBA**

**susantrivers.com • 703-801-0345**





# CULTIVATE AND NURTURE *Plan*

SUSAN G. TRIVERS, MBA

# Cultivate and nurture plan to Maximize best buyer revenue

For the period: \_\_\_\_\_ (12 months)

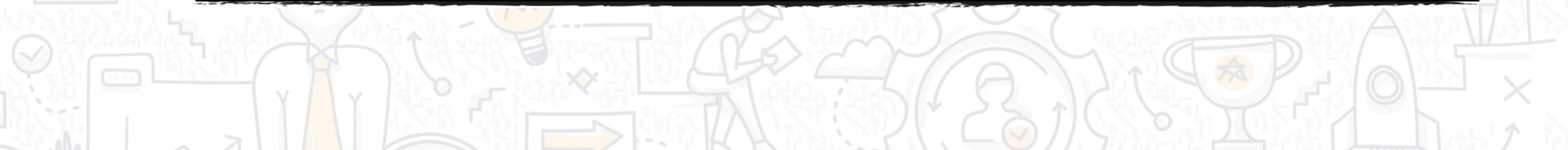
Prepared by CEO & Best Buyer Team: Marketing VP, account reps, customer service reps, product development lead

QUARTERLY	ACTION	DATE	WHO?	NOTES



# Monthly

MONTHLY	ACTION	DATE	WHO?	NOTES



# Continue Monthly

MONTHLY	ACTION	DATE	WHO?	NOTES

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# 3X3X3

THE SPECTACULARLY SIMPLE  
**FORMULA**  
FOR SINGULAR FOCUS



SUSAN G. TRIVERS, MBA

**“I have already a hard time working on the future. How do I make time for that?”** is the question I’m asked most often. Telling people to focus more is just like telling people to ‘lose weight’ or ‘get more exercise.’ They are so vague that people have no specific actions and even if they try a few things, there’s no target against which to measure success.

I have a very specific formula for making time to work on business growth. It includes targets against which you can measure your success. It is the spectacularly simple “3X3X3.” This represents three hour blocks of time, three times per week for three weeks. These three hour blocks are your Focus blocks. Three weeks is the typical time it takes—only three weeks!—to achieve a near-term goal or outcome.

**This is a perfect DIY process that everyone can do themselves. Here’s how it works.**

## Step One:

**Set a near term goal or outcome. Examples my clients have used:**

- Create and implement a process to follow up on every lead within 1 day
- Develop a new service about governance for corporate clients
- Create a package of services for homeowners to replace one-offs
- Write and institute a Cultivate & Nurture plan for our current buyers
- Analyze results of a new product line and understand what we need to change to create more success



## Step Two:

Draw a red line around three three-hour blocks of time on your calendar. You need to make these really stand out, whether on paper or digitally.

Look at next week. Where do you have a three-hour block that's not booked or allocated for something specific? Don't have any? How about two hours? None of those either. Then you'll have to make them happen.

Three hours three times a week is only 9 hours. Less than 25% of an average work week. You can rearrange some things, cancel others and delegate as needed. I have never seen a calendar that could not be arranged to allow three three-hour blocks of time in a week. This is completely a matter of choice and *will*.

## Step Three:

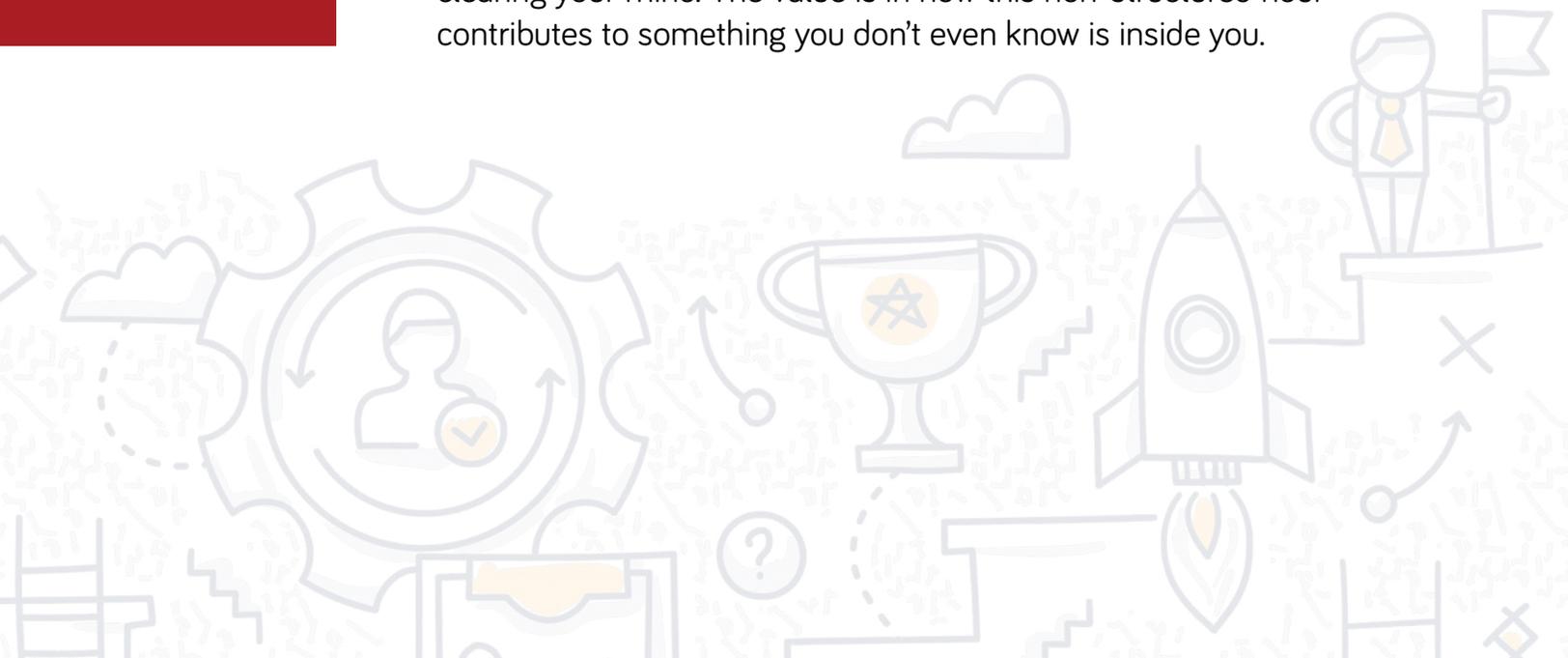
Schedule specific activities within those three hour blocks that will help you move toward your goal. Consider these as appointments in service to your outcome that are **completely irrevocable**. You are the most important person for that time.



## Include activities like:

- *Analyze your relevant financial statements.* Do this by yourself and take the time to figure out what you may not completely understand. Perform calculations, draw lines to connect different numbers, make notes and write down questions. Only after you've spent at least an hour on your own should you schedule a review with your CPA or CFO.  
Why do it alone? Because the human mind cannot read and listen at the same time. Read and interpret the financials first. Then listen to the CPA's perspective. Go back to your own thinking while deciding what to do next.
- *Perform a GO Curve assessment on your offerings.* This means you list all your offerings and identify them according to their level of differentiation as Common, Uncommon and Exceptional. Then look at all your marketing--the website, digital communications of all kinds, ads you may have placed, your networking events—and ask how well all these marketing efforts align with the type of offering. You don't want to market an Exceptional offering in language that would attract an entry level buyer (a Tester). You could easily spend three hours on this study and it would be time well spent. You would then share your findings with your marketing, sales, customer service, product development and delivery teams and direct them to improve the alignment between offerings and marketing to the right buyers.
- *Read a variety of publications about business, your industry and other industries,* the economy, global events and leaders, teams and failures. Allotting a specific hour for reading some of these publications will get your mind off your own business—which is a good thing—and expose you to other ways of thinking, problem solving and dealing with opportunities and obstacles. Use two of your hours each week for reading. It will open your mind and reduce the pile on your desk.

- *Study the depth and breadth of your own industry.* What do relevant associations offer in terms of research reports, studies and projections? Who are the leading experts and favored guest speakers at events? Go to their websites and read what they have to say. Become thoroughly familiar with what's going on. Then ask yourself what is NOT happening and figure out how your company can make it happen. Think of your company as the leader in differentiation.
- *Study the universe of your best buyers.* What publications do they read? Associations they belong to? Experts they follow? The more understanding you have about them, the better your company is able to create new high value offerings that they will eagerly purchase.
- *Read non-business writing.* Yes, during your work hours, you should book an hour or two each week to read other material. Biographies, history, autobiographies, novels, sci-fi, any and all genres that pique your interest. Why? Because there are always ideas to either use, choose not to use or to develop something new from. The more you stimulate your mind, the more you create.
- *Get outdoors for a walk.* Leave the ear buds at the office, and don't go to the gym. Simply go for a one hour walk. Clear your mind and pay attention to what you see as you walk. This is a great time to use 'noticing' which means seeing every detail that comes into view. There is no goal or objective except clearing your mind. The value is in how this non-structured hour contributes to something you don't even know is inside you.



# What a 3X3X3 Plan looks like

Here's a sample 3X3X3 from my own calendar. The goal I chose for this three week Focus period was completing all my writing and IP development for my new website. Notice that I worked around several client appointments and I included in my Focus periods some time for activities that are not generally considered work. I have a long track record of developing intellectual capital when walking with my dog, so those hours were definitely in service to my outcome.

<b>4/2</b> - Invoicing - Club Membership meeting - Client call	<b>4/3</b> - Client calls - Client meeting -Emails	<b>4/4</b> - Client calls <div style="border: 1px solid red; padding: 2px;">Website writing 11-2</div> -Networking event	<b>4/5</b> - Vet appointment - Client call <div style="border: 1px solid red; padding: 2px;">Website writing 1-3</div> <div style="border: 1px solid red; padding: 2px;">Dog walk 3-4</div>	<b>4/6</b> - Coaching call - Client webinar <div style="border: 1px solid red; padding: 2px;">Website writing 12:30-3:30</div>
<b>4/7</b> - Prospect call - Client call - Prospect proposal writing	<b>4/8</b> - Client calls - Business luncheon <div style="border: 1px solid red; padding: 2px;">Website writing 2-5</div>	<b>4/9</b> - Client calls - CPA appointment <div style="border: 1px solid red; padding: 2px;">Dog walk 3-4</div> <div style="border: 1px solid red; padding: 2px;">Website writing 4-6</div>	<b>4/10</b> - Coaching calls - Designer meeting - Mentor call -Networking event	<b>4/11</b> - Client webinar <div style="border: 1px solid red; padding: 2px;">Website writing 1-4</div>
<b>4/12</b> - Newsletter writing -Client calls -Industry research	<b>4/13</b> - Prospect call -Coaching call -Prospect call -Client meeting	<b>4/14</b> - Exit Planning event <div style="border: 1px solid red; padding: 2px;">Website writing 1-4</div> -Networking event	<b>4/15</b> -Client calls <div style="border: 1px solid red; padding: 2px;">Website writing 11-2</div> -Prospect meeting	<b>4/16</b> -Client webinar <div style="border: 1px solid red; padding: 2px;">Website writing 1-4</div>

# 3X3X3 Plans for High Value Areas

Start your own 3X3X3 practice with one or both of these high value areas: top line revenue and customer relationships. What near term outcome could you set to boost revenue or strengthen your customer and client relationships?

Write down the outcome. Allocate 3 hours 3 times per week for the next 3 weeks, and book appointments within those blocks for activities specifically chosen to boost revenue or customer relationships. Make those appointments irrevocable. And measure your progress weekly and your success at the end of three weeks. You'll experience the value and the sense of satisfaction of the 3X3X3 Singular Focus approach. Make it a part of your leadership and ownership practice from now on.

If you are intrigued but can't get see your way to get out of your own mess to get started, let me give you a hand. **703-801-0345**

[www.susantrivers.com](http://www.susantrivers.com)



*Tinker*  
*3-T Model*  
**TO DEVELOP  
CREATIVE IDEAS  
INTO TRUE GROWTH**

SUSAN G. TRIVERS, MBA

# TINKER 3-T MODEL TO DEVELOP CREATIVE IDEAS INTO TRUE GROWTH

“The single biggest barrier to exceptional success is failure of imagination. It is not lack of money, lack of courage or lack of support from others.”

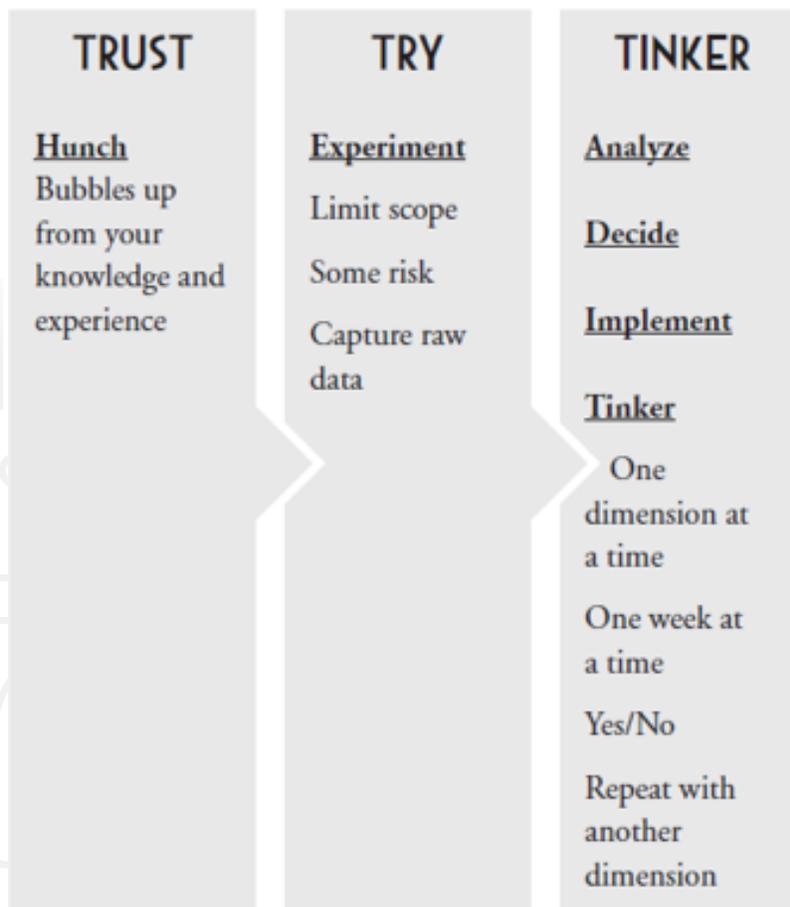
Susan Trivers

True growth happens when the smart business owner focuses on making it happen. It's a mindset of imagination as well as a behavior set.

It is all day, every day, month after month and year after year. It is also fun, exciting and very rewarding!

Susan's 3-T Model supports your true growth efforts. Trust your hunches, Try experiments, Tinker and repeat.

## 3-T MODEL



Opportunity	What specific area of your business is ripe for innovation or improvement?	Write it here:
Hunch	What hunches are bubbling up that could help you innovate or improve this area?	Write them here:
Experiment	How can you experiment to test these hunches?	Write your experiment design here:
Tinker	What does your analysis tell you? Should the experiment become permanent? Are there areas for improvement?	Write your analysis and options for Tinkering here:

What hunches are bubbling up in your mind? What is holding you back from designing an experiment to test your hunches and then make permanent improvements that enhance revenue and profit growth? If you know what's holding you back, or you don't know what's holding you back, give us a call.

Trivers Consulting Group has supported hunches, experiments and tinkering for hundreds of business owners. If you're curious about how we can work with you, give us a call: 703-801-0345.

# 4-MESSAGE MARKETING MIX *Worksheet*



**Keep Your Company Front and Center in Your  
Buyers' Minds And Increase Revenue and Profits**

SUSAN G. TRIVERS, MBA

# 4-MESSAGE MARKETING MIX WORKSHEET

*Marketing is a set of activities that demonstrates empathy for and appreciation of your buyers.*

**The result is continuous attention to your company.**

Trivers Consulting Group clients know that the right mix of content and formats is most effective at keeping your empathy for and appreciation of your buyers front and center with them month after month.

## The 4-Message Marketing Mix

**Your buyers want to feel you know exactly what they're going through as individuals. And they crave variety. The Marketing Message Mix meets both of these needs.**

1. **Appreciation.** Buyers love hearing that you appreciate their business. Express your thanks to your buyers, after each purchase or project, and at regular intervals throughout the year. Please note: a mass mailing, whether hard copy or digital, at Thanksgiving or New Years, does not count.
2. **“Why Stay?”** “Why stay?” messages remind your customers and clients that you know what they're going through and that you've helped them already. It helps them recall the value they enjoy from their purchases from your company. Make sure your message reminds buyers of the outcomes they enjoy as a result of your features. (Avoid a list of features.)
3. **Top of Mind.** Top of Mind marketing gives value to your customers and clients with your company name attached to it. It's another way to demonstrate that you know what they're going through. You can share articles, checklists, tips, research and other content that remind people of your company. This content can be of general interest to your buyers or specific to groups of buyers. You're not trying to make a sale. You're associating your company name with valuable content on a regular basis.
4. **Create Demand.** It often comes as a surprise to companies to find out that just because a buyer bought once, doesn't mean they'll buy again without prompting; and that a buyer who bought once knows all the other value they could get from you. You have to tell them, and you do it with Create Demand marketing.

### The Message Media

Choose a mix of delivery media, such as print, digital, video, audio, and images. Among digital choices are emails, electronic cards and eBooks. If you have, or create, client affinity groups, you could do short podcasts, zoom calls and videos with content of different types just for them.

## Write Your 4 Marketing Messages on this Worksheet

We've included some examples below. Feel free to use them, and also write your own.

### Appreciation message

How many ways can your company say 'thank you'? You need three variations per year. You can repeat these annually. Use mix of paper, digital and in-person or phone.

Example of written appreciation note: "Dear David, We so appreciate that you chose (company name) for your recent (product/service). Thank you for trusting that we will meet your needs. We are here for any questions or future needs that arise. Very best wishes, Bob Smith, President

Be as specific as possible about the purchase the buyer made. This helps them connect your company to the product or service everytime they use it.

Write your Appreciation messages here:

1.

2.

3.

In addition to print and digital messages, Special Client Appreciation Events are extremely valuable to keep buyers close and eager to buy again. We have many suggestions for activities and invitations that we share with our clients. Schedule one per year.



## Top of Mind

Top of Mind marketing helps buyers associate your company with many positive experiences or ideas. All this happens without asking them to make another purchase!

Crank up your creativity and imagination when planning your Top of Mind messages. They are targeted to the range of interests of your buyers, may or may not be somewhat relevant to your type of business, and communicate how important the buyers are to you, even when they are not buying! In fact, Top of Mind messages do not have explicit calls-to-action to make a purchase.

You need three Top of Mind Messages per year. Use mostly digital channels with an occasional print mailing in the mix.

Examples: a popular Top of Mind message is emailing articles of interest such as “Top 10 books Bill Gates is reading this year.” Or, you could send a review of the latest trends in eco-vacations for environmentally conscientious buyers.

The message would read like this: “Dear Jeff, I know how eager you are to keep abreast of the latest thinking in business and economics, so I thought of you immediately when I read this article “Top 10 books Bill Gates is reading this year.” I hope you enjoy it! Thanks, Marlene, President Flyover World, Limited.

One of my clients has written “Tip Sheets” both in print and digital. Each year she includes one or two as Top of Mind messages. What can you write and share with clients to keep top of mind?

Write your Top of Mind messages here:

1.

2.

3.



## Create Demand messages

The Create Demand message is specifically an effort to prompt a new purchase. There will be a call-to-action. Put your best sales hat on for Create Demand messages.

You need three Create Demand messages per year. You can use paper, digital and face-to-face methods.

Create Demand messages will be a bit longer and more complex than the other three message types.

First, remind people that you know what they're going through. Then remind them that they're familiar with one/some of your products and services, and create a desire for more. Also create a desire for something else they aren't familiar with.

**A personal reference.** Remember that you're speaking to a real person who is already a customer or client. Example, "Hello Don, We're so grateful that you've been our customer since (year) or for X years."

**Remind them that you know what they're going through.** This can be a great event (positive) or a challenge (negative). Be sure to tell them that you know about them. This sounds like this: "We enjoyed helping you improve the problem of too little profit for your level of revenue."

**Question about a need or want.** Ask about a need related to what you know they're going through. Not features but outcomes. Example: "Have you maximized your profit margin or are you still working to increase it?"

**Statement about desired outcome:** If you're ready to grow even more, you will love our "Catalyst for Growth™ System." It's an approach that pulls all the pieces together to boost revenue and profits in 6-9 months.

**Testimonial.** This System has received raves from other clients/customers for the way it speeds up margin growth. A recent client, (name here) said "I (testimonial)."

**Future:** We're excited to have our (product or service) ready for you.

**Call to action:** Please call me if you're ready to get started increasing your margins on every sale.

Attract attention with the outcome or value the buyer gets; then you may highlight a couple of features. You need smart, attention-getting copy and great graphics. Be sure your tone is one of familiarity.

Example of a Create Demand message:

Hello Don, We're so grateful that you've been our customer since 2005. We enjoyed helping you solve the problem of *too little profit for your level of revenue*. Have you continued to *maximize your profit margin or are you still working to increase it*? If you're ready to grow even more, you will love our "Catalyst for Growth™ System." It's an approach that pulls all the pieces together to boost revenue and profits in 6-9 months.



