

Growth Strategy Series Workbooks

The Complete Collection





Building Your Growth Strategy : The Series

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Building Your Growth Strategy : The Series

Welcome to the Growth Strategy Series

“If you don’t know where you’re going, you’ll end up someplace else.”

---- Yogi Berra



How many times has someone asked you the dreaded question “What does your company do?” Dreaded because you know you should have a snappy, engaging reply, one that naturally leads to “Really, tell me more.”



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Instead you dive in with the easy default answer – the long list of products and services your company provides.

Or maybe you offer something vague like “We’re a technology company.” If you have ever asked 5 random people what technology means to them, you know just how meaningless or misleading that reply is.

Wrong. Boring. Relationship opportunity meets dead end road.

Here’s the disappointing reality. No one cares about us and what we do. The real question you are being asked is “How will you solve my problem?”. What we all want is for our problems to be solved as quickly and painlessly as possible.

Obviously, you have no idea what this chance encounter’s problem is unless he shared it with you before asking what you do. In that case, the answer can be easier --- if you have adopted the customer-first storytelling mindset.

Why We Rewrote Our Company’s Story

Quest Technology Group provides a broad range of technology, business growth, and marketing services. Yes, technology is in our name which can be misleading, but we will leave that conversation for another day. We found it challenging to answer the “What does your company do?” question with clarity. Instead we



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rattled off a list of services, hoping that the listener would eventually say “Ah, got it” to one of them. This was not a fruitful strategy.

There had to be a better way.

We have always considered ourselves to be customer-first thinkers and listeners. We become deeply invested in our clients and enjoy long relationships with them as a result. It was only logical then to step back and ask ourselves the core question “What problems do we solve for our clients?”

More than 28 years ago our first client made this comment to me ---

“The value that Quest brings to Cotton States is far greater than the software they deliver.”

That observation surprised me because at the time we thought of ourselves as a software development company. That single sentence has served as a constant reminder all these years that lasting value for a client goes much deeper than



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obvious products and services. Value is in the eye of the client --- the receiver -- -not the creator.

Knowing that we had to communicate our commitment to solving real problems more clearly, we began reshaping our company's story. These points became the foundation from which our customer-centered story grew ---

1. What problems do we solve?
2. How do we solve them?
3. What happens for our customer when we solve them?
4. Does our message clearly communicate these three points?

This was and continues to be a fun exploration. Our story is a work in progress as our clients grow and change. We continually learn from them.

We knew that if we were struggling to answer that one simple “What does your company do?” question with clarity and purpose, other companies were likely facing the same challenge. We decided to share our approach to continuous listening and learning.



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The workbooks in this Growth Strategy Series are the ever-evolving tools we are using ourselves every day. We hope you will have as much fun on this journey as we are.

As you will quickly discover, your customers will become actively involved in building your story as well. Your shared storytelling uncovers amazing opportunities for both of you. This is the place where mutual growth and lasting value happen.

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Connecting the Dots

Your story now has meaning and purpose. What you think you deliver, what your clients think they receive, and the real problems you can solve right now become a connected story.



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What's Next

Action Item 1: Gather your team together and get started with your [Growth Strategy Workbook Part 1.](#)

As you work your way through the questions, you will discover that telling your story from your customers' perspectives changes the way you see your company.



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Growth Strategy Workbook Part 1

Getting Started with Your Company Story

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Getting Started with Part 1

“The question is not what you look at, but what you see.”

---- Henry David Thoreau



Sometimes knowing where to start is the hardest part of starting. It's like being taunted by a very large blank screen.



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When we meet with a new client, the conversation centers around our client's company. Understanding why they do what they do every day frames the long-term plans and practical actions we create together. The products and services we provide are not even discussed. Selling solutions without clearly defining a problem to solve guarantees a short-lived relationship.

Let's start by discovering what drives your company day after day.



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Tips to Make the Most of This Workbook

- 1.** If you're like most company leaders, the questions will seem simple. The answers can feel frustrating. Relax. Enjoy the time to lean back and reflect.
 - 2.** Think like your customers. The products and services you deliver are there to create a lasting customer relationship. Tell your story the way they --- not you --- want to hear it.
 - 3.** Replace "we" with "you". You will be amazed at how this simple word shift changes your story.
 - 4.** Involve your team. Everyone brings a valuable perspective and exchanging them can be eye-opening.
 - 5.** No grades are given for right answers. No red ink for bad ones.
 - 6.** No bonus points for saying what you think someone wants to hear. Speak truthfully to your customers.
 - 7.** Have fun with this. You're on your way to telling your company's story. The results will surprise you.
-



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Your Company

- 1.** Why does your company do what it does?

Click or tap here to enter text.

- 2.** How did your company get to where it is today?

Click or tap here to enter text.

- 3.** What products and services do you provide?

Click or tap here to enter text.

- 4.** Where is your company right now? How satisfied are you with your growth?

Click or tap here to enter text.



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5. What will your company look like in 3 years?

Click or tap here to enter text.

6. Do you have a clear roadmap for reaching your growth goals?

Click or tap here to enter text.

7. What are the biggest challenges you're facing today?

Click or tap here to enter text.



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8. Imagine that time, money, and resources are not obstacles. If you could change one thing today, what would it be?

Click or tap here to enter text.

9. What do your employees say about working at your company?

Click or tap here to enter text.

10. If I were interviewing with your company, what would you want me to know?

Click or tap here to enter text.

11. Describe 3 of your most memorable failures. What did you learn from them?

Click or tap here to enter text.



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- 12.** Describe 3 client successes. How did your client benefit? What happened next?

Click or tap here to enter text.

Your Customers

- 1.** Who are your customers?

Click or tap here to enter text.

- 2.** Why are they your customers?

Click or tap here to enter text.



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- 3.** What problems do you solve for your customers?

Click or tap here to enter text.

- 4.** What is the benefit of your products and services to your customers?

Click or tap here to enter text.

- 5.** Why do your customers buy from you?

Click or tap here to enter text.

- 6.** What would your customer's life be like if he didn't use your product or service?

Click or tap here to enter text.



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- 7.** How do your customers describe your company?

Click or tap here to enter text.

- 8.** How do your customers find your company?

Click or tap here to enter text.



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- 9.** What does success look like to your customers?

Click or tap here to enter text.

- 10.** How do you communicate with your customers?

Click or tap here to enter text.

- 11.** How do your customers communicate with you?

Click or tap here to enter text.

- 12.** How satisfied are you with your ongoing client communication?

Click or tap here to enter text.

- 13.** How often do your clients communicate a problem, need or idea with you without being asked?

Click or tap here to enter text.

- 14.** If you could tell your customers one thing, what would it be?

Click or tap here to enter text.



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What's Next

You have completed the first step. There is more to come!

Action Item 1:

Ask some of your clients to complete their own Workbook Part 1 with you.

When you finish Part 2, you'll see why their story matters too.

Action Item 2:

You're ready to start your [Growth Strategy Workbook Part 2](#)



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Growth Strategy Workbook Part 2

Learning from Your Customers

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Getting Started with Part 2

“Every man I meet is my superior in some way. In that I learn from him.”

---- Ralph Waldo Emerson





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Now that you have begun creating your company's story, learning what your customers are thinking about your company adds a rich new dimension.

A story about your customers isn't complete until they have shared their unique insights with you. Customers love to be asked for their contributions. Learning what they are thinking is more than filling in the lines on the page. It's quiet attentive listening. It's putting aside the rush to complete their thoughts with your words.

Your shared story telling uncovers amazing opportunities for both you and your customers. This is the place where mutual growth begins.



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Tips to Make the Most of This Workbook

1. Imagine that you have never met this customer before. This eliminates any preconceived ideas of what they will tell you.
 2. It's only natural to want to shape the customer's narrative to fit your story. Remember, your customer is the center of your products and services. It's not you.
 3. Let the questions guide the conversation.
 4. This is an opportunity to reconnect with customers you have not talked with in a while. Including some of these customers will provide a valuable perspective that you will not get from your most loyal customers.
 5. Take your time. Schedule this conversation when both you and your customer can be focused and unrushed.
 6. Commit to providing ongoing feedback with your customers after the conversation is over. Shared storytelling is a wonderful relationship-building experience.
 7. *Bonus Idea:* Kick this off by asking your client to complete [Part 1](#) for their company. It shows you care about --- and are committed to ---their long-term success.
-



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How Your Customers Tell Your Story

Customer: Click or tap here to enter text.

1. How would you describe our company to a business acquaintance?

Click or tap here to enter text.

2. Why does your company do business with us?

Click or tap here to enter text.

3. What problems do we solve for you?

Click or tap here to enter text.



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4. Which of our products and services do you value the most? Why?

Click or tap here to enter text.

5. What would you like us to do for you that we currently don't?

Click or tap here to enter text.

6. What should we do differently?

Click or tap here to enter text.

7. What are the biggest challenges you're facing today?

Click or tap here to enter text.

8. When you think about our products and services, what other companies come to mind?

Click or tap here to enter text.



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How Are We Communicating?

1. What do you want to know more about?

Click or tap here to enter text.

2. Where do you get information about growing your company?

Click or tap here to enter text.

3. How often do you want to hear from us on non-critical items?

Click or tap here to enter text.

4. How are we doing with information that helps you make confident business decisions?

Click or tap here to enter text.

5. Do we deliver the information and knowledge you need without having to ask us for it?

Click or tap here to enter text.



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- 6.** How would you rate our responsiveness with you?

Click or tap here to enter text.

- 7.** How are we doing speaking in non-technical words that make sense to you?

Click or tap here to enter text.

- 8.** If you could tell us one thing, what would it be?

Click or tap here to enter text.

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Connecting the Dots

Now the aha really begins. Go back to all the [Growth Strategy Workbooks - Part1](#) that you and your clients completed.

Your story now has clarity. What you think you deliver, what your clients think they receive, and the real problem you can solve right now frame your meaningful story.



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What's Next

Action Item 1:

Building your story around the products and services your clients value the most is a company effort. Share all these Growth Strategy Workbooks with your team. You're ready to discover where to focus your time, resources, and attention.

Action Item 2:

Complete your Products and Services Discovery worksheet in your [Growth Strategy Workbook Part 3](#). You'll be ready to gather more essential insights from your clients.



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Growth Strategy Workbook Part 3

How Are Your Customers Using Your Products and Services?

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Getting Started with Part 3

“If you don’t know where you’re going, you’ll end up someplace else.”

---- Yogi Berra



The products and services you provide your customers every day are the lifeblood of your company. What do your customers think about them?



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As your customers' needs change from day-to-day, the solutions you provide to them must remain relevant. You have invested significant time, thought, and resources in creating your products and services. When the go-to-market day arrives, it's only natural to feel a sense of accomplishment. Done. Check. Off to the next project on the list.

How often do you ask your customers how that newly delivered solution meets their needs?

Over time the gap between problem and solution widens. Unless you are continually gathering insights from your customers, it's all too easy for a once useful solution to become less effective or even worse, abandoned completely.

In Part 3 of your growth journey, you're going to use some simple worksheets to discover how your customers use your products and services every day.



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Tips to Make the Most of This Workbook

- 1.** Make this a team project. The first step is to create a detailed list of your products and service. Collaboration will make sure you have a comprehensive list.
 - 2.** Include every product and service your company currently offers even if you think they are never used. Your customers might tell you something very different.
 - 3.** It's tempting to evaluate each of your products and services, but this isn't the time for that. Let your customers provide the feedback you need first.
 - 4.** Describe your products and services in words your customers will relate to. Avoid cute marketing descriptions or technical jargon. Stick to how your clients refer to them.
 - 5.** Encourage feedback from a cross-section of your customers.
 - 6.** Resist your internal attachment to any product or service. Think like an unbiased researcher.
-



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Start with Your Workbook Tools

[Download the simple spreadsheet](#) you will use for this part.

Start with Your Products and Services tab. List each product and service you currently offer. For each of these items, list its contribution to your total revenue and the problem the product solves. Remember, we're talking about outcomes, the benefits that your customers receive by using your product. This is not the same as features of the product.

There are two customer tabs --- Short Customer Usage Discover and Detailed Usage by Customer.

You can start with either of the product and services tabs, but we recommend completing both before you begin talking with customers.



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	A	B	C	D	E	F	G
How Does Your Customer Use These Products and Services							
1	Client: Long Time Customer	Regularly	Sometimes	Never	I Don't Know What This Is But I Want to Learn More	This Isn't Relevant to Us
2	CIO/CTO	✓					
3	Strategy		✓				
4	Technology Research			✓			
5	Data Mapping				✓	✓	

	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
List Each Product and Service														
List Each Customer	CIO/CTO	MSSP	Software Dev	Website	Hosting	Marketing								
Customer & Company	✓	✓	✓	✓										
Long Time Customer	✓	✓		✓	✓	✓								
Startup Magic	✓	✓		✓	✓	✓								
The Happy Client	✓	✓		✓	✓	✓								
Clients & Other People	✓			✓										

Short Customer Usage Discovery Detailed Usage by Customer Tips +

As you begin listing your products and services on the short discovery, you will find the team discussing more granular aspects of each one. Adding these



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specific features to the detailed tab as you go along will reduce the need to rethink these again later.

Remember to use words your clients relate to. It's not the time to get into the weeds with the technical aspects of the products or services.

Your team will most likely have some interesting discussions about these features too!

After you have completed the worksheets, schedule a time to gather your clients' insights in person (social distancing safely), video conferencing, or by phone. This needs to be a useful discovery so don't email the worksheet to your clients and asked them to complete it. You'll be missing some valuable insights and the opportunity for the engagement your clients appreciate.

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What You Want to Learn from Your Customers

Remember our simple visual from the end of Part 2?



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You're ready to connect the dots among We Deliver, We Receive, and We Need. Here are some questions to lead your team discussion after your client results



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have been collected. Your brainstorming and analysis will build on these discussion points.

- 1.** What products and services do your clients use?
 - 2.** Why do they use each of them?
 - 3.** What don't they use?
 - 4.** Why don't they use each of them?
 - 5.** What products and services don't your clients know you offer? Why not?
 - 6.** If they want to learn more, that's low-hanging fruit.
 - 7.** What are not relevant to your customer? Dig into this one. It might immediately make sense to you or it could be another solution opportunity. In either case, a conversation with your client about this clarifies their answer.
 - 8.** Where are the gaps between your solutions and your clients' needs?
-



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- 9.** What are your most frequently used products and services? Are you surprised by any of these? If so, which ones? Why?
- 10.** How do these compare to revenues?
- 11.** Are the usage results in line with the ongoing investment?

Add your team's discussion questions ---

- 12.** Click or tap here to enter text.
- 13.** Click or tap here to enter text.
- 14.** Click or tap here to enter text.
- 15.** Click or tap here to enter text.
- 16.** Click or tap here to enter text.
- 17.** Click or tap here to enter text.



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What's Next

Action Item 1:

For each product and service, the key question for your clients is “why”. Have a conversation with each client to gain a clear understanding of why they use, don’t use, don’t know about, or consider irrelevant each product you offer them. Add this valuable feedback to the spreadsheets.

Action Item 2:

Identify the gaps. You’ll explore them in more depth in [Part 4](#). For now, simply add each potential gap as an opportunity on your [Idea Triage Workbook](#).

Action Item 3:

Ask clients who are regular users of a product or service for a testimonial. What specific problem are you solving for that customer? We’ll come back to these in Part 5.



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Growth Strategy Workbook Part 4

You Listened. Now What?

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Getting Started with Part 4

"If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas."

---- George Bernard Shaw





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Getting Started

In Part 3 you had the opportunity to learn what your customers think about your products and services. Were there any surprises? How did your customers feel when you asked them for their thoughts?

Now it's time to turn those new insights into actions. You probably came away from your client conversations with fresh ideas to explore, a deeper appreciation for your clients' everyday challenges, and some level of anxiety. Too much information can feel overwhelming even when you know there is real opportunity just waiting to be uncovered. Where do you begin?

We love ideas, but we learned that ideas without structure lead to wasted time, squandered resources, and lost opportunities. The Idea Triage Workbook was born.

Gather your team together with all of your Part 3 completed [product and services worksheets](#). Download the [Idea Triage Workbook](#). You will use this workbook to focus and organize the team's discussion.



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Organizing Your Ideas

Begin by listing in the Problems We Might Solve tab all the problems you heard from your clients. Make sure they are written from your client's perspective. You will refer to these as you work through each Big Idea.

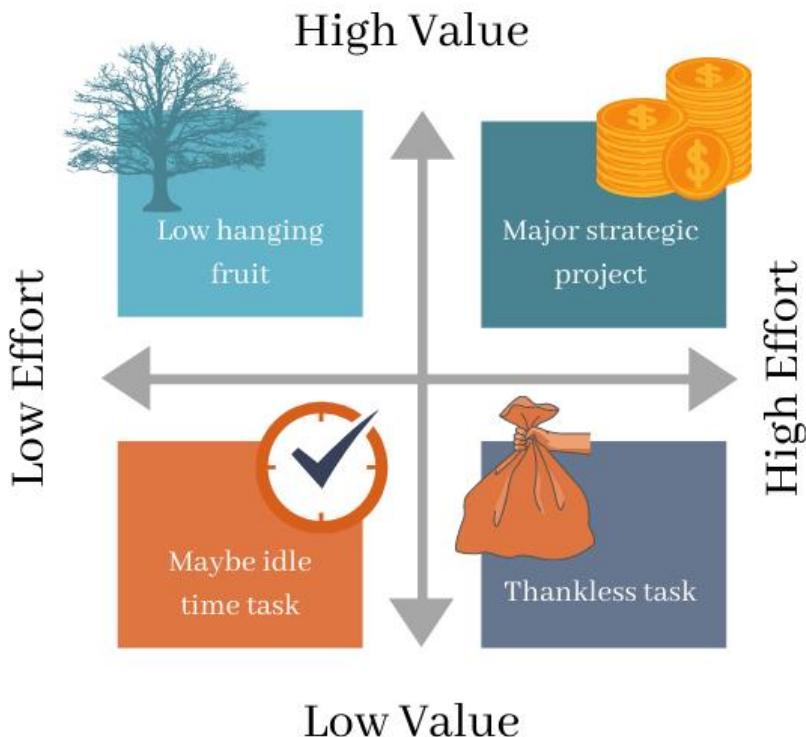
There are a few basic truths about great ideas that are helpful to keep in mind.

Among them ---

- All ideas are not great
- Great is often only in the eye of the idea creator
- Greatness can be short-lived
- All ideas are not created equal
- Some, if not quite a few ideas, should never see the light of day
- Buried in the cluttered idea pile are a few unpolished gems
- Every executable idea must align with the overall mission and strategic direction of the company

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You've most likely seen some variation of this pick-a-quadrant approach to idea, problem, and task prioritization. This simple matrix will help you align importance and effort to make sound strategic decisions.



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Tips for Completing Your Idea Workbook

For each idea ask yourself these questions. They will help you organize ideas into a living system everyone will gladly adopt.

1. Why Consider It

Very simply, what problem does this idea solve? You should be able to clearly describe one or more problems your customers identified during your conversations in Part 3.

If you can't list one customer need, then you might want to let this idea simmer for a while. Without a tangible problem to solve, everything you list in the remaining columns will be attempts to justify a less than productive idea. Think of it as a hammer looking for a nail.

2. Who Is This Product or Service For --- and Not For

Consider the customers who described the problem you're going to solve. What makes them the right customers for this solution? What are the common



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characteristics among all the clients who might use this solution? Will creating this product or service result in lasting value for them?

It is just as important to agree from the beginning that you are not necessarily creating a one-size-fits-all solution. There will be clients for whom this product is not a practical solution. Be very intentional about this to avoid a poor problem-solution-people match.

3. What Is Needed to Develop This Idea

How will you know if this is an idea worth pursuing? You might need additional client discovery, market research, competitive research, internal resources to dive in, time the list goes on.

The point is your idea needs to be carefully and objectively vetted. Don't shortchange the potential opportunity with a rushed analysis.

"This will be fun to implement" has been the death of many a rushed --- or skipped --- evaluation phase.



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4. What Resources Are Needed to Execute

What would a project plan look like if you were going to implement this idea? When you detail each step in the process, you will identify the people, financial resources, third party relationships, legal considerations, technology framework, go-to-market tactics to name just a few.

Be realistic about this before going any farther. Overlooking essential resources can become costly down the road.

5. What Possible Obstacles Might There Be

Even the no-brainer sure thing can have a few hidden traps. This is the time for a few more “what ifs”. Ask “what’s the worst that can happen if we do” The obstacles don’t have to kill the idea. You simply need to identify and plan for the worst “what ifs”.

Borrow from Charlie Munger, Berkshire Hathaway vice-chairman and long-time Warren Buffett business partner. "Invert, always invert: Turn a situation or problem upside down. Look at it backward. What happens if all our plans go wrong? Where don't we want to go, and how do you get there? Instead of looking for success, make a list of how to fail instead."



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6. What Potential Revenue Sources Will Result

Let's face it, revenue is one of the reasons for executing any big idea. Delivering great customer value with no financial return for your company is not the most practical strategy --- even if it does feel good at the time.

As you consider all the elements of your potential solution, always be thinking about additional revenue sources. It's amazing how often there are income streams that aren't readily obvious.

What other customers could benefit from this solution? Ask them. You might be pleasantly surprised. Is there a different revenue model than the one you traditionally offer? For example, can this new solution be bundled into a subscription offer? The list of possibilities will grow as your team plays the "what if" scenarios.

7. What Is the Expected Outcome

The purpose of solving a client's problem is twofold --- 1) to help your clients consistently achieve their preferred measure of success and 2) to build a



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profitable revenue stream for your organization. Both outcomes must be sustainable for the long-term. A short-lived gain on either side is not a beneficial result.

8. What Measurable Results Are Needed

How will you know if this product is a success? Your team needs a specific set of guidelines and metrics to assess the result. These measurements should be a combination of factors including both customer and internal data points.

Identify what tools you will need to gather and measure results.

Since one of the objectives should be to develop a long-term solution, make sure your metrics include both immediate and ongoing factors. Customer retention is an important metric for every organization. Products and services that stay ahead of customer demands and changing needs will stand the test of long-term sustainability.

9. What Is the Time and Effort Needed to Implement



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We have all fallen into the trap of seeing quick, easy implementations only to be blindsided later. This is the time to consider not only the obvious steps to solving the immediate problem but also take a more strategic view. Ask plenty of “what ifs”. What if we included this too? What other problems do we also solve? What if we did nothing? What would be the result? The what-if list goes on. It’s an important exercise and encourages brainstorming.

10. What Quadrant

HV-LE – High value low effort low hanging fruit.

HV-HE – High value high effort can be the big ideas that transform your company.

LV-LE – Low value low effort makes it tempting to get these done and checked off the list. Don’t fall into that trap without considering all the variables and other opportunities available.

LV-HE – Somewhere between maybe and never.

It’s important to remember that priorities, needs, technologies, and a hundred different variables change over time. Just because an idea falls into a LV-HE quadrant, for example, doesn’t mean it will or should remain there indefinitely.



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Revisiting these big ideas is an essential part of your ongoing strategic growth process.

What's Next

Action Item 1:

Pick one HV-LE opportunity that you identified as solving a specific client problem. Share this idea with some target clients and engage them in the creation process.

Action Item 2:

We began this series with telling your company story from your clients' perspective. You've gathered a lot of information in these first 4 parts. It's time to bring them all together and rebuild your story.

Gather your team together and get started with your [Growth Strategy Workbook Part 5.](#)

As you work your way through the questions, you will discover that telling your story from your customers' perspectives changes the way you see your company.



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Growth Strategy Workbook Part 5

Putting It All Together

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Getting Started with Part 5

"Sometimes the questions are complicated and the answers are simple."

---- Dr. Seuss



By now, you've gathered valuable insights from your customers and probably had more than a few aha moments. It's time to bring it all together and build



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your company's story the way it deserves to be told --- from your customers' viewpoint.

How to Create the Story Your Customers Want to Hear

As we discussed in your earlier workbooks, your customers are the reason you have a story to tell. To borrow from Donald Miller's [Building a StoryBrand](#), your customers are the hero of the story not you. You are their guide.

The story you create becomes the consistent messaging you will use in all your marketing and customer engagement materials. The outline you are going to follow is surprisingly simple. We have adopted some of the concepts from the StoryBrand approach ---

- 1.** What problems are your solving?
 - 2.** How do you solve these problems?
 - 3.** What will your customers' lives be like when they buy your solution?
 - 4.** How does your customer buy from you?
-



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To begin writing your story, first collect all the information from Parts 1-4. This is where all the hard work you, your team, and your customers have done comes together.

We understand that this can feel a little overwhelming or just plain “not going to happen”. You might be saying “I’m not a writer.” Not a problem. When you put your customers insights into the words they speak every day, you will find yourself easily talking to them.

We were at the same place you are now, and this is how we overcame the getting started obstacles.

How We Started

After stumbling through the “What does your company do?” question yet another time, we knew some significant changes needed to happen. Building relationships with the clients we wanted to partner with required a clear, simple message that was relevant to them. No more lazy “we do this” reply.



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Step 1

The first order of business was to answer the anything but simple question --- “What problems do we solve?”. Using the tools we shared with you in Parts 1-4, we felt we finally found clarity and focus. While not perfect, we were ready to move to the next step. By the way, the time we invested getting to this point was significant. We didn’t rush, but we didn’t allow ourselves to get stuck too long either.

Step 2

The next decision was what to do with our new-found insights. We knew that reaching our existing and future customers spanned many channels. Since we had committed to building relationships through knowledge-sharing, we decided to tackle our website and content library first.

Our website needed some heavy-duty housecleaning.

When we began reshaping our story at Quest Technology, it quickly felt overwhelming. Where do you even begin to unravel 29 years of words?



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We had included every possible service available for fear that we might leave out the one thing a potential client needed. As a result, it was a collection of confusion. It's doubtful that any potential client took the time to sift through all of the technical jargon and say "Yes! That's exactly what we want." Not. Ever.

The problems we solved were scattered throughout the pages and client success stories. The simple message that mattered the most to our clients needed to be clearly stated at the top of our home page. This would become the anchor around which every other word was written.

Step 3

Before diving into the web content, a whiteboard session detailed the current pages, flow, and links among the pages. We then looked at them from the client's perspective. What did each page and its content say to them? Did the story flow in a way that the customer could relate to? Could the customer easily find what he needed? Pages that were dated were either flagged for removal or for fresh words.

The content library was a separate project that we decided to tackle after the basic website was complete.



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Step 4

The final step before we began writing was to finalize the pages and flow. It's easy to get lost in the weeds when you begin writing. Having a visual roadmap of your website --- or any content piece you're working on in front of you --- will keep you focused.

Ongoing

This exercise has given us the opportunity to revisit, refresh, or retire each piece of content. Continually creating relevant content that speaks the customers' words is a commitment we have made. Content creation requires an investment not only in time and resources but more importantly a commitment to building the meaningful value clients deserve.

Ready to get started? Here are some tips we learned. Since we're continually learning too, we will share new ideas and tips with you as we go along.



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Start with Your Workbook Tools

Download the [Website Content Inventory Workbook](#). This will help you organize and plan your website changes.

Helpful Action Items to Help You Create Your Story

These tips are by no means a complete plan for creating and delivering your new customer-focused story. These are some points we learned along the way and hope they will help you too.

Clarify the Problems You Solve

- 1. Revisit [Part 2](#). What are your customers saying?
 - 2. What are the recurring problems your customer talk about?
 - 3. What did you learn about your problem solving in [Part 3](#)?
-



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- 4.** Create the single problem you solve message that will be used in all your marketing and messaging. Get team consensus before you move on to your website.
- 5.** If you provide a lot of products and services like we do, let your single message address an overarching problem shared by many clients. For example, it might be not enough time, too many competing priorities, not enough cash.
- 6.** Use empathy to let your customers know you understand their problems.

Dive into Your Website

- 7.** Build the team who will be responsible for all aspects of your website refresh. This includes design, content, security, rollout, and ongoing revisions. Your website is a living extension of your company so ongoing updates are essential.
 - 8.** Do a thorough analysis of your existing website. Document the pages, what they do, the page flow, the overall messaging and feel. This is an activity that requires a detailed plan that your entire team will follow.
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Some Content Ideas

- 9.** Ask three of your customers for testimonials. They should be about the problem you specifically solved for the customer, and the outcome they received. Remember, this is about them so keep it focused on how you helped them. Potential clients are more confident doing business with a company who has solved a problem just like theirs.
- 10.** Write customer success stories. How did you help them become the companies they aspired to be? Help clients see what their future will look like when they work with you.
- 11.** Create your story narrative and ask some of your customers to provide feedback. Is the story relatable to them? Do they see themselves in your story? It's easy to fall in love with your words so don't resist the feedback. Remember, this story is about your customers so let them help you tell it.
- 12.** Show your clients how easy it is to do business with you. They want to be told exactly what to do next to buy the solution to their problem. Keep it simple and actionable. If your services, like Quest's, require discussion before



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the client can buy from you, then show this as an easy 1-2-3 process. For example, 1) contact us, 2) we'll talk, 3) then agree on the next step.

13. Clients need to feel confident that they have made the right decision to buy from you. If you have a repeatable process, then share that with your clients on your website. It helps them visualize exactly what will happen when you work together.

Discover Opportunities to Create Value

14. What tools and resources that solve your clients' problems can you create and share? Go back to your [Idea Journal](#) from [Part 4](#). Are there [low-hanging fruit](#) opportunities that your clients can quickly benefit from?

15. Ask your clients and prospects what they want to learn more about. Become their trusted go-to knowledge resource. The more information you freely share, the more confident people are to do business with you.

16. Help your clients visualize what their future will look like because they have built a relationship from you. Include logos of other clients you have helped. Clients can identify with other companies and their successes.



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Congratulations!

You have completed the Growth Strategy Roadmap Series. We know we have only given you the first steps in these workbooks. What additional information would you like us to share with you? Just call, [email](#), or [complete this online form](#). We're ready to continue your company storytelling journey with you.



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