

# Growth Strategy Workbook

## Part 5: Putting It All Together



## Building Your Growth Strategy Roadmap Part 5

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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 you 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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