**AYB Quick Tool:** Table Stakes Marketing Toolkit

**Description/Overview:** Toolkit intended to provide guidance on the minimum set of the items that are required to present a professional image to your customers, prospects and vendors as you launch You, Inc.

The AYB Table Stakes Marketing Toolkit is designed to be a guide for you to use in setting up the some of the key elements of your public-facing elements of You, Inc., that you are seen by the market as a “real business.” It is not enough to simply assume that customers, prospects and vendors are going to take You, Inc. seriously because of your past experience and success as a Craftsman.

You, Inc. needs to present itself as a viable, solid business ready and capable of competing in your local market. To do so, you must at least have:

* A professional-looking business card
* A business email address
* A business phone number
* A business mailing address
* A business website
* A minimum set of business forms and stationery
* A solid, ready-to-use “elevator pitch” for whenever you need it

The following pages will provide you with steps you can take to obtain or create each of the above items. Obviously, there are many ways to do so and you may choose to go your own way. I encourage you to do what is easiest, fastest and best for you. However, by way of a starting point, this Toolkit offers a straightforward approach that can be followed to ensure that you have what you need for an effective launch of You, Inc.

**AYB Quick Tool:** Table Stakes Marketing Toolkit – You, Inc. Business Card

**Description/Overview:** Provide two different, quick approaches to creating You, Inc. business cards.

Your business card is your primary “leave-behind” piece of marketing material. It is what will get you that phone call with an job approval. It is what will be handed to another prospect by a happy customer of You, Inc. It is what is the reminder that You, Inc. exists in the local market to compete for the business that should be yours.

**Bottom line:** Underestimate the value of having a professional-looking business card at your own risk.

Here are two approaches that you can choose from to create your You, Inc. Business Card:

1. Vistaprint

* Go to [www.Vistaprint.com](http://www.Vistaprint.com)
* Click on “Standard Business Cards”
* Click on “Browse Designs” to look at predesigned templates to consider, or
* Click on “Start Creating” to design a card from scratch
* Either way, you will then follow the preset process to enter the needed information to create your new business card.
* Finish and complete your order.

2. FedEx Office

* Go to [www.FedEx.com](http://www.FedEx.com)
* Go to the Search “Spyglass” and type in “Design & Print Center”
* Click on the resulting link to go to the Design & Print Center
* Click or scroll down to “Business Essentials”
* Choose from the selections of business card categories
* Browse through the selection of design templates
* Follow the preset process to enter the needed information
* Complete your order and go pick up your new cards at the local FedEx Office location

**AYB Quick Tool:** Table Stakes Marketing Toolkit – You, Inc. Business Email Address

**Description/Overview:** Provide a quick approach for setting up a separate You, Inc. business email address.

You, Inc. needs to be present a professional image to your local market and a business email address is an easy but absolutely critical “must have.” It is not good enough to use your personal email address for business communication. You, Inc. will not be taken seriously.

You probably already have your own email account. It’s probably been a long while since you or someone else set it up. The following is simply offered as easy-to-follow reminder of how to quickly set up an email account on Google’s Gmail service.

* Go to [www.gmail.com](http://www.gmail.com)
* Click on “Create Account”
* Enter your name where required
* For the User Name, which will go before the “@gmail.com” in your new email address, I’d suggest using either your company name or some reference to it.
* Enter your preferred password, confirm it and then click “Next”
* Enter your phone number, an alternative email and you personal info about birthday and gender and click “Next”
* You will then be given the option to have a 6-digit confirmation code sent via text message to your phone or to your alternative email.
* Enter that confirmation code to activate your new Gmail account
* Your new You, Inc. business Gmail account is now ready to be used

**AYB Quick Tool:** Table Stakes Marketing Toolkit – You, Inc. Business Phone Number

**Description/Overview:** A brief discussion regarding You, Inc. needs its own telephone number along with two easy ways to make that happen.

You, Inc. needs its own dedicated telephone number to be viewed as a solid, viable business. Using your personal phone number as your primary business phone number can only lead to being perceived in your local market as being less than a credible “real business.”

Approach 1: Get a new phone for You, Inc.

The simplest, fastest and inexpensive way to take care of this is to go to at least two cellular phone providers and ask what is the least expensive cell phone that provides you the minimum capabilities that you must have for You, Inc. Given that this will presumably be a second phone for you, you really only need the phone to have two functions:

1. Good cellular coverage in your local market area
2. Voicemail to take a message while you are occupied or away from your You, Inc. phone

Beyond these two primary capabilities, this phone doesn’t need to also include many other capabilities that will add to your monthly bill.

Approach 2: Get Google Voice and use your current phone or another connected device

If you are a bit more adventuresome, you can consider signing up with Google Voice allowing you to use your current smart phone and still have a separate – free – telephone number for You, Inc.

My recommendation is to keep things simple and go with a new phone but if you want to explore the Google Voice approach:

* Go to voice.google.com
* Click on Get Google Voice
* Select the appropriate operating system: Android, iOS, or Web, if you are setting it up from a PC
* Follow the directions and prompts to complete the setup
* Make sure that if you set up Google Voice on a device other than your smartphone, you download and install the Google Voice app on that phone, so that you can use it in tandem
* You now have the new telephone number to use for You, Inc. along with your personal number

**AYB Quick Tool:** Table Stakes Marketing Toolkit – You, Inc. Business Website

**Description/Overview:** Discuss the vital importance of having a You, Inc. business website and a straightforward, inexpensive way to build it.

To be truly competitive in the current business environment, you must seriously consider that part of successfully launching You, Inc. as a new small business, requires that you also launch a You, Inc. website. As daunting and challenging as that might sound, my commitment to you is that At Your Best will continue to explore options and ways to help you launch You, Inc.’s website.

My current recommendation is that you sign up with Wix.com to build the You, Inc. business website. Wix is the service that I used to build [www.AtYourBest.com](http://www.AtYourBest.com). I am not particularly technical or skilled in technology beyond simple desktop PC skills and I found Wix to be relatively easy and intuitive to use.

Believe me that Wix helps you remove the mystique and technical mumbo-jumbo out creating a website. Using the Wix ADI, you can easily and quickly build a basic but professional looking by selecting a website template from a wide assortment, answering a few questions, and following easy instructions.

To learn more about Wix, my suggestion is that you watch a few YouTube videos to see how easy it really is to create a website with Wix.

* Go to: [www.YouTube.com](http://www.YouTube.com)
* In the Search line, type: “Wix for beginners” and “Wix Tutorial for Beginners”
* Click on all video(s) that you want or need to watch to become comfortable with moving forward with Wix

Now, you are ready to start building the You, Inc. website:

* Go to [www.Wix.com](http://www.Wix.com)
* Click on “Get Started”

Remember, the You, Inc. website really only needs to consist of a minimum of two or three webpages:

1. **A Home Page** – describes your service offering and how to contact you for a quote or service call. If you can offer some sort of call to action to prompt the visitor to contact you, all the better. The Home page is required.
2. **A Contact Page** – provides all the needed information (telephone number, email address, mailing address and directions, if applicable) for a customer, prospect, or vendor to get ahold of you with any pertinent information regarding when you are available. The Contact page is required.
3. **An About Page** – provides information about you, You, Inc. and why You, Inc. stands above the competition in your local market. This About page is optional but highly recommended.

**AYB Quick Tool:** Table Stakes Marketing Toolkit – You, Inc. Elevator Pitch

**Description/Overview:** Provide a straightforward approach to building your elevator pitch that you can use to network and get the word out about You Inc., its value as a prospective client or partner and You Inc.’s commitment to always delivering a high quality work product.

|  |  |
| --- | --- |
| What is an elevator pitch? | * It is a brief – 30 to 45 second – sales pitch about You, Inc.
* It lays out who You, Inc. is, what you do, why you do it and why that’s important to the listener
 |
| What’s the purpose of an elevator pitch? | * It is intended to engage the listener so that they want to learn more about You, Inc.
* It’s intended to start the process/conversation not “close the sale”
 |
| What does an elevator pitch look like? | * It is comprised of three parts. An elevator pitch:
	+ Presents You, Inc. and what it does
	+ Explains what makes You, Inc. unique
	+ Communicates why what it does is of value to the listener
 |
| What’s the primary objective for your elevator pitch? | * It’s to differentiate You, Inc. from its competition.
	+ Remember: No one cares how much you know, until they know how you care.
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Considering the three elements of a solid elevator pitch, below is an example of a You, Inc. Elevator Pitch:

|  |  |
| --- | --- |
| **Elevator Pitch Element** | **You, Inc. Elevator Pitch**  |
| Present who You, Inc. and what it does | Hi, I’m John Smith. I just started You, Inc. after XX years as a successful journeyman or master Craftsman as a (insert Skilled Trade) |
| Explain why You, Inc. is unique | I’ve always been absolutely committed to becoming a true Craftsman, which to me means that you can always count on me to show up with a positive attitude and be that indispensable, go-to person on any job site that I have the opportunity to work on. |
| Communicate You, Inc.’s the value to the listener and engage them to offer a next step or become a referral | I imagine that you can think of a time or two when it would have been great to have hired a contractor that is committed to delivering their highest quality, work product in everything that they do, 100% of the time. You, Inc. is that contractor and I am making that commitment to you. Could you suggest who I might speak with about becoming a subcontractor for your company? If not, do you know who might know the person I should speak with? |

**You, Inc. Elevator Pitch Worksheet:**

1. Present who You, Inc. and what you do:

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2. Explain why what You, Inc. does is unique:

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3. Communicate You, Inc’s value to the listener in relation to their personal circumstances:

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3a. Engage the listener with a question or two to get them to want to learn more about You, Inc.:

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Now, make a few copies of this worksheet and fill in the blanks with your own words. Get it just right so that it feels natural for you. Then, practice, practice, practice. Come up with different takes on each element of the elevator pitch so you can change it to make meaningful to different listeners depending on their specific needs. Make it a part of you and go out there and start networking with the force multipliers that will point you to your dream job!