



Small Business
Development Centers
Columbus State Community College



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**Grow Your Business with
Revenue**

Not Financing

WELCOME!

SBDCColumbus.com

Your Host Mike Bowers

Center Director of the Ohio SBDC at Columbus State since 2002

Has worked with entrepreneurs and small business owners for over 25 years

SBDC State Star for Ohio in 2007

Won the SBA Innovation and Service Center of the Year for Ohio and SBA Region Five in 2007

Business Stuff I Know: Banking, Private Equity, Strategic Planning, Marketing and Social Media



What we do...

One-on-One Advising

Advising meetings are conducted by Certified Business Advisors and are by appointment only. The goal of each one-on-one meeting is to advance the business forward helping each succeed regardless of where they are in the business cycle. **Call 614.287.5294**

Training Events

Training events augment our one-on-one advising services. They enable us to accelerate our clients business knowledge and make business execution the focus of our one-on-one appointments.

www.SBDCColumbus.com/events

**WHY ARE
YOU HERE?**



<https://youtu.be/KYneLGRTgy8>



**Forget
Grants**

**Forget
Grants**



**Forget
Grants**

**Forget
Grants**



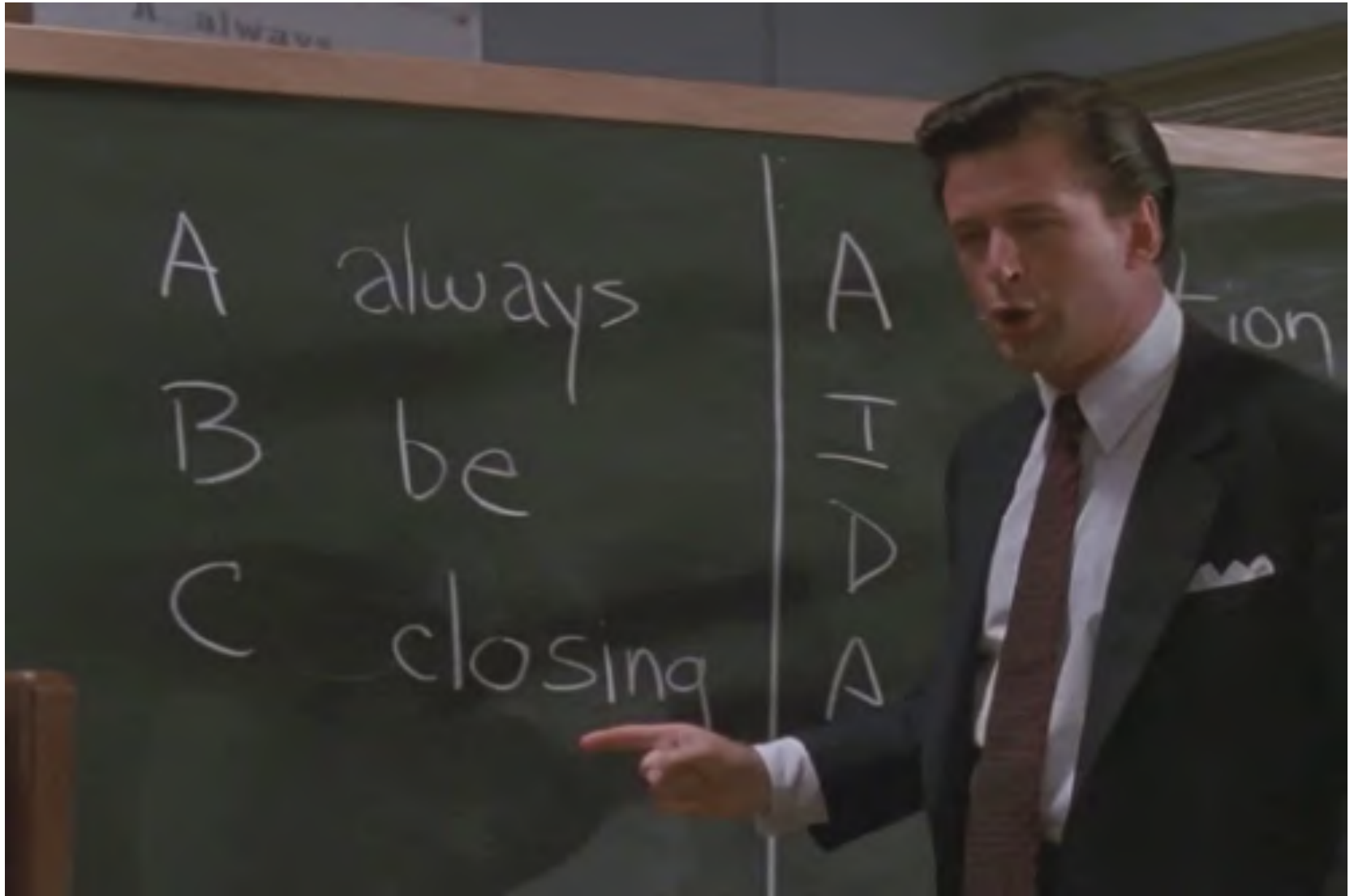
Who Succeeds In Business?

EXECUTE

Business Success Is All About Finding Customers







Mindset of a Winner w/ Seth Godin



<https://youtu.be/KBrRLI4ozag>

Why Is Finding Customers So Important?

**Nothing Happens In A
Business Until
Someone Sells Something**

This Won't Work For Your Business



IF YOU BUILD IT,
THEY WILL COME.

Keys To Finding Customers

You Must Create **Value** for People

Remember ~ Nobody Cares About
What You Do.

They Only Care About What You Can
Do For Them

Key To Creating Value for Customers

Identify What **Problem** Your
Business Addresses In The Market

How Does Your Solution **Solve**
That Problem

Understanding Your Customers



Understanding Your Customers

- **Your Customers Are People**
- **What Are Their Pain Points**
- **How Can You Solve This Pain With Your Product in Human Terms.**
- **Define Who Your Customers Really Are In Human Terms Not In Terms of Dollars and Cents**

<https://youtu.be/zbtFfL-1ZQ>

Know Everything About Your Customers

Age Range

Gender

Geographical Location

Education & Occupation

Income Range

Household Type & Number of Kids

Average Annual Spending on Various

Categories

<https://youtu.be/9tAkA6gNPY>

Who Are You Really Selling To?

User Influencer/Recommender Decision
Maker Buyer/Payer

Husband and Wife Considering a Daycare Option for a Three Year Old Girl

User ~ Three Year Old Girl

Influencer ~ Friends, Relatives, Online Experts, etc

Recommender ~ Friends, Relatives, Online Experts, etc

Decision Maker ~ Wife and/or Father

Buyer/Payer ~ Parents

https://youtu.be/Y4ZE5P7w_GQ



Describe Your Customer

Demographics – *The Who*

Demographics – Build an Ideal Consumer Profile

Age Range

Gender

Geographical Location

Education & Occupation

Income Range

Household Type & Number of Kids

Average Annual Spending on Various Categories



How Do You Determine the Psychographics of Your Potential Customers?

Psychographics – *The WHY*

- **Needs-** Security, Love, Esteem, Acceptance
- **Values** - Status, Success, Greed, Simplicity
- **Why They Buy?** - Price, Fad, Quality, Technology
- **Interests** - Sports, Reading, Fitness, Cooking
- **Peer Groups, Social Groups**
- **Habits, Attitudes and Behaviors**

Psychographics

Interviews: One-on-One Discussions About Your Products/ Services.

Small Group Interviews: Set of Questions to a Small Group to Obtain Feedback/Input.

Surveys: Sets of Questions Sent to Obtain Feedback/Input.

Beta Customers: Getting Customers to Use the Product/ Service in Advance of Release to Gauge Response and Gather Data.

What Does a Consumer Profile Look Like?

Women's Fitness & Nutrition Coaching for *GenX to Baby Boomers*

Demographics:

- ✓ Female, Aged 45-65
- ✓ Married, with children
- ✓ Lives in Hilliard
- ✓ Household income \$100K - \$125K

Psychographics:

- ✓ Concerned with health and appearance
- ✓ Wants a healthy lifestyle, but doesn't have much time
- ✓ Enjoys going online in the evenings, big fan of Pinterest
- ✓ Shops at outlet malls primarily
- ✓ Doesn't like big box fitness centers or gyms

Almost Finished





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Thank You!



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VISIT
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