



INTRODUCING

KATRINA MCCARTER'S

BUSINESS PROGRAM

KATRINA 
MCCARTER





IF YOU'RE DEDICATED TO GROWING YOUR BUSINESS, SUPPORTING YOUR MEMBERS OR CREATING NEW CUSTOMER BASES, YOU'VE COME TO THE RIGHT PLACE.

Do you feel like there are more challenges than wins in your business?

You know what you want. You don't want to wait around for success. But you just don't know how to make it happen.

Without a successful business and marketing strategist to guide you with where to put your energy and resources, marketing feels overwhelming. This leads to inconsistency with your efforts and approach. You're worried you're being left behind.

Chances are you're facing some or all of the top challenges in business today:

-  Understanding the best way to grow your business
-  Finding customers and leads
-  Keeping up with technology, AI and digital marketing
-  Managing rising costs and cash flow issues

You need a fresh pair of eyes, safe pair of hands and proven framework.

WHICH IS WHERE I COME IN.

My program isn't 'sexy'. No buzz words or flavour of the month optics. To me, there's nothing more fabulous than using actual data and hard facts to work out what you're doing right in business, where you're going wrong and what you need to take care of next. The program will prove being data-informed can be your secret weapon and competitive advantage. The research underpins the strategy, stops you flailing in the dark and sets you on the road to success.

So, the program is heavy on research and strategy.

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There are five elements which come together over at least twelve months and ideally three years:



1 RESEARCH

Everything always starts with the customer. Who are they? I do a deep survey of your existing customer base to identify their profile. And that may surprise —often the research reveals nuances to your customer that have previously been hidden. This can spark new product and service ideas, income streams and partnership opportunities you haven't thought of until now.

We also establish why they choose you then gather dozens, sometimes hundreds, of written testimonials which you can use in your marketing communications forever.

2 SET 12 MONTH STRATEGY

Now we know who your customer is and what they love about you, we get clear on setting your Strategy. During a pre-Strategy Day meeting we get clear on the current challenges and opportunities and use this to set the agenda for a meaningful Strategy Day to set up the next 12 months of action.

We start by getting very clear on your business objectives for the year ahead. We set measurable objectives with timelines. Then we dive into building a Strategy which works. You'll find out where to put your energy and what to say no to.

It's about getting absolute clarity and outrageous confidence on how to invest your time and resources for true commercial success.



3 90 DAY SPRINTS

The Strategy we create together will identify a series of tasks to be actioned, with various timelines. Using the 12 Month Strategic Plan, I create a checklist so you can put your head down and get things done over a 90-day period.

There's no grey area here. It's a sprint—fast and effective. You'll be super clear on exactly what you need to achieve in the quarter ahead before you move from one checkpoint onto the next 90-day challenge.

4 ACCOUNTABILITY WORKSHOPS

Held every quarter, the first hour is all about checking in to map how many of the 90-day sprint tasks were achieved. Feedback is given and we discuss and workshop challenges. Then we set the next 90-day sprint, based on the original 12 Month Strategic Plan.

5 YEARLY REVIEW

After the first 12 months, we meet for a two-hour review of the entire year. Together, we identify what worked well, what hasn't, and what could be trialed or improved on the following year. We identify potential new opportunities and get ready for our next Strategy Day. The Yearly Review is vital preparation for setting the next 12-month Strategic Plan, but most importantly, we use it to celebrate your wins and successes.

identify what has worked well, what hasn't and what could be trialed the following year. Most importantly, we celebrate the success. This yearly review is vital preparation for setting the next 12-month Slow Sprint Project strategy.










WHAT HAPPENS IN YEAR TWO?

It's the same as year one, without the research component. So is year three. By year four, it's time for fresh research so year one is repeated in full.

All meetings can be held in-person or via Zoom, which allows you to record the sessions and review as required.

Yes, there are prizes for investing in and understanding that business success is a marathon with a series of sprints. Absolute clarity, outrageous confidence and true commercial success!

ARE YOU THE RIGHT FIT FOR MY GLOBAL PROGRAM?

-  You are a motivated small business owner, entrepreneur, membership organisation or association and want clarity around the best ways to grow your business.
-  You want easy, replicable and proven strategies to rocket your business without relying on a huge marketing budget.
-  You understand the value of marketing and research but feel overwhelmed by where to start.
-  You're anyone from a solopreneur to a team leader who dreams of more visibility, flexibility and profitability.
-  You want to learn data-backed but creative ways to grow your business.
-  You trust Forbes' view that partnerships are a great way to rocket your reputation and reach, but don't know who would make an ideal partner or how to start finding one.
-  You have dreams of success but no clarity about the exact steps to take over 12 months to make them reality.
-  You need guidance from an expert about where it's worth investing time and money (and what to avoid!)
-  You want someone with a proven global track record to absorb your worry and provide you with a clear blueprint that balances business success with personal wellbeing.

**IF YOU FIT THREE OR MORE OF THESE
CRITERIA, YOU'VE LANDED IN THE RIGHT
PLACE.**



YOUR MENTOR & GUIDE

Armed with over 25 years' experience including over a decade of running successful businesses, I am a Fortune 100 corporate chief turned entrepreneur, international award-winning speaker and author. I have helped hundreds of clients build businesses, reputations and visibility.

I've reached audiences of thousands across the US, Europe and Australia. I have shared stages with the likes of Google, Facebook and Audible in New York and Paris. With multiple bestselling books sold globally and a client base including Nissan, NAB, Big 4 Holiday Parks and Thermomix, I am a five-time B&T Women in Media Awards finalist, Top 50 Small Business Leader and one of Remodista's 100 Women to Watch in Business Disruption.

My actionable steps to navigating the marketing minefield and building businesses, reputations and visibility are sought by small business owners because I know - from lived experience and being a co-author of national annual business study The BIG Small Business Survey - the key pain points of being a small business owner.

To start with, small businesses don't know the best ways to grow their business. They find marketing overwhelming. And they struggle to develop good content consistently. As I see it, they're in such a race to write their strategy that they overlook the need for research. They're not data informed. Until research proves otherwise, they think they have a good handle on who their customer is.

Truth is, operating on intuition means they miss important nuances or cross multiple generations. Their messaging doesn't land. They waste time, money and energy on channels and promotions which were always going to be a bust.

The solution?

I have designed and launched a new service for 2024 aimed specifically at easing marketing overwhelm and costly uninformed decision making for small businesses.

Katrina McCarter's Business Program is for small businesses, membership organisations and associations who are wanting to work out the best ways to grow their business and want clarity, accountability and a pathway to true commercial success.

WHAT PEOPLE SAY ABOUT WORKING WITH ME

Hundreds of small businesses, memberships, and associations have sought my experience and expertise.



"Since I started working with Katrina in 2020, my revenue has increased 79% with a zero advertising and marketing spend. She's shown me the value of research. Of strategy. Of support that is a true exchange of energies and ideas that uplift me and my results. Of consistent, smart, targeted communications. Which is why I grabbed with both hands the opportunity to sign up for Katrina's new Slow Sprint Project. I'm now busy working my way through my first 90 Day Sprint. I love the framework, the support and the energy Katrina brings. I can't afford not to have her as my business wingwoman."

Keryn Daley, Dive In Swimming Academy



"Katrina's role as a consultant proved invaluable in PresentBox's first foray into market research and utilising the data to create our ongoing marketing strategy. Our objective was to pinpoint our target consumer and early adopter, understanding the reasons behind why they choose PresentBox. This groundwork paved the way for a clear and concise marketing strategy for our platform. Despite a tight timeframe, Katrina seamlessly took on the project, conducting the necessary research and delivering key findings for the implementation of elements into our Christmas promotion.

Katrina collaborated closely with us, crafting a tailored strategy that highlights our innovative platform. Her infusion of fresh ideas and unique market insights provided a distinct perspective, guiding us in formulating a market strategy attuned to the mum consumer. Throughout the process, Katrina's exceptional service shone, offering unwavering support while delivering direct feedback on aspects not yielding a return. Her candid approach made her feel like an integral part of our team.

Thanks to Katrina, we now possess the necessary tools and insights to drive our marketing strategy in 2024 and elevate our business. We express our gratitude for her professionalism, dedication, and insightful contributions."

Dan Frkic, Founder, PresentBox



"I bought Katrina's book *The Mother Of All Opportunities* 5yrs ago and have followed her on LinkedIn since then. When MAMMA-MIYA was ready to initiate our global marketing strategy - after having had organic adoption in 115 countries - there was no one better I could think of to reach out to. She responded promptly and has been an incredible support since then.

She was absolutely committed that we should first run a survey to clearly identify our early adopters/ potentially most profitable customer. Although we were running against all odds in terms of time and budget for this, we trusted her to conduct this for us given her impressive research and marketing experience.

I cannot overstate what a valuable decision this was. We understood our organic user profile at a depth we might have otherwise completely missed. She then worked with us through 1-1 consulting sessions to more clearly articulate our marketing strategy for the year ahead - most of which were unique, original and low cost strategies. It changed the direction of our marketing channels/ messaging and will inform significant parts of our business decisions going forward.

Her depth of understanding of the subtleties of the mom consumer, combined with her strategic and data driven approach and her sincere, flexible and supportive work ethic make her the ideal person for any brands or businesses working in the mom space."

Aashika Abraham, Founder, MAMMA-MIYA

TOP FIVE REASONS TO WORK WITH ME

1

DEPTH OF EXPERIENCE AND EXPERTISE

I am backed by a Bachelor of Business and an MBA in International Business and 25 years working in sales, marketing and partnerships across diverse industries from Fortune 100 companies to successful solopreneurship. I've worked with hundreds of clients around the world, using data from my own research agency to create strategies and achieve great results.

2

RESULTS FOCUSED

I share practical, research-backed strategies which can be implemented immediately to deliver real change and true, sustainable, commercial success. You and I both know there are no silver bullets and my business wingwoman blueprints are tailored to every client.

3

EASY TO WORK WITH

Meticulous with detail and preparation, I pre-empt your needs. It's a key reason I attract client loyalty—small businesses and membership organisations work with me year after year.

4

CLARITY AND CONFIDENCE

I am committed to delivering you a strategy which provides you with absolute clarity. Together we will strip back the complex into easy meaningful strategies which are clear and effective. You will feel confident about the business changes you are making.

5

RELIABILITY

There's no guesswork when you work with me. You know what you're getting. I'm a professional. I deliver.

NEXT STEPS

If you are ready to invest in your business success and explore working with me you can:

Contact me at katrina@katrinamccarter.com

Call me directly on 0427 161 677



KATRINA 
McCARTER

www.katrinamccarter.com