

Simple, Honest, Impactful

# THE 4 PHASE PROCESS

SMALL BUSINESS  
FOCUS



# HOWDY!

Small Business owners often face the same problems:

- **Spending lots of time and money** getting clients
- **Handling various aspects of their business** all by themselves
- And **feeling burnt-out** by having to do things they don't actually enjoy

All of this feels inevitable, we know. But we're here to tell you that it's **optional**. By having the right **focuses and strategy** your business can get the **growth and ease** you've been wanting.

This book is focused on laying the foundations to **help you get direction**.



Florida, USA



[hm.agency](https://hm.agency)



[hi@hm.agency](mailto:hi@hm.agency)



[+1 \(305\) 209-0361](tel:+13052090361)



[hirehermes](https://www.linkedin.com/company/hirehermes)

Read on to find out how we can help and also how you can avail your own **personalized marketing plan** outlined by the 4 Phase Process at the **end of the book!**



# WHAT'S THE 4 PHASE PROCESS?

While working on marketing strategies, we realized that growing your business doesn't have to be complicated and overwhelming if done "right".

By breaking down your growth into 4 actionable phases, and focusing on just one at a time, you give yourself and your business the space to grow **organically**, **sustainably**, and **inexpensively**.

The 4 Phases focus on a few key aspects:



Capturing  
interest &  
getting found



Validating  
acceptance



Streamlined  
processes &  
automation

## The Objective

*Help business owners like yourself **attract your ideal clients/customers** and have **more time, energy and freedom** to grow and do as you wish.*



# Phase 1: Establish

This phase is all about **establishing yourself more clearly** in order to **be found by potential new clients** while focusing and **nourishing your previous exposure**.

You can do this with:



These depend on a lot of factors that are **unique to your business** like your demographic, if your business is primarily online or offline, your ideal clientele, type of business, etc.



# Phase 2: Expand

Phase 2 is all about **helping people know** that you're right for them by clarifying **who you can help** and also **how you can help**. By expanding your brand, you'll be able to **attract new clients with ease**.

You can do this with:

## Lead Magnet

Implementing an attractive and seamless lead magnet (quizzes, webinars, downloads, etc.)

## Social Media

Revamping your social media pages to have value-driven, diversified, and branded content

## Landing Page

An effective landing page for your offerings that converts. Period.

Things start to get a little complicated in phase 2 and you'd need a marketer's eye for most things.

*It's all about **implementing what works** while retaining your **authenticity & promoting your value**.*



# Phase 3: Automate

With great power comes great responsibility and with great expansion comes a hefty workload. But fret not, **the bots are here to help you.**

It's now time to leave the mundanity to the machines so you have the capacity to **carry out your BIG vision with confidence and ease.**

All of this can be a little intimidating, especially if you're not the most tech-savvy (and that's okay! You're here to **focus on what you do best!**).

Having the right **software** and **automation** can be **SO powerful** for your business.

What's important is choosing the solutions that are the **most effective and impactful**, while being **inexpensive** (honestly, who doesn't love that?!)



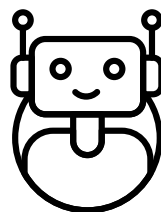
## FULL SITE

Collect payments, have all necessary info, call-to-actions & integrations.



## CRM

Manage your prospects, clients, communications and SO MUCH more! Seriously, it's ridiculous.



## AUTOMATIONS

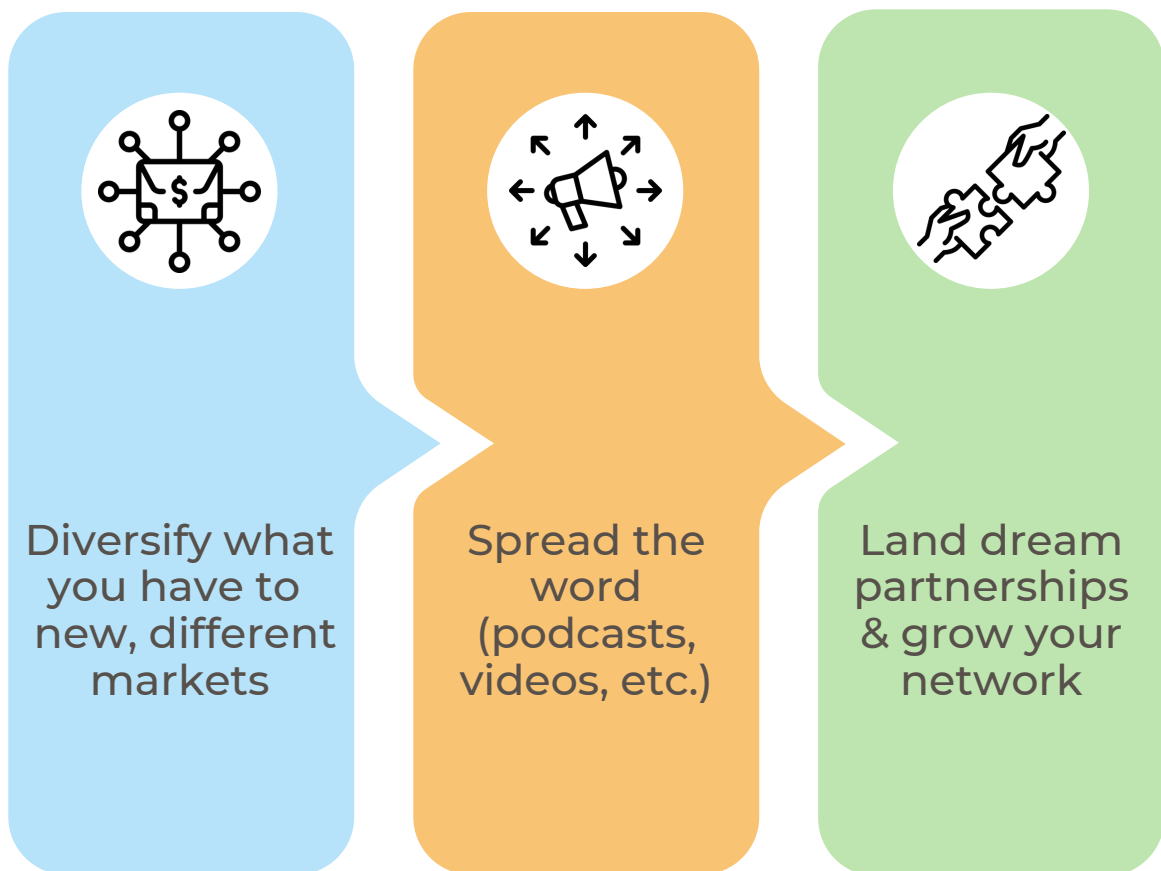
Handle your customer support, bookings, and more



# Phase 4: Ascend

Oh you're going to love this. This is when you can **realize the wildest dreams you have for your business**. By having a **credible and powerful online presence** and **seamless automation**, you're now ready for just about anything!

## The focuses:



Sounds great doesn't it? Having **sturdy foundations** set up by the first three phases makes phase 4 almost **undeniable**.

*All you need is a **great product and mission**, the **right people**, & **strong roots**.*



# So... What Now?

We truly believe that ***small businesses only stay small by thinking small.*** It's understandably scary to ask for help - it can get expensive, it's tiring when people don't fully understand your needs and delegation can be a hassle. But what if those things don't have to stop you? We understand all these things and just want to say that we'd love to co-create and help you grow!

## Hermes Can Help You

🔗 Research shows that **92%** of United States small businesses **can't afford** "True Digital Marketing" and we're trying to change that by making it **accessible and inexpensive yet effective.**

We offer **solutions and not services.** We focus on first understanding your business and its **unique needs**, offer solutions that **make sense**, implement them when **appropriate** and most importantly, **work within your comfort.**

If you're looking to **grow your business and not just market it**, Hermes is here to help! We do just about everything mentioned in this e-book and more including **websites, chatbots, local SEO, social media, email marketing and even CRMs.**

If you're ready to **turn your small business into a great business NOW**, send an email to [hi@hm.agency](mailto:hi@hm.agency) saying **"I AM READY!"**





# Personalized Marketing Plan

What you'll get:

- A **clear outline (PDF)** on how you can **implement the 4-Phase Process** as per your **unique needs**
- A no-cost **video consult** outlining the 4 phases for you
- **Clarity** on how to **make your business work for you**, so that you can focus on what you do best!

 <b>Doing it Yourself</b>	<b>VS</b>	<b>Doing it with Hermes</b> 
<ul style="list-style-type: none"><li>• <b>Paying</b> business coaches &amp; <b>copy/pasting their tactics</b> that may not suit your unique needs</li><li>• <b>Spending time &amp; money learning</b> how to market your business</li><li>• <b>Losing authenticity</b> and not attracting <b>ideal clients</b></li><li>• Having <b>no clarity</b> on what will work for you &amp; thereby taking <b>unnecessary risks</b></li><li>• <b>Losing</b> the freedom, joy &amp; passion that made you start this in the 1st place</li></ul>		<ul style="list-style-type: none"><li>• <b>Understanding</b> your desires &amp; specific needs to <b>grow with clarity</b></li><li>• <b>Leveraging your time &amp; money wisely</b></li><li>• <b>Accentuating</b> your brand and mission to <b>attract ideal clients</b> with <b>ease</b></li><li>• Appropriately implementing <b>only what makes sense</b> &amp; working <b>within your budget &amp; comfort</b></li><li>• Feeling <b>supported</b> so you can tap into freedom, joy and passion again!</li></ul>
<b>too much</b>  		<b>ONLY \$100</b>

# NEXT STEPS

## STEP 1. SIGN UP

Take a short survey to help us know more about your business to sign up



[Click to take the survey.](#)

## STEP 2. TALK TO US

Book a time that's convenient so you can tell us all about how you want to grow your business



[Click to book a time](#)

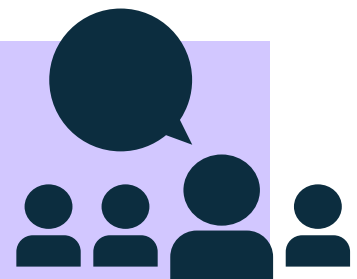
## STEP 3. PAY

After the call, you can pay to get your personalized marketing plan that will strategize your decisions



## STEP 4. CONSULT

We'll explain your marketing plan during a video consult where we can brainstorm more ideas with you + answer all your questions!



Thanks for Reading!

