

Insights and Tools for Business Success

WHAT NOW ADVISORS



Top Insights a Business Owner should know and take action on.

What is working and how do I do more of that?

What is not working and how do I stop that?

Do I have hidden problems?

Notes:

Customer

What % of my sales or transactions are new vs. repeat customers?

Who are my target and actual customers?

(interests, attitudes, traditional demographics i.e. age, marital status, presence of kids, income).

Notes:

Sales

What are my sales per time period?

(time period depends on business; quarterly at min is recommended).

Are they going up or down and why?

Do I have a seasonal business?

How do my sales or transactions vary by shift, day or hour?

Notes:

Marketing

What are my sales or marketing activities and what are their goals?

How are they performing against those goals?

What do they cost in both dollars and internal hours?

Notes:

Costs

What are my top 5 costs categories?

Are they trending up or down and why?

Are they fixed or variable costs?

Notes:

Competitors

Who are my competitors? How do I differentiate myself from them?

Why do my customers choose me vs. my competitors?

Notes:

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Profitability

What is my margin or profitability by time period (quarterly is recommended)? Is it going up or down and why?

Accounting/Financial

All of the metrics you need for taxes, cash management and pay your associates and vendors.

Christine Barnard



After working in corporate for 15+ years and the birth of my first child, I founded What Now Advisors (WNA). Being a fellow business owner, my passion is to help other small business owners succeed. WNA helps their clients understand what is and is not working with their business by analyzing their data and taking action on those insights. If technology is a problem or opportunity, WNA helps their clients determine what technology is needed to grow their business as well as plan, select and implement those technologies.

With an education in Technology, Math and Marketing, I have worked with 100+ clients to answer their business questions and take action against those insights. I have also developed and led multi-million dollar business and technology initiatives focused on gaining and retaining customers, generating revenue and reducing costs.

Services Offered

	Business Insights Intro Package	Business Insights Detailed Package
Business questions addressed. i.e. "Should I add a 2nd register?"	1	Up to 5
Overall business assessment on key categories (also based on data available)	High level insights provided on Sales, Marketing, Competition and Customers.	Detailed insights on Sales, Marketing, Competition and Customers. Also includes up to 3 additional sources.
Recommendations for next steps	High level including identification of key gaps and opportunities	Detailed including business justification, vendor options and cost ranges
Price	\$450	\$1300 - \$2400 depending on scope selected
Discount	Includes 25% discount for today's event	\$250 discount offered if Intro Package has been completed
Ala cart pricing	Ranges from \$70-\$100 per hour depending on scope of work	