

# Entrepreneurs Focused on Growth Inc.

We work with Entrepreneurs  
to Grow their Business

**Questions?** Contact [info@efogi.com](mailto:info@efogi.com) or call 248.755.4012

# Grow Your Network

## How big is your network?

The purpose behind **Grow Your Network** is to focus on promoting your business in different manners than you have before and to expand your network with potential clients, potential investors and, when the time is right, a potential exit. We do this by combining brand awareness, events, and social media.



Brand Awareness

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Events

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Social Media

**Interviews:** We will plan, produce, and execute and edit interviews with you and a guest speaker. Guest speakers are curated and provided by EFOGI.

**Pitch Coaching:** Our strategic partner will work with you monthly to curate your message for your 30 second elevator pitch, social media profiles, your bio and review all communications that are posted on behalf of you and your company to ensure they have your tone.

**Resource Partners:** We know that clients do business with people they know, trust and like and we provide your organization that opportunity with our communities. We will develop a resource partner program for your organization based upon partnering with you on an annual basis.

**Social Media:** We will work with your social media team to update your profiles and posts to support your event programs (tailored posts, flyers and video content). We will also post your past interview snippets to promote your past events and grow anticipation for your upcoming events.

**Tactical SBP:** We will work with your team to develop a Tactical Strategic Business Plan focused on the core areas that you want to grow in. We will produce a Tactical Strategic Business Plan Playbook that you can implement yourself or you can retain us to assist you with implementation.

**Microsite:** We will create a microsite to promote your upcoming events, facilitate registration, and provide users with access to past events and past interviews with ongoing maintenance and updates.

**Sponsorship:** Our sponsorship program was designed so that your organization can sponsor a single event or a few events so you can participate with our communities. We have the opportunity for in-person and virtual events as well as local and global events.

**Networking Events:** We will plan, produce, and execute live networking events in your area tailored to your target audience.

### CONFIDENTIALITY STATEMENT

The contents of this package, including its concepts and strategies, are the exclusive property of Entrepreneurs Focused on Growth Inc. (EFOGI). This is provided for the entity named above and may not be reviewed by anyone other than a representative of said entity. This serves as a notification of confidentiality for the entire Proposal of Services. The fees included in this document are valid for 30 days from date of receipt.

# System of Growth

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## Every Founder thinks their business is unique, yet all businesses have Sales, Account Management, Operations, F&A, HR and IT.

Our **System of Growth** program is based upon conducting a **Tactical Strategic Business Plan**. Our team consists of Entrepreneurs who have started, grown, and exited business over the past 30 years.

**Strategic Selling:** We will work with your sales team to re-engage the arc of strategic planning by inserting a marketing funnel above the sales funnel. This does not include creating new marketing materials, updating websites or creating flyers.

**Event Strategy:** Quit throwing your money at trade shows. We have produced conferences and trade shows for over 25 years. We will work with your team to implement a strategy to get a better ROI on the dollars you invest into/attending conferences, trade shows and networking events.

**Due Diligence Meetings:** Do you want to raise money for your business? We produce events that are focused on the audience of potential investors. We have developed a Run of Show and process that shares your information and creates a Call to Action for those attendees who are interested in investing.

**Tactical Strategic Business Planning:** We will invest a weekend to come to you for just the cost of travel, hotel, and food. During that time we will produce a Tactical Strategic Business Plan Playbook that you can implement yourself or you can retain us to assist you with implementation.

**Business Development Program:** We will work with you and your team to outline the following:

- Sales Cycle
- Proposal Template
- Sales Tracking
- Client Needs Analysis
- Internal Pricing Worksheet

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# Live Event Production

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## **We structure your event, coordinate all of the moving parts, and make sure everyone has a good time.**

Creating distinctive events and delivering memorable experiences is what our team does best. From the event structure and coordination to location and production, we understand the details that matter.

**Registration Website:** We will create a registration page for your live event which includes basic and custom fields, Google and Outlook calendar integration and email automation.

**Keynote Speakers:** We will curate and suggest keynote speakers for your live event based on the purpose/message behind your event.

**Onsite Staff:** Our onsite team will be there throughout the duration of your live event.

**Contract Negotiation:** We will negotiate terms that deliver both value and impact for your event.

**Venue Location:** We will curate the best suited venue for your event based on your preferences.

**Food & Beverage:** We will organize and facilitate food and beverage service for your live event.

**Audio/Visual:** We will provide solutions that enhance and capture the atmosphere of your event.

**Sponsorship Coordination:** We will coordinate with your key partners for the support of your event.

**Event Flow:** We will plan and execute the flow of your event from schedule down to the run of show.

**Excursion Planning:** We facilitate the planning and execution necessary for excursions and activities.

### **Promotional Materials**

- Program guides
- SMS notifications for attendees onsite

**Entertainment:** We will suggest entertainers that amplify the celebration of your event.

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