

THE REVENUE GROWTH
ALPHABET

*26 ways to generate
top-line growth today & tomorrow*



DR KEN HUDSON

Unleash ideas, innovation & growth - Now!
www.drkenhudson.com

WELCOME

Thank you for downloading the Revenue Growth Alphabet.

It gives you 26 practical and effective ways to boost your revenue today and tomorrow.

You can start with the letter 'A' and work your way through the alphabet. Or,

Select a letter at random and apply this revenue growth suggestion then move on to another.

It's up to you.

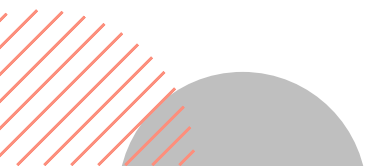
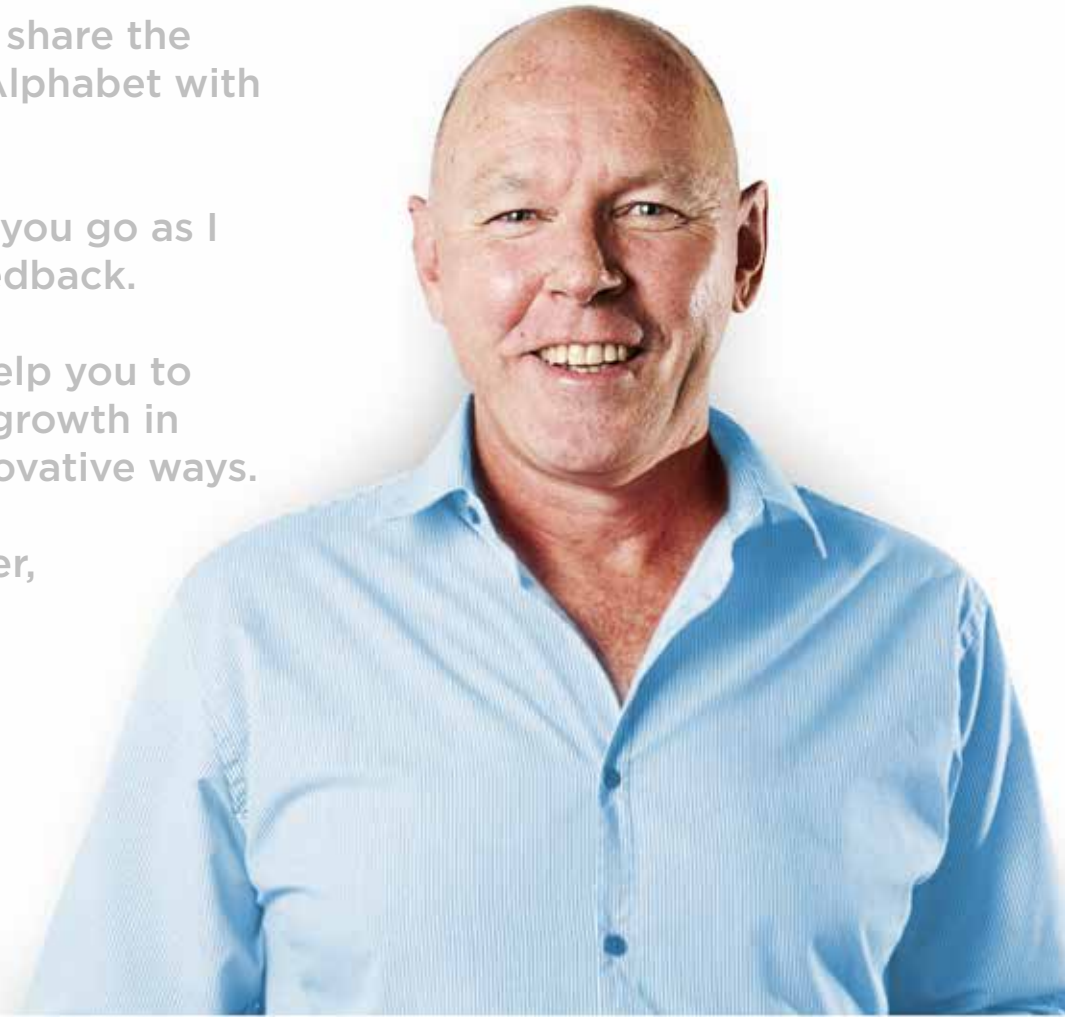
Please feel free to share the Revenue Growth Alphabet with others.

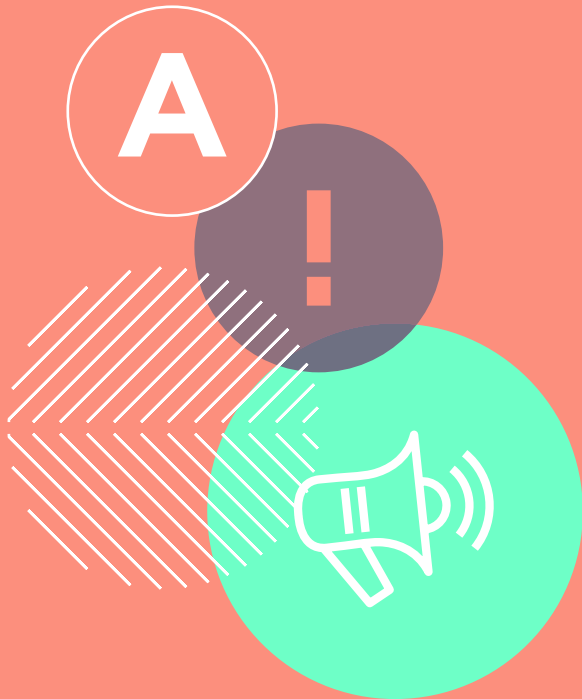
Let me know how you go as I would love the feedback.

My passion is to help you to generate top line growth in profitable and innovative ways.

Let's grow together,

Dr Ken Hudson





ATTENTION

Your current and potential customers have short attention spans.

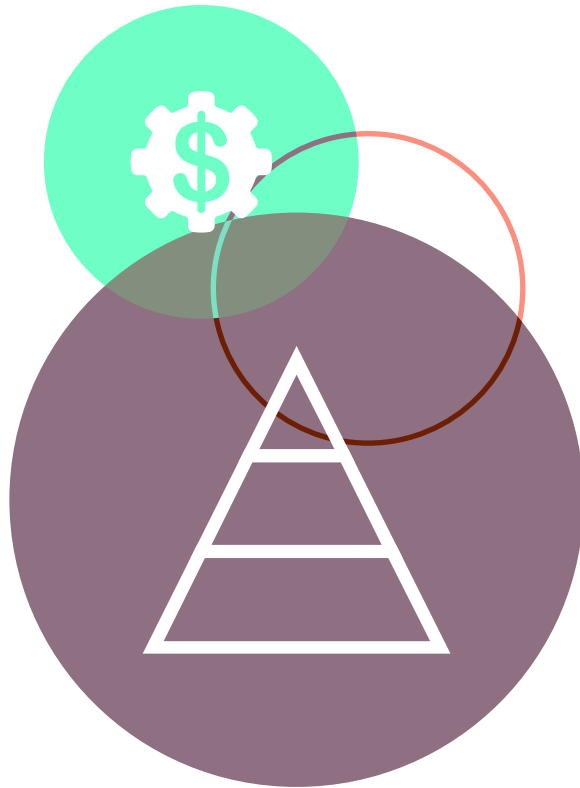
How are you grabbing and holding their attention?

It could be via a short video, text or a new customer story for example.

To be ignored is to wither and die.

Perhaps you can try advertising. There are now 2 million small businesses that advertise on Facebook for example.

B



BUSINESS MODEL

Is your business model still relevant?

What worked in the past may not work in the future.

Are you willing to challenge or overturn it?

Zipcar for example, turned the car rental business model on its head by charging a membership fee and allowing renters to pay by the hour.



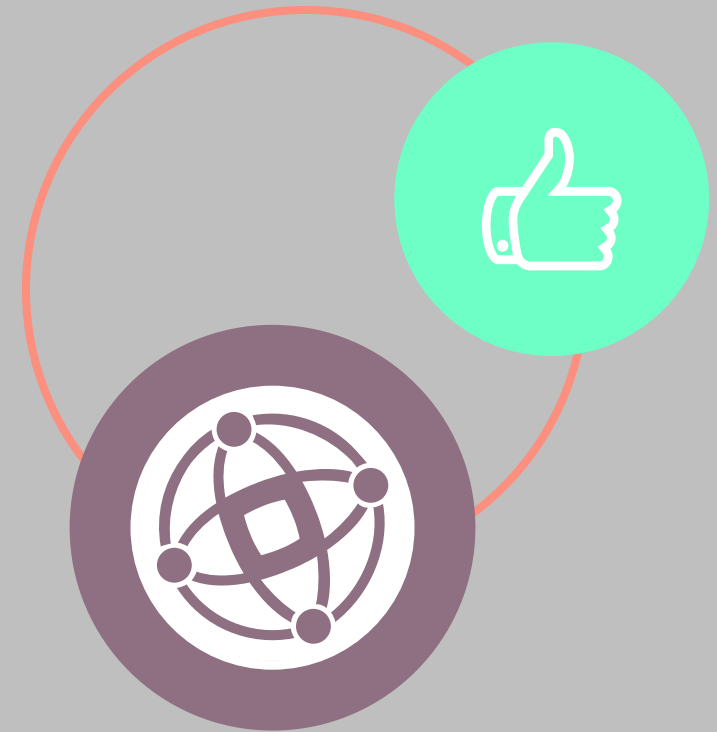
CONVENTION

The convention with all the social media platforms was that you retain everything i.e. all the photos, comments etc.

Snapchat came along and overturned that convention and offered an app where a photo deletes after 10 seconds.

Hundreds of millions of users later suggested that people liked this feature.

What convention can you overturn and deliver greater customer value?





DIGITAL

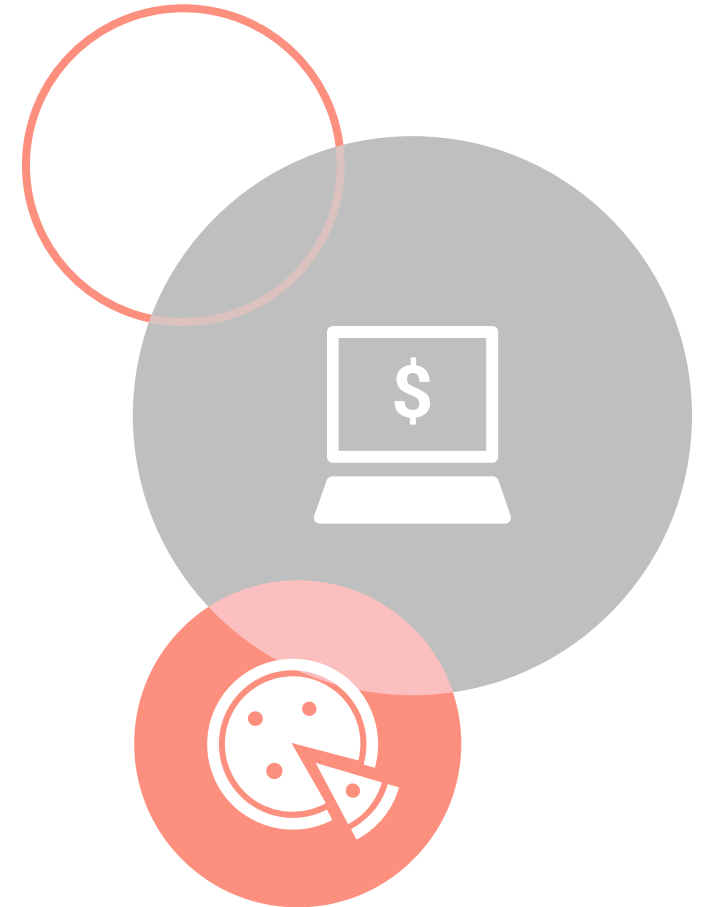
It's the new customer expectation.

Digital has to be at the centre or at least a strong part of your business.

Domino's Pizza, for example, is growing their business substantially by using digital; 80% of their orders are online with 2/3 of these via a smart phone.

You can order a pizza in 4 clicks and keep track of where the driver is.

What can you digitize?





ENVIRONMENT

Being mindful of the environment is the minimum standard for businesses today.

It not only is the the right thing to do but it can make business sense with less waste for example.

Consider hotels for example with their towels. Less washing is better for the environment, it makes the customer feel good and there is less cost.

Everyone wins.

How are you helping the environment?



FRUSTRATION



What frustrates your current or potential customers?

What drives them mad?

Uber for example, started because one of the founders could not find a taxi when it was raining in Paris.

Select one customer frustration and try and minimize or take it away. Then move on to another.

Your customers will reward you again and again.



GO TO MARKET

There are endless ways to go to market, today.

It can be online or face-to-face or any combination.

The important point is to be where your customers would like you to be.

Are you going to market in creative ways?





HERO GROWTH BRANDS

If you want to generate top-line growth it's useful to study other brands that are growing.

What are they doing?

What can I learn, borrow or adapt?

Keep an eye on your direct competitors but you will learn more by studying those hero growth brands that are continually surprising and delighting their customers.





IDEAL

What does the ideal product, service or customer experience look like?

How does your current proposition compare?

Now try and close the gap.

As Brian Chesky, Co-founder of Airbnb suggests:

'We start with the perfect experience and then work backward.'

'That's how we're going to continue to be successful.'

J

JOBS TO BE DONE



Professor Clayton Christensen developed a powerful approach to innovation based on a key question. What is the customer's job-to-be-done?

In other-words what is the problem that the customer is trying to solve. For example the problem could be to quench my thirst which can be solved via water, juice, milkshake etc.

Your aim is to deliver a better solution than your competitor.

I like this approach because it shifts your attention from an existing product back to the customer and their objective.



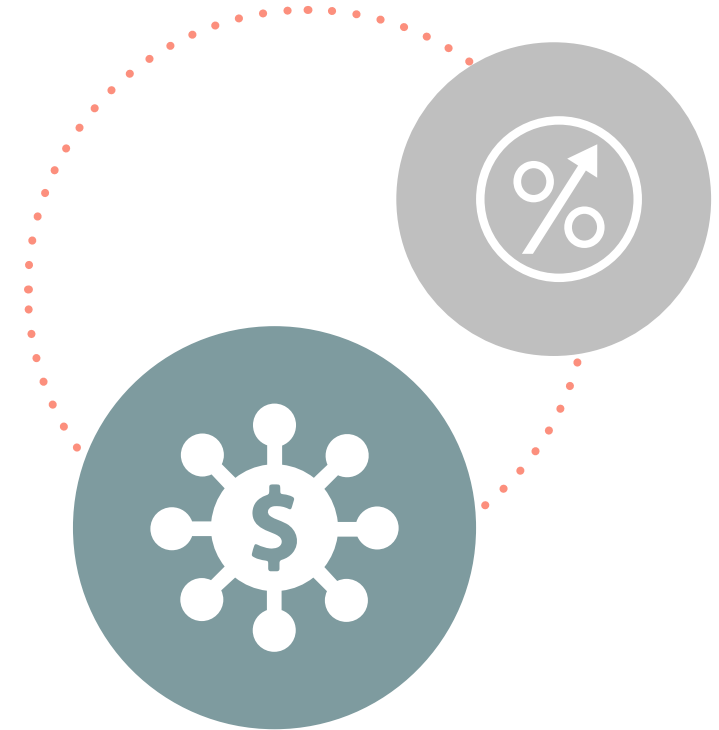
KEY REVENUE DRIVERS

As a business owner you cannot do everything.

So what are the key drivers that will grow your revenue line?

It could be, for example, the number of customers or profitability per customer or page visits.

Are you spending enough time and energy on these key revenue drivers?





LOVE

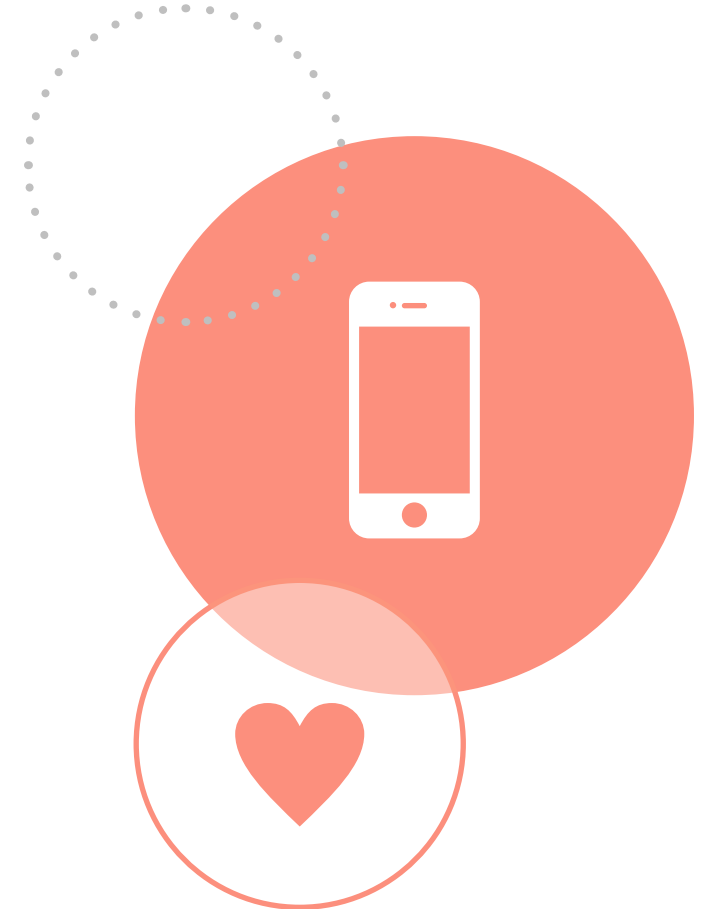
Do your customers love using and owning your product or service?

Do they love working with you?

Now love is an intense emotion but that should be the ambition for every brand and business owner.

It's the new goal, courtesy of Apple.

Try and design a product that people will love rather than just like or feel ok about.





MARKET RESEARCH

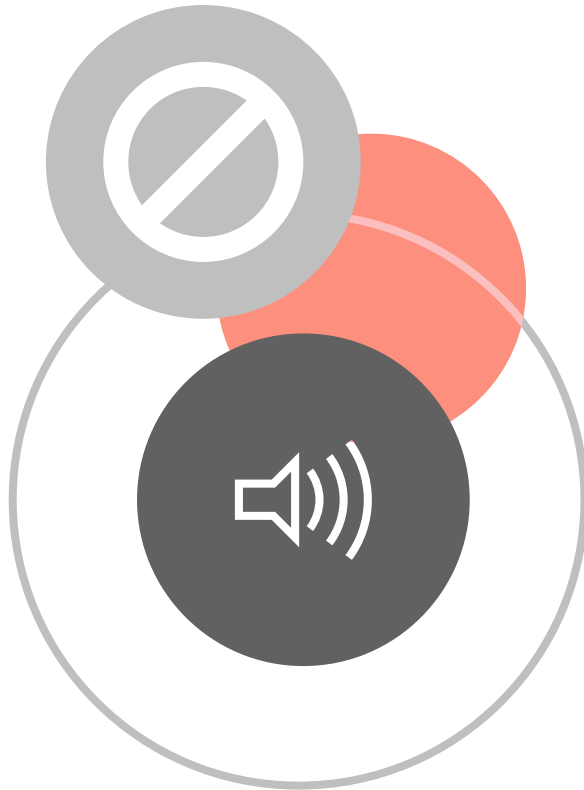
Do you have a quick, easy and simple way of conducting market research?

Do you have a way of assessing how your customer is feeling at the point of purchase?

And what are you doing with this information?

Does it inform the future design of your products or services - in real time?

N



NEVER-EVERS

Who are the customers that would 'never-ever' buy your product or service.

Why not revisit these assumptions?

Perhaps with a slight modification you can represent your offering in a new way that can capture their attention.

Who are your never-evers?

Why not revisit them?



ONLINE

Can you create an online business? Or can you move some of your business online?

Consider Warby Parker, for example, a widely successful online eyewear business.

'We both had frustrating experiences buying eyeglasses, so we decided to offer an alternative to the overpriced, uninspiring eyewear on the market.'

David Gilboa, Co-founder
Warby Parker





PROBLEM

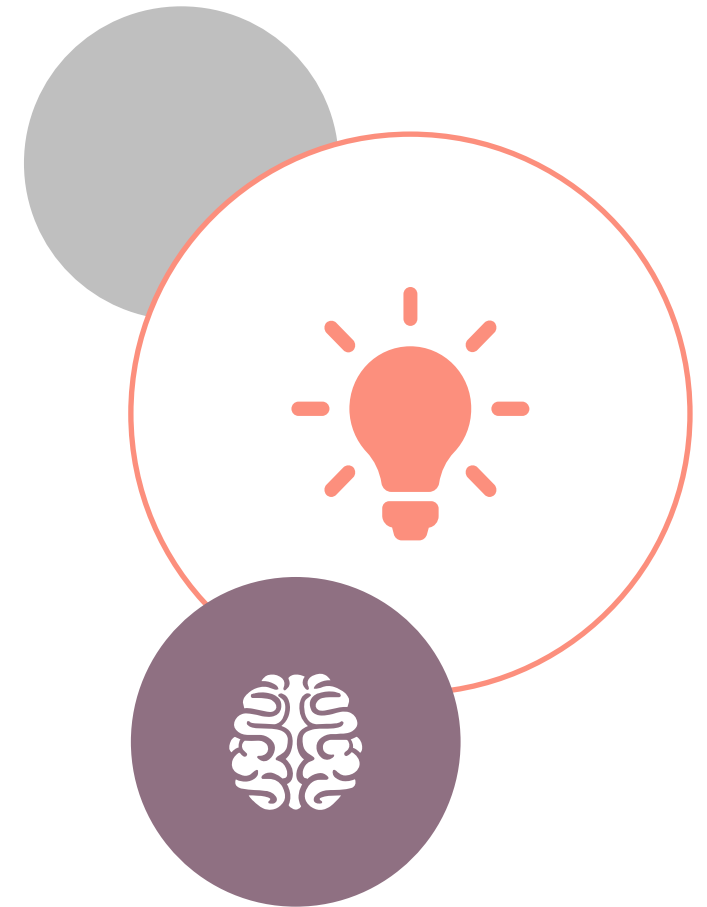
What customer or consumer problem does your business solve, better than anyone else?

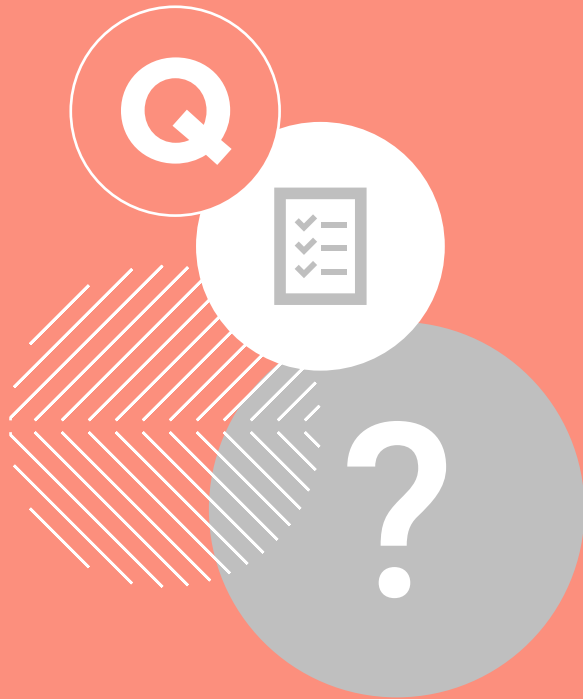
Rent the Runway for example, solves the problem:

I have nothing to wear tonight.

They offer an online service where women can rent rather than buy an outfit for a fraction of the cost.

What problem does your business solve?





QUESTIONS

Finding new ways to boost top-line growth often starts with asking disruptive or uncomfortable questions.

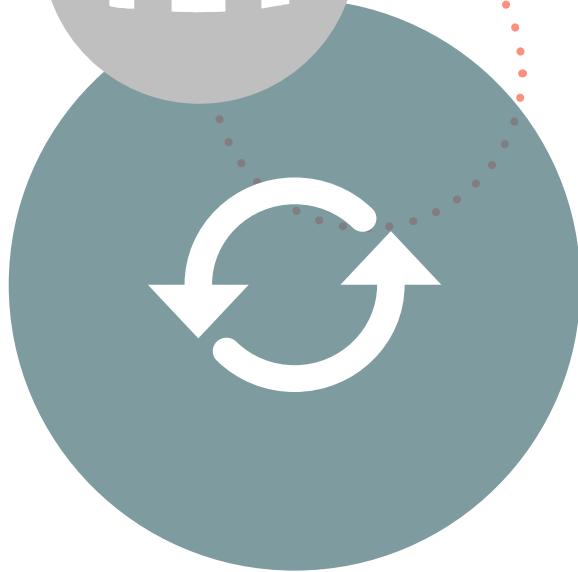
For example:

How many customers am I losing each month or year?

Why are they not coming back?

Where are they going and why?

Why don't they come back?



REINVENT

Cirque du Soleil has reinvented the circus experience.

It has taken a concept that was hundreds of years old and given it a new life, energy and meaning.

What is something that you can reinvent in your business?

It could be a new channel, how you price your product or how it is packaged for example.



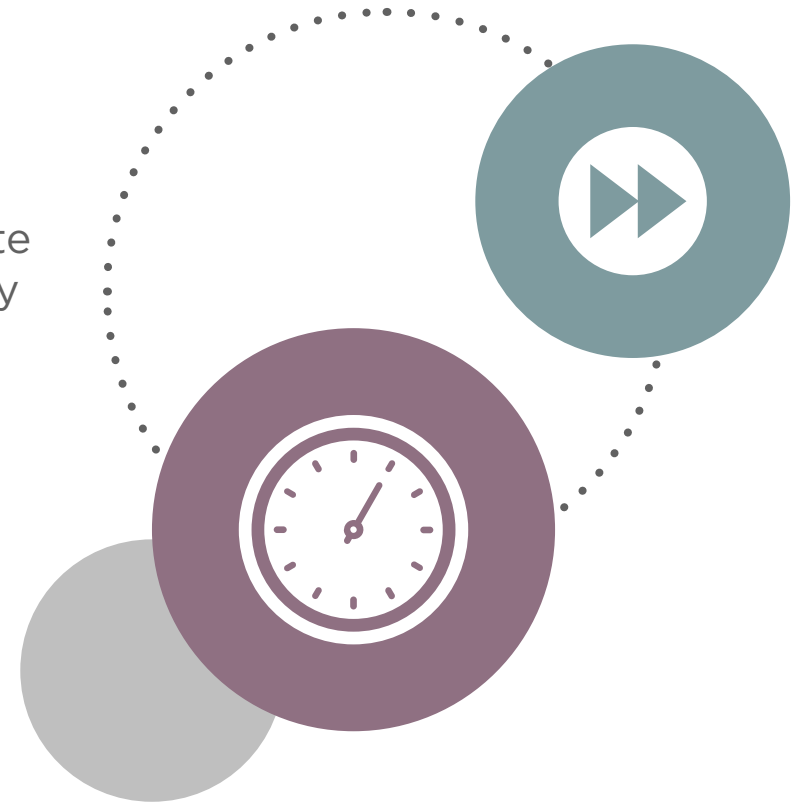
SPEED

Can you accelerate your product or service?

In a time-poor world, customers will appreciate you even more if you can solve a problem they have – better and faster.

What can you speed up in your business?

Or even get rid of?





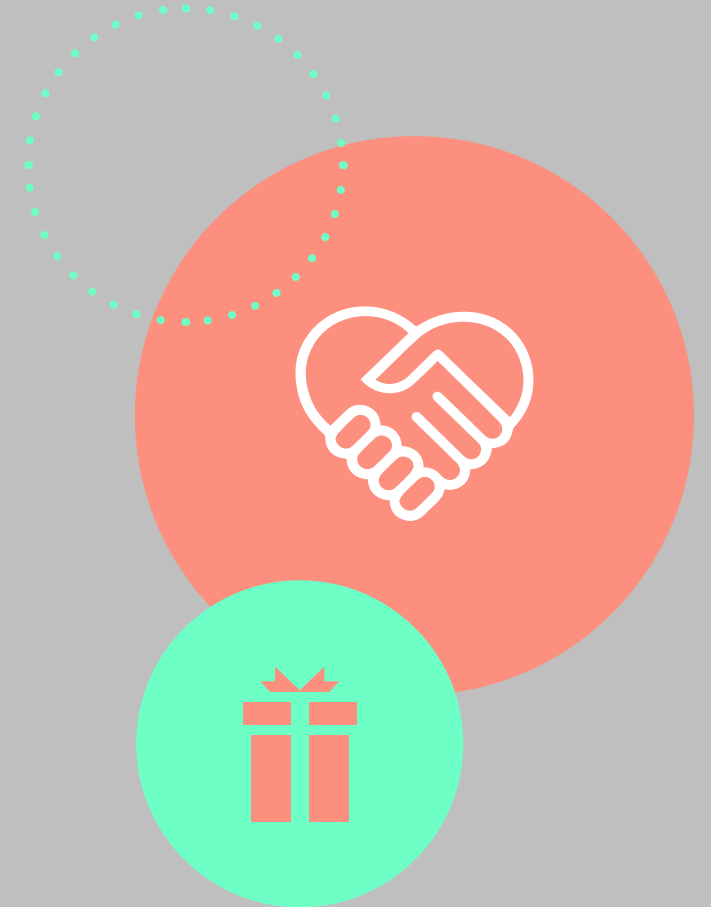
THANK YOU

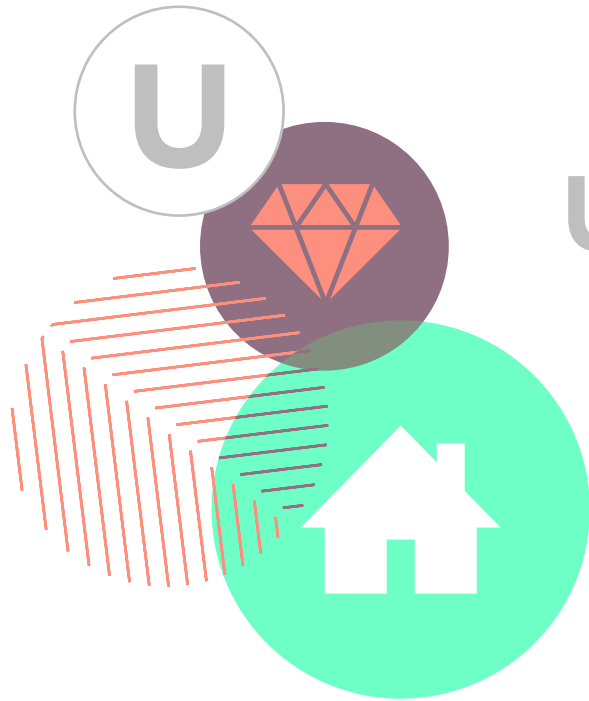
The ultimate response from consumers is when they say 'thank you'.

Thank you for making my life simpler, easier, cheaper or save me money.

Recently, I booked a hotel with Expedia to Singapore (saving me time and money) and they made a couple of suggestions as to what to do when I arrived. Thank you.

What can you do that the customer says thank you?





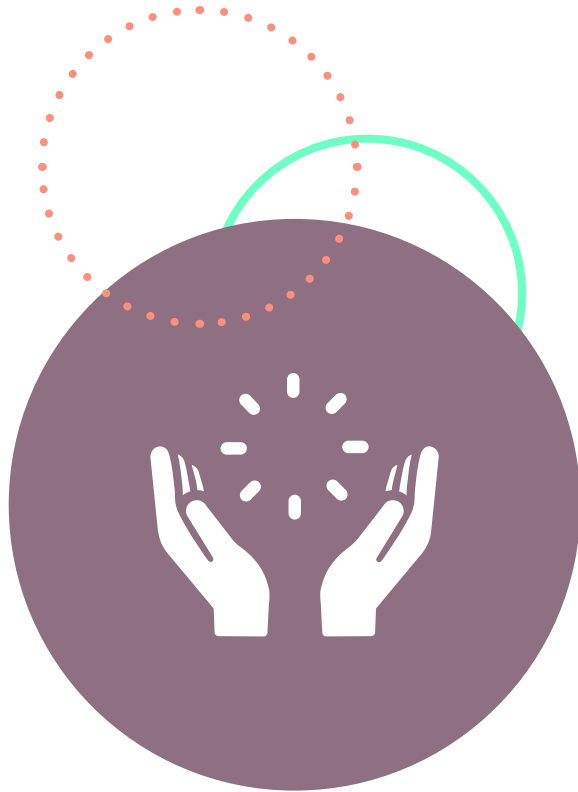
UNDERUTILIZED ASSET

Every business has some assets that are underutilized.

The founders of Airbnb realized that many people had spare rooms in their homes that were not being used.

Airbnb connect renters with hosts (i.e. home owners) and have built an amazing business.

What asset do you have that are not fully utilized that could be leveraged better?



VALUES

What are your values?

What do you stand for or believe in?

Customers today expect you to live your values in everything you do.

This can also present growth opportunities because it allows you to diversify into different areas.

Red Bull, for example, has moved from energy drinks to adventure sports (promoting and creating new content) because of its brand values.



WORLD-CLASS

What are you or could be, world-class at?

This should be the goal of every business owner - to find one thing that they are world class at. After-all we compete against the world.

I know it's a different scale but here is the ambition of Facebook founder, Mark Zuckerberg:

'We're trying to build a world-class News Feed, messaging product, search product, ad system and invent virtual reality and build drones.'

What can you be world class at?





10X

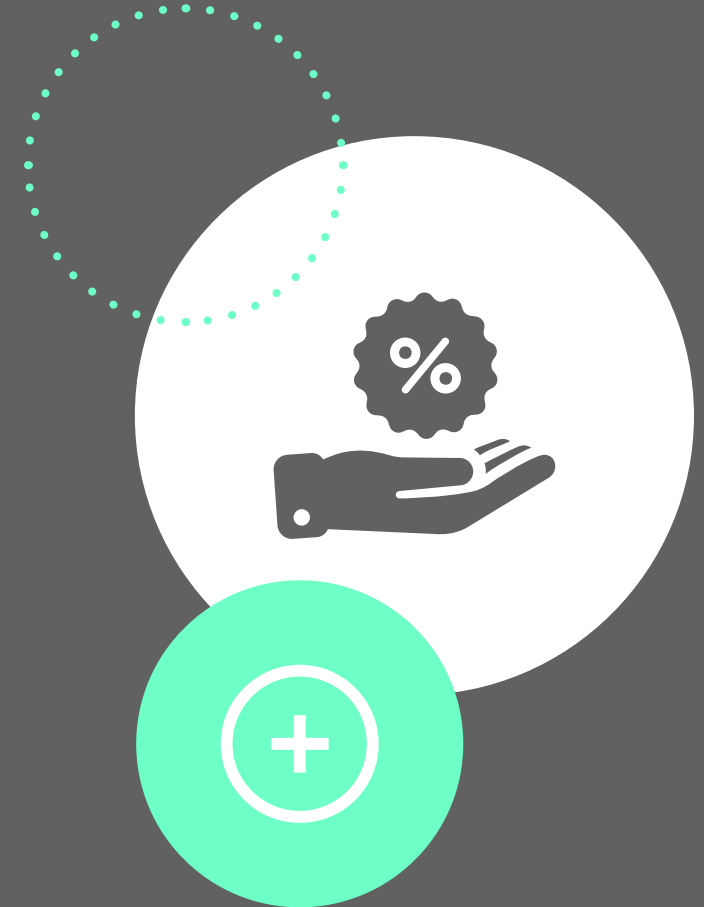
One of the guiding philosophies of Larry Page one of the co-founders of Alphabet (formerly Google) is to try and make key projects 10 times better rather than making incremental improvements.

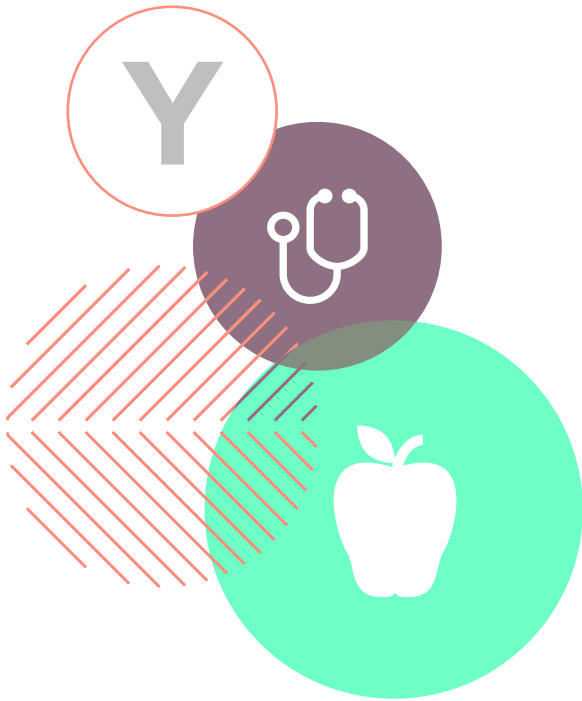
Gmail when it was launched for example gave users 100 times as much storage.

For example;

How can you make your customer experience 10x better?

How can you make your PR 10x better?





YOU

Who is looking after you?

If you are a business owner than sometimes it feels that you have to do everything.

This can impact your health, relationships and well-being.

Make sure that you take some time out, eat well and exercise.

Look after you!

Z

ZERO-SUM



The old thinking was that I can only win if you lose.

This is called a zero-sum mentality.

A better way to approach problems is to look for 'win : win' solutions.

For example, a bottle shop selling flowers at the point of purchase.

The customer wins because it's a great idea and both the bottle shop owner and flower distributor win with extra sales.

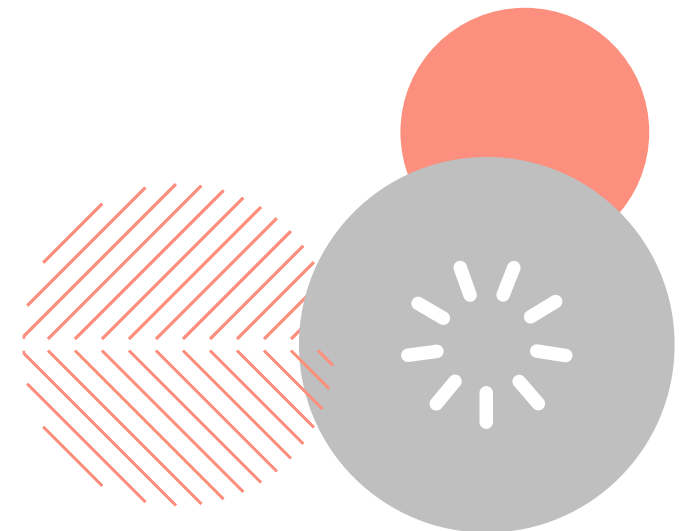
FOR MORE HELP ON BOOSTING YOUR TOP-LINE GROWTH PLEASE CONTACT DR KEN HUDSON:

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ABOUT DR KEN HUDSON

- Former Marketing Director – American Express, Product Manager (Citibank, Dunlop Slazenger).
- PhD in Organizational Creativity (UWS), MBA (UNE), B Bus (UTS).
- Author of 3 books published in 9 countries, Speed Thinking (2010), The Idea Accelerator (2008), The Idea Generator (2007).
- Inventor of Speed Thinking, Ideas Blitz (app) & Small Wins Innovation.
- Clients include Roche, Baxter Health Care, Heinz, Westpac, Suzanne Grae, Mars Pet Care, Westfield, Adidas (China, Hong Kong), Coca-Cola (China), DDB Communication Group (Asia).
- Interviewed by ABC, BRW, AFR.
- Former part-time lecturer UTS, School of Marketing (10 years).

