



Entrepreneur **HOUSE**

Entrepreneur House exists to help Entrepreneurs listen and learn. Question and innovate. Take their ideas to the next level on their own terms.

#CreateYourOwnEconomy

Who is Bob Minhas?



Bob Minhas – Founder

Bob Minhas knows that there is a big difference between owning a small business and being an entrepreneur.

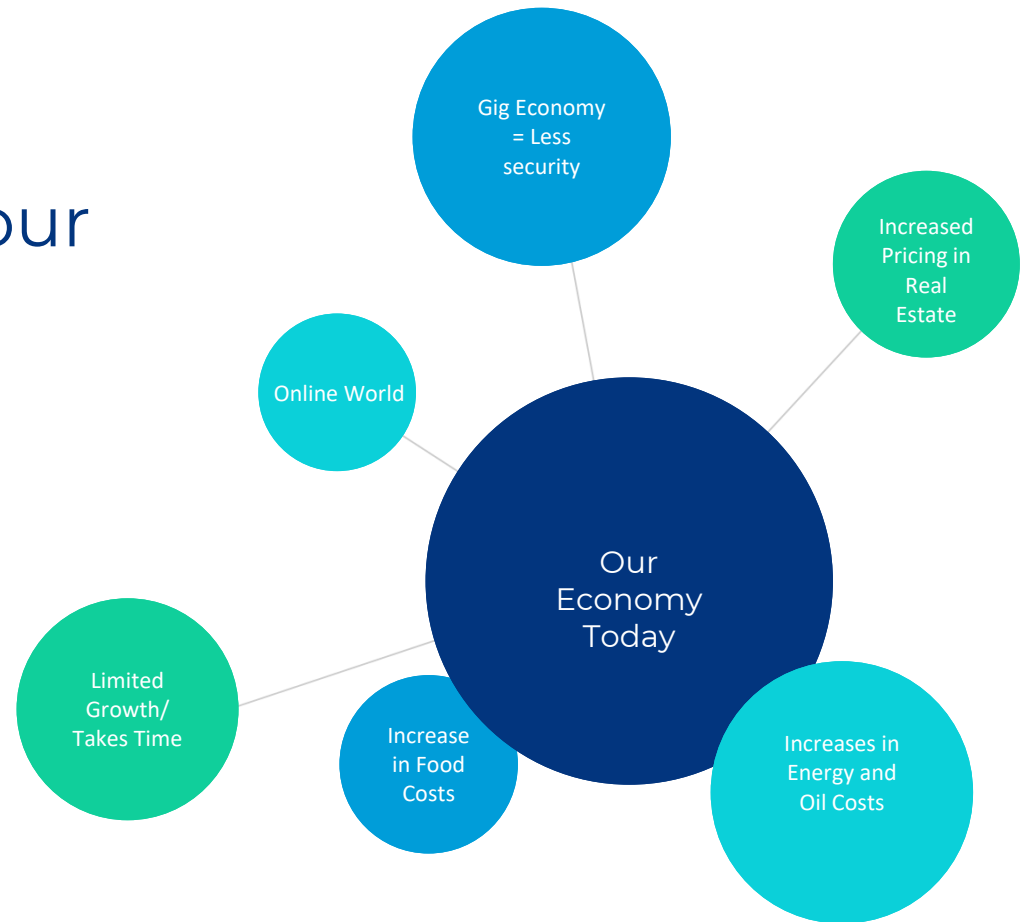
One is about creating employment to change your own life. The other is about growing a passion with the aim of revolutionizing an industry, a nation or the world as we know it. Bob understands this difference but, more importantly, he wants you to understand it too.

Entrepreneurial vision is essential to true innovation, which all levels of government know they need to leverage but with no clear view on how to do it with the speed and alacrity that kind of transformation of ideas requires.

With a strong background in technology, entrepreneurship and government, Bob is uniquely qualified to speak to the intersection between innovation and policy. He can help entrepreneurs with scalable ideas: to develop their vision, and to transform the world.

#Entrepreneurship is our Future

What job can let you push boundaries and continue to scale, all while pursuing something you dream about?



3 Core Values of Entrepreneur House



Business Skills

You need the skills to put into your business. Both for everyday tasks and for future ones



Health and Wellness

More than just exercise, you need the right mix of physical, nutritional and mental health work.



Relationships

Without the right people, or Tribe around you, reaching success will be MUCH more work.

Communication and Downtown Revitalization



KEY CRITERIA

- Who is Main Street
- Comm. Channels
- Strategy
- Best Practices

Who is Main Street?

Main Street Business Owners vary by Demographics based on their specific Community

- Rural vs. Urban
- Generational Business vs. New Startup
- Educational Level vs Comprehension Level
- Millennial vs. Baby Boomer

*Each of these people are motivated by different factors

Who is Main Street?

Entrepreneurs vs. Small Business Owner vs. Self-Employed
Service based (Mobile) vs. Products based (Online?)
Franchise Owner vs. Corporate Store/Manager

*Each of these people have different Psychographics - How they think.

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*Each of these people interpret the same situation differently

Who is Main Street?

However! They are all similar in Pain Points!

- Overhead (Maintenance)
- Staffing (Workforce Development)
- Walk-in (Parking and Access)

Regardless of their differences, they share similar fears of failure. Your job should be to make them feel safe and secure.

Communication Channels

How do you reach them?

- Digital?
- Traditional?
- Email?
- Internal System/Group
- Door/Door

*More importantly, how do THEY want to be reached?

- Multi-tier strategy

Communication Channels

They are often busy, overwhelmed and commonly disconnected from Civil Engagement.

- Work at a pace they can process
- Ensure its readily available and accessible (AODA)
- Don't be afraid to let the public in and see - always positive messaging
- Manage communication and reputation - avoid anecdotal comments
- Verify information 3 times from three sources

Communication Channels

Online Groups

- Facebook
- LinkedIn
- Website Forum

Email Lists

- Segmented
- Measured
- Mobile/Accessible

Communication Channels

SMS Messaging

- Direct to Cell Phone
- Allows for immediate engagement
- Easy to access

Print Out

- 1 page - accessible
- Short form - to the point - remember your audience
- Consider infographic
- Invite follow up to online group

Communication Channels

Door to Door

- In person
- Gather other data
- Develop relationship
- Board members too! Not just GM/ED

Strategy

Online Group - Only DR

Email/SMS - Summary

Print Out - Summary/What is needed

Door to Door - Face to Face (Owner AND Staff)

Best Practices

Buy-in from Business AND Consumers

Small wins - explode the CRAP outta them!

Consistency and measurement

Leverage your Communication Plan as business attraction tool

- e.g Midland BIA

Partnerships - SBEC/Chambers/CFDC/CFIB/BDC

- Ecosystem Meetings

Multiple Communication points with your Municipality

- Respect boundaries

Best Practices - Barriers

Timing - Seasonal community

Language - positive and simple

Personality - adjustable

Consistency - commitment from staff and board

Engagement - lack of means you are missing their Pain Point

Adversarial - assume humility and being in service (patience)

Questions?

Join our FREE FB Group – <https://www.facebook.com/groups/ehousecoaching/>

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