

Name: Stephen Hampton Chapter: The Buzz

BUSINESS INFORMATION	
Business Name:	Design Desk
Profession:	Web design / Multimedia
Location:	Kensington B, Randburg
Years in Business:	16 years (independent for 25 of my 30 years experience)
Previous Types of Jobs:	Editorial layout at The Star, New Dimension Marketing, AirMedia Broadcasting.
PERSONAL INFORMATION	
Spouse:	Irelene
Children:	Taylor
Animals:	-
Hobbies:	Home DIY & woodwork, holidays in the bushveld
Activities of Interest:	You Tube, Comedy music,
Residence:	Randburg
How long:	15 years
MISCELLANEOUS	
My burning desire is to:	Walk the Carera de Santiago
Something no one knows about me:	My thumbs don't bend properly.
My key to success:	I over deliver because I become emotionally involved in all projects.

## GAINS Worksheet

<b>What are your GOALS?</b>
1. To take on 2 longterm clients this year.
<b>What are your ACCOMPLISHMENTS?</b>
1. Surviving the covid lockdowns
<b>What are your INTERESTS?</b>
1. See above
<b>Which NETWORKS do you have access to?</b>
Podcast studio where my office is. Church. Neighbourhood chat forums.
<b>What SKILLS do you have?</b>
<ul style="list-style-type: none"> <li>• Web design</li> <li>• Limited Photography (eg: product photography for websites – not portraits &amp; weddings)</li> <li>• Video editing</li> <li>• Cartoon whiteboard videos</li> <li>• 360 degree photography &amp; virtual tours</li> <li>• Illustration (drawing, cartooning, mascot/characters)</li> </ul>

## Contact Sphere Planning Worksheet

Contact Spheres are made up of businesses or professions that naturally provide a source of referrals for one another. They are in somewhat related but non-competitive businesses.

My Contact Sphere:	
1.	Programmer
2.	Photographer
3.	Printer
4.	Corporate gifts
5.	Social media consultant
6.	Marketing consultant
7.	IT technicians
8.	Business coach
9.	Lawyers
10.	Accountants

The 3 Professions that will round off my Contact Sphere:	
1.	Photographer
2.	Social media manager / digital marketing
3.	Programmer
4.	

The Professions I will try to find for YOU:	
1.	
2.	
3.	
4.	
5.	

## Last 10 Customers Worksheet

Customer Type / Profession:		What you did for them:	How did you find them:
1	Generic perfume (FFC)	Full corp image. 3 ecommerce websites. Packaging. Shop & kiosk design. Presentations.	Previous relationship
2	3G's Digital Marketing	1 website per month for his clients	Ex-BNI member
3	Real Simple marketing	HTML newsletters & video	Ex-BNI member
4	eNews Publications	HTML newsletters & Multi-page PDF magazines	Previous relationship
5	PaCE Engineering Services	Website, corporate profile, PPT, etc.	Referral
6	TuTone Events	Award nomination event videos. Evet concept. Décor.	Previous relationship
7	Lithocell	Hosting. Incoming website.	Client referral
8	ANLO Financial Services	Doc distribution platform. Corp video, misc design elements.	Wife works there
9			
10			

This is what makes up a really **GOOD** referral for me:

- A company that turns over a few million per year. A company with budgets – not personal money. Employs 10 or more people.
- Has a product that requires eCommerce, sales material, presentations. Quick to react to the market.
- Doesn't like advertising agencies – feels they are a waste due to their retainer model.

This is what makes up a really **BAD** referral for me:

- Client wanting to do a personal project on the side. Spending his own money. Super capable and believes he can do everything himself and resents using me just because he doesn't have the time to do it himself.

THREE THINGS ABOUT OUR BUSINESS THAT SELL US

1. Enormous amount of personal skill and experience (30 years across multiple visual communication fields)
2. Tend to over deliver because I get emotionally invested in the projects. I treat them as if they are my own – budget be damned.
3. Minimal overheads so we can provide the best price for high quality work.

THREE THINGS TO ASK FOR GETTING REFERRALS FOR US?

Are you selling this online? Oh... why not? I think you should reconsider – this method of selling is only growing.

I looked at your website, and I see it has some old info on it. It must be costing you business. Do you have someone who can update it because I can recommend someone?

I see you're using a free Gmail account for your business. This makes you look like a freelancer or a one-man-band. A proper domain name (and probably also a logo / corporate image / website / other) will immediately make you look more professional with a greater capacity to deliver.

Can I have your business card? What? You don't have one? Not even an online digital card? Have a look at this guy's card. Impressive right? Can I get him to call you so you can make the same kind of good first impression?