

# SHARK BITES

5 lessons learned from Spectrum Reach's Marketing Speaker Series featuring Daymond John.

As local experts in marketing and advertising, Spectrum Reach knows a thing or two about growing small businesses. But we also know how important it is to look beyond our own expertise to provide our customers with access to even more insights and resources. So we partnered with expert entrepreneur, Daymond John, for an exclusive discussion on Goal Setting.

**Here were some of the key takeaways:**

## **KNOW YOUR “WHY”**

Identifying what drives you and confidently knowing your “why” will allow you to nimbly pivot when times get tough. It may be different now than it was five years ago, but this is the first and most important step towards effective goal setting.

## **DON'T BE AFRAID TO PIVOT**

Set your goals, but don't be afraid to make changes to your plan. Whether it's adjusting your business strategy due to a global pandemic or learning from a missed opportunity early in your career as an entrepreneur, no one gets it right the first time.

## **YOUR STORY MATTERS**

People love a story. To compete with big brands and mass marketing, you need to set yourself apart by telling YOUR story and highlighting what is unique to your local business.

## **STRATEGIC PARTNERSHIPS ARE KEY**

Strategic relationships are one of the most important aspects to any business. Find those that bring different tools and strong value to you and your business. This isn't about making a quick buck; partnerships are a marathon and you need to be in them for the long haul. And don't be afraid to reach out to local experts for help.

## **COMMUNITY IS EVERYTHING**

People want to know how you are supporting the community and consumers rally behind brands with a cause. Plus, involving consumers through social causes leads to a wealth of user generated content, which is invaluable for local businesses.

**For more marketing tips, access to more events, and resources to grow your business, visit [RebuildMyTown.com](https://RebuildMyTown.com).**