



# Get in the Game: Strengthen Your Small Business from the Inside Out

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# Welcome!

**Anais Babajanian**

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**Areas of Expertise:**

- Accounting & Financial Reporting
- Business Strategy & Operations
- Leadership, Training, & Team Management





What's your #1  
challenge as a business  
owner right now?

Type your thoughts in the chat!

# Agenda + Key Takeaways



## Clarify Your Offer

Outline the who, what, where, how, and why of your product or service



## Know Your Numbers

Identify your pricing model, create sales goals, and develop a profit filter



## Create a Planning System

Structure your week, prioritize tasks, maintain focus on outcomes



## Reflection and Feedback

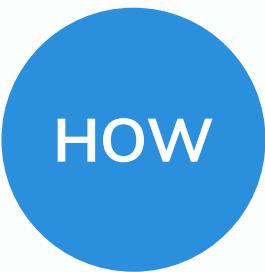
Outline next steps and identify immediate goals and action items

# The 5 Clarity Questions



**Who is your ideal client?**

- Not "anyone who will pay me"
- Specific industry, company size, or demographic
- What problems keep them up at night?



**What's your unique process?**

- How do you deliver differently than competitors?
- What tools, methods, or approaches do you use?
- What makes the client experience special?



**What exactly do you deliver?**

- Specific outcomes, not just activities
- What's included vs. what costs extra
- Clear scope and boundaries



**Where do you find and serve clients?**

- Geographic boundaries (local, national, online)
- Which marketing channels work for you?
- Where do your best referrals come from?



**Why should they choose you?**

- What transformation do you provide?
- What's your mission and values?
- What kind of impact do you strive to create?

[Sales + Marketing Plan Template](#)

# Know Your Numbers

## Pricing Framework

- **Cost Foundation:** All expenses + desired profit margin
- **Market Research:** What competitors charge for similar work
- **Value Delivered:** The ROI/transformation you provide to clients
- **Add Up Inclusions:** What each element of your offering is worth and how it adds up to your total price

## Profit Filter

- Does this align with my sales plan and pricing framework?
- Is this going to offer me the opportunity to serve my ideal client?
- Can I deliver without compromising quality, service, or progress towards my goals?

[Sales Planning Spreadsheet](#)

# Set Up a Planning System

1

## Brain Dump

Write down everything on your mind for the coming week

2

## 3-Bucket Sort

- Money Bucket (sales, delivery, follow-ups)
- Growth Bucket (marketing, networking, learning)
- Admin Bucket

3

## 80/20 Rule

Spend 80% of your time on 'Money' and 'Growth' bucket activities and 20% on 'Admin' bucket activities

4

## Calendar It

Block time for your Money and Growth activities first, then fit your Admin activities around them

# Reflection + Action

What gap do you need to address in order to take the next step in growing your business?  
What questions are on your mind about how to do so?

## LA Wildfire Financial Assistance Resources

### Federal Financial Assistance

SBA Economic Injury Disaster Loans (EIDL) - Open Until October 8, 2025

- Amount: Up to \$2 million working capital
- Interest: 4% businesses, 3.625% nonprofits
- Apply: <https://www.sba.gov/funding-programs/disaster-assistance/california-wildfires>

### State Financial Assistance

California IBank Disaster Relief - Loan Guarantee Program

- Coverage: Up to 95% loan guarantee, \$1 million max
- Apply: Through IBank partner Financial Development Corporations
- Website: <https://ibank.ca.gov/small-business/disaster-relief/>

### Jump Start Loans

- Amount: \$500 to \$10,000 direct loans
- Target: Low-wealth entrepreneurs, underserved groups
- Apply: Through Financial Development Corporations (FDCs)
- Website: <https://www.ibank.ca.gov/small-business/jump-start-loans/>
- Contact: Must apply through participating FDCs - see <https://www.ibank.ca.gov/small-business/participating-lenders/>

# Thank you for attending!



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Resilient Business Advising Program

Apply here:



LA Chamber of Commerce

[Website](#)