

25HMG

BUSINESS DEVELOPMENT FOR PROFESSIONAL SERVICES



Marketing | Operations | Planning

The **VALUATED
BUSINESS
DEVELOPMENT
PROCESS**

helps
→

**PROFESSIONAL
SERVICES**
Financial Advisors Accountants
Realtors Attorneys

to



Scale **UP**
Scale **DOWN**
Scale **OUT**

If you're a business owner with goals, yet you feel like your business is running you!

The **Valuated Business Development** process will engineer your business to evolve strategically.

Our Valuated Playbooks provide all the elements a business needs to scale in the areas of:

MARKETING

OPERATIONS

PLANNING







1. Valuated Marketing Playbook

"You'll never again have to guess what marketing you should be doing."



Most businesses start with our Marketing Playbook as it gets to the heart of a business to understand it's Point of Difference and Specific Target Market. It then provides you with a complete Marketing Program tailored to your exact needs.

Your Business will Receive:

-  **BUSINESS IDENTITY KIT** - including your competitive edge
-  **TARGET MARKET ANALYSIS** - say the right things to the right people
-  **BRAND GUIDELINES** - to ensure a consistent message
-  **COMPLETE MARKETING PROGRAM** - exactly how to best advertise

A complete Valuated Marketing Playbook will take 5 to 6 hours of your time over 3 to 4 weeks.





2. Valuated Operations Playbook

"The process that engineers your business to evolve."



We roll up our sleeves with you and prepare your business to move forward. The Operations Playbook re-engineers your business by mapping all its functions and assigning the right resources to the right place. This frees the owner up to focus on developing the next evolution of their business.

Your Business will Receive

-  **INTERNAL MESSAGING** - So everyone is singing from the same songbook
-  **MODELING** - the functions and flows that run your business
-  **OPERATIONS** - assigns people to jobs not jobs to people
-  **RE-ENGINEERING** - puts it all into action and frees you up

A complete Valuated Operations Playbook will take 12 to 15 hours of your time over 8 to 12 weeks.

VALUATED PLANNING PLAYBOOK COMING SOON

"25 Hours Media Group was born to give small businesses everything they need to compete and get on with what they do best."

25 Hours Media is:



Henry

Chairman of the Board



Frank Mitchell

CEO and Consulting Director



John Sereni

CMO and Creative Director



Curtis Leong

CFO and Operations Director

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in

As a young intern, Henry was drafted into the lowest rungs of The Monolith Group. He excelled at his work, yet always thought he could a better job than his supervisors.

Eventually, it was time to strike out alone. Immediate success ensued and things were going well, yet the paperwork was piling up. Henry realized that it was all the 'other' parts of the business that he wasn't competent at.

Henry worked to develop the marketing, operations, and planning sides of his business. He enjoyed the process so much he branched out and started 25 Hours Media Group.

"You have to dig deep, understand what makes you tick, craft your unique vision into every aspect of your business, and passionately drive your message out to the world . . . only then will you truly connect with the people who can and will benefit from what you have to offer. Hold on, it's a wild ride."

Frank R. Mitchell is a performance-driven, dynamic, innovative Senior Executive offering over 20 years of comprehensive consulting and leadership experience. He has proven success driving concepts from vision to execution. Frank's passion is helping individuals achieve their full potential.

"Big business has all the advantages of resources. It's always been a goal of mine to be able to bring those resources to bear for small businesses without the large price tag.

John has a broad range of marketing experience as a marketing and brand strategist. He understands how the full quiver of marketing tools can be best utilized. From TV to Digital, Print to Social Media, Guerilla Marketing to Virtual Reality, John has worked on large scale, multi million dollar marketing projects around the Pacific.

"Understanding operations and processes "soup to nuts" and/or "cradle to grave" is the best way to strategize and create a tactical plan that can be executed to bring the process, project, etc. to the "finish line".

Curtis is a senior executive with extensive non-profit and for-profit experience. He has worked as a CFO for the past 25 years with American Machinery, Girl Scouts of Hawaii, and EA Buck Financial Services with oversight of numerous functions; Human Resources, IT, Property Management, Finance, Accounting, Licensing and Contracting, and Risk Management.

"We are your Client"

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