

Welcome to the Holiday Business Blueprint

Sponsored by CMA and Norine Medas

Topic: “Fix These Three Things”

COMMUNICATION, CONNECTION & CARE

Modern Marketing Checklist for Small Business Owners

By Sensei Majid —

1. INTRODUCTION

My name is Sensei Majid I'm a member of the CMA

I'm also co-owner of Next Creative Studios, located on flatlands Ave. I've been an entrepreneur for over 30 years. I've owned and operated 6 barbershops, 2 martial arts studios, a media company, clothing store and a screen-printing business.

For the last 18 years I've been studying internet business practices and coaching people on how to start business online.

Having some type of **online presence** is almost **mandatory** in today's social economic climate.

Most small businesses don't struggle because of their products or what they serve...

I also know what struggle feels like as a fellow entrepreneur and business owner:

They struggle because they're not **implementing a system** to **gain, nurture, and retain** customers.

And that's why I came up with the:

Business Holiday Blueprint... A business blueprint based on a year-round process that should be closely followed daily for better outcomes for your business success.

As business owners our business lives and dies by **3 Elements**

Once you pay attention to these **three elements** things will start to change rapidly for your business.

So, with no further ado let me share them with you.

They're called the **3c's**

- **Communication**

Clear, consistent contact and interaction with customers through various promotional measures.

- **Connection**

Building trust, relationships, and emotional rapport.

- **Care**

Delivering a serious level of customer service, and respect that customers can *feel*.
True customer service is simply taking care of business properly! And care is what creates brand loyalty.

SECTION 1 → COMMUNICATION

A. The Purpose of Modern Communication

- Keep your business *top-of-mind*.
- Make gaining attention a priority.
- Move prospects into paying and repeatable customers.

B. The 3 Core Communication Channels

1. **Email** – long form, education, promotions
2. **SMS/Text** – instant, direct, highest open rate (98%)
3. **Social + Google Business Profile** – visibility & discovery

C. Rules for Effective Communication

- Speak to the interest level and needs of the customer.
 - Be clear, simple, direct.
 - Deliver VALUE before you sell.
 - Make sure to open communication channels.
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SECTION 2 → CONNECTION

A. Why People Buy

People don't buy from the best business...
They buy from the business they **trust** and **feel connected to**.

B. Ways to Build Connection Daily

- Share your brand story.
- Highlight customer wins (testimonials).
- Be active in text messaging, comments, and reviews.
- Humanize your business — faces, names, voices.

C. Emotional Anchors That Create Loyalty

- Reliability (“They always answer.”)

- Care (“They truly look out for me.”)
 - Consistency (“Their business is consistent.”)
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SECTION 3 → CARE (THE HEART OF CUSTOMER SERVICE)

A. Caring is Customer Service

Customer service is not just handling customers —

When customers feel cared for, they:

- Return more often
- Spend more
- Refer friends
- Trust your recommendations

True CARE leads to **top-tier customer service**, which leads to **conversion and long-term retention**.

B. Ways to Demonstrate Care

- Respond quickly and kindly
- Personalized communication
- Anticipate customer needs
- Follow up after services
- Listen to feedback and adjust

C. The CARE Checklist

- Do customers *feel seen*?
- Do customers *feel heard*?
- Do customers *feel valued*?
- Do customers *feel remembered*?

CARE turns customers into communities.

SECTION 4 → LEAD GENERATION: OPT-IN & SMS STRATEGY

A. Why Most Businesses Don’t Get New Customers

- No simple opt-in path
- No compelling offer

- No automated follow-up
- No SMS strategy
- No system to capture leads

B. The Simple Opt-In Funnel

Every business — barber, salon, fitness, restaurant, consultant — should have:

1. A Lead Magnet / Reason to Opt In

Examples:

- 10%–20% off first visit
- Free consultation
- Loyalty rewards
- VIP text club
- “First to know” promos

2. A Capture Form (Website or QR Code)

Collect:

- Name
- Phone number
- Email

3. A Welcome SMS Sequence

Send immediately!

- “Welcome! Here’s your offer...”
- “Book your appointment here...”
- “Have any questions? Reply and we’ll assist.”

4. Weekly or Bi-Weekly Touches

- Tips
 - Promotions
 - Seasonal reminders
 - Personal check-ins
(*This is where CARE stands out.*)
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SECTION 5 → CURRENT MARKETING CHECKLIST FOR SMALL BUSINESSES

A. Visibility

- Google Business Profile updated?
- Reviews being requested weekly?
- Social media active 3x/week?

B. Lead Capture

- Do you have an opt-in page?
- Do you have a QR code displayed locally?
- Incentive to join? (Discount, VIP list, etc.)

C. Follow-Up

- SMS system set up?
- Automated welcome message?
- 3–5 follow-up messages after opt-in?

D. Offers

- Clear “first-time customer” offer?
- Monthly promotions?
- Seasonal deals?

E. Retention

- Loyalty rewards?
- Review requests after service?
- Personalized check-ins?
(*CARE in motion.*)

SECTION 6

→ COMMUNICATION → CONNECTION → CARE → CONVERSION → RETENTION

If you communicate well, you will create connection... If you create connection, you earn trust... If you show take care, you create loyalty...

And loyalty leads to

conversion + retention for life.

Dear fellow entrepreneur:

I really hope you enjoyed this report and short **Business Blueprint Checklist**.

I'd like to thank the CMA for allowing us to share ideas, concepts and business practices.

Please make a copy of this and place it somewhere where you can use it as a reference point.

This is the most accurate 3-point system for business success... always ask yourself are you following the 3C's. Once you "Commit" to this concept, you should see dramatic improvements.

I wish you all the best for your business, if you would like to work with me and my team to build you a funnel, landing page sequence or help setting up your (Email Sequencing & SMS) system.

Text me your name and mention CMA
and we will see how we can help. (718-755-3151)

Sensei.M