

Future Proof Your Business For 2020 & Beyond

Digital Footprint Audit

How Prepared Is Your Business To Take Advantage Of The Digital World & 4th Industrial Revolution?

The Next Decade Provides Businesses With Opportunities & Threats.

Will You Use The Opportunity To Leap Ahead Of Your Competitors...
OR... Will They Be A Threat To You Because They Adapted Quicker?

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The Next Decade Is Upon Us – Is Your Business Ready?

Preparing For The Impact The Digital World & 4th Industrial Revolution Will Have On Small Business In South Africa

The advancement of technology and the Internet continues to expand local, national, and global reach for business owners in ways that only a few years ago was not possible. The next decade is going to be ruled by businesses that have embraced and adapted to the digital world.

Those that adapt will have a competitive advantage as the potential to grow their business is bigger than ever before with the ability to reach more prospects than has even been possible and... all without leaving the office or the need for large marketing budget.

There is no shortage of information on the 4th Industrial Revolution so my aim with this report is not to repeat what has already been said but rather to unpack what some may see as a complicated technological advancement they should be involved in but are not sure how.

The 4IR is basically about automation, artificial intelligence, and the Internet and that is what I will cover providing you with simple solutions to become a participant rather than a spectator. Small business owners can grow their business by riding the 4IR wave and it is not complicated.

The 4th Industrial Revolution, also known as 4IR or Industry 4.0, for the small business owners concerns only the **Internet of Things** and the **Internet of Systems**.

- **Internet of Things.** This is also known as IoT and it refers to a network of interconnected smart devices allowing each device to interact through sending and receiving data, with other devices on the network.
- **Internet of Systems.** This relates to the online systems your business has access to that are linked to the Internet and in turn with all devices linked to the network.

This is where this report will focus on as it has the biggest growth potential for small business owners. This is where small business owners can grow their business beyond what was possible in that you can reach a bigger local, national, and even global market.



This does not mean you must do business online but it does mean you need to have your business online because your competitors surely will.

The best way for small business owners to ensure they participate in the opportunities available through the 4IR is to ensure they have a strong, impactful online presence through a website and social media networks.

This provides any business with the platform to showcase their business, products, and services to a wider audience than has ever been possible. It does not require a big investment, time, or resources to achieve this but, it is well worth the effort and will certainly attract more prospects, leads, and customers to your business.

The systems that small business owners can leverage and take advantage of will help speed up processes, automate certain client interaction, automate lead generation, provide access to a much bigger client base, reduce costs, and free up time to allow the business owners to spend more time working on their business instead of in their business.

Why you need to know this...

Small business owners that don't embrace the 4IR and adapt to the change will find their competitors out-performing them with relative ease. The digital world offers opportunities to reach more prospects, leads, and customers and it's time to take advantage of this revolution.

This does not require you to be a technology specialist as with the right training, any business owner can create and manage their online presence with relative ease. Most of the skills required can be learned and applied quickly and once in place, takes minimal time to manage but, the rewards are more valuable than your investment.

How to participate in the Digital World...

The first step is to determine what is missing from your business having an online presence then identify the training and resources you require to get this up to date.

This is where the [Business Coaching Hub](#) becomes a valuable resource by offering a **Free Digital Footprint Audit**. All we require from you is details of your online presence such as:

- Website address.
- Social media profiles.

We do not require any login information as we will be visiting the above from a prospects point of view and with our expertise on business transformation for the digital age, we will document the gaps in your digital footprint as well as recommend changes and updates you require to ensure you position your business to take advantage of the digital world.

We will also provide you with business growth strategies you can implement to put you ahead of your competition. There is **NO COST** for this service and there is **NO CATCH**.



Request Your
FREE
Digital Footprint
Audit **HERE!**

