

CLIENT BRIEF 07/31

31 JULY 2018 / 2:00 PM / 33 Market Point Dr. Greenville, SC

ATTENDEES

Josie Wilder, Travis Simpson, Jessica Flannery

AGENDA

Discussion Topics

- Questionnaire follow up
- RF Business processes
- RF Clients
- RF Website
- Case Studies
- Key Words
- Where to next...

Questionnaire Follow Up

- Went over several of the questions from the questionnaire sent out prior to the meeting.
- A form will be filled out and sent to Josie with the given information disclosed.

Business:

- RF has a consulting style similar to the style outlined in the book Getting Naked. This style involves asking uncomfortable questions that help RF get to the heart of the issues. RF will always be truthful to their clients even if it may cause tension.
- RF has a general process for helping clients.
 - Situation - Determine the client's current situation.
 - Discover - Explore how the client has managed the situation. Then determine the best approach for solving that problem. Work with the client to develop a method to measure results.
 - Implement - RF has two different problem solving strategies:

- Project Team - RF takes over the project (on-site), then completes the project and delivers the results to the client.
 - Staff Augmentation - RF brings in autonomous personnel to support the project's goals and deliverables. RF will still manage the project remotely.
- Deliver - Deliver solutions and metrics to the client.
- RF Unique Selling Point: Ability to ID and Manage Risk

RF Clients

- Client's industries:
 - Financial
 - Insurance
 - Security
 - Manufacturing
- Client Personnel Role
 - VP of IT
 - CIO
 - IT Director
 - CEO
 - Operations Manager
- Minimal desired client size:
 - +250 employees
 - 10-20 internal IT staff
- Common Client Issues
 - Fast growth
 - Merger & Acquisition
 - Divesting
 - Change of Vendor
 - Other major business transitions/changes

RF Website:

- Landing Page: <https://redfocus.lpages.co/call-center-upgrade/>
- Previous Website: <https://websitebuilder.godaddy.com/builder/preview/desktop/2f48b99e-b65d-4951-b1d6-23d4adb3da17>
- LinkedIn Page: <https://www.linkedin.com/company/red-focus-llc/>
- Copywriting Deliverables:

- 5 pages on current site
 - 1 landing page
- Website currently contains two case studies and descriptions of services.

Case Studies

- Discussed case studies at length for clarity. The goal for the rewrite will be to make them easier to read, visually engaging, provide details on how RF provides solution, and maintain client anonymity.

Key Words & SEO

- Key Words Discussed:
 - IT project manager
 - Temp PM for IT project
 - Data migration help
 - Audit prep
 - Data governance
 - ID access management
 - Consulting
 - Executive IT strategy
- It's my opinion that the best way to attract clients is to use keywords that describe their problems. For example, having an article entitled "10 Ways to Survive a Vendor Change". They will be looking for ways their specific problems can be solved. That's where RF should be positioned to be discovered.

Where to next....

- Discussed where RF would like to go in the future and possible changes to the website.

ACTION ITEMS

1. Initial First Drafts: Will be posted in Client Portal on 8/8/18.
2. Review Josie's and Travis' LinkedIn profiles.