



THE BEST BUSINESSES ARE NOT ALWAYS THE MOST VISIBLE



Helping Great Businesses
Get Found, Trusted & Chosen

Janeiro Blackmon
Founder, DesignBlaze

THE BOARD OF DIRECTORS

Every business has a story.
This is the part of mine that matters most.

- CEO: **Sharee**
- Chief Inspiration Officer: **Rio**
- Head of Security: **Da\$h**



Have you ever discovered a great business and thought...

**“HOW HAVE I
NEVER HEARD
OF THIS PLACE?”**



**SOME
GREAT
BUSINESSES
GET FOUND
TOO LATE.**

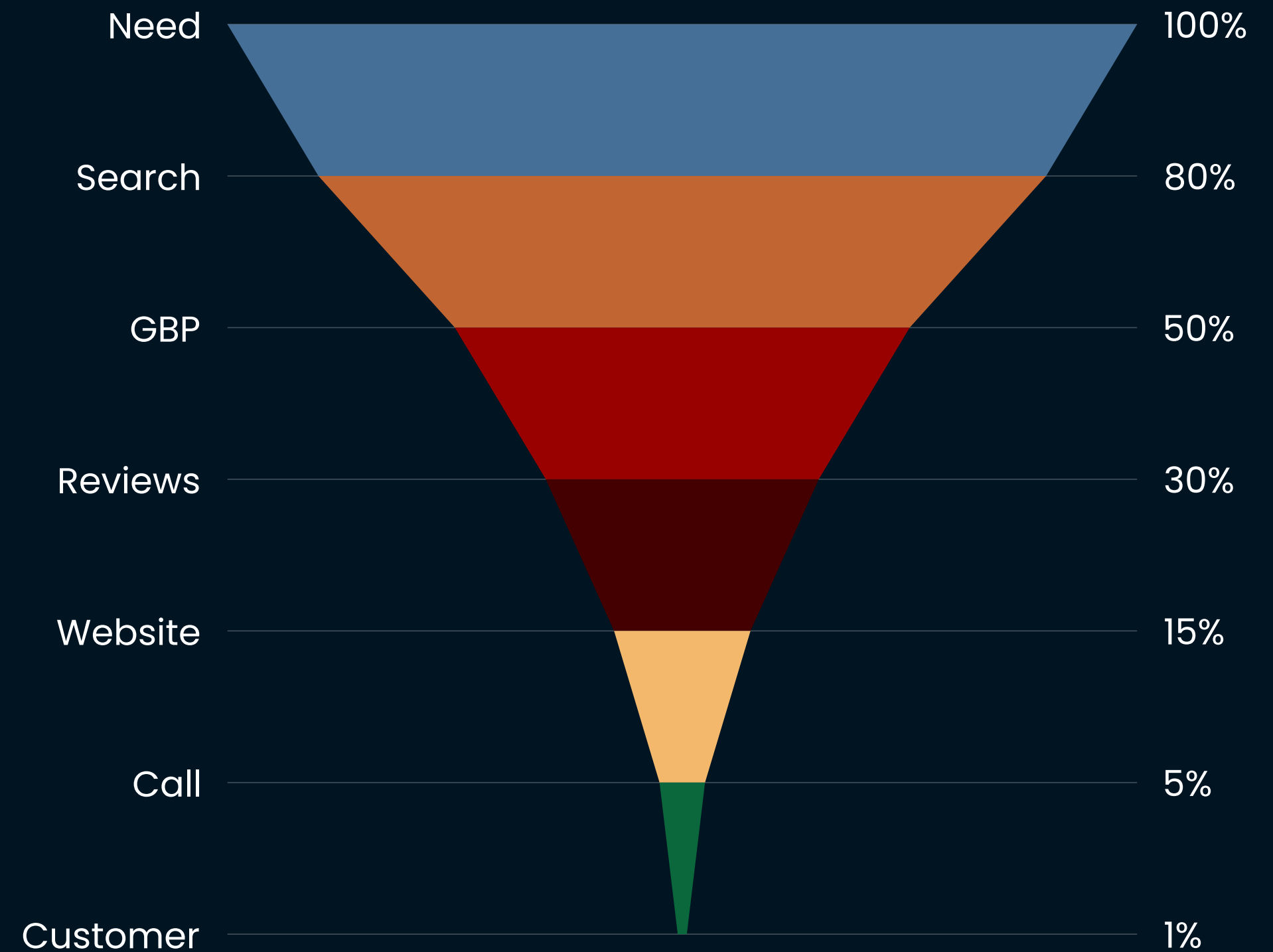
A blue, rectangular sign with a distressed, weathered texture. The word "Sorry" is written in a large, white, cursive script at the top. Below it, the words "WE'RE" and "CLOSED" are written in a white, bold, sans-serif font. "WE'RE" is smaller and positioned above "CLOSED". The sign is slightly tilted and appears to be hanging on a dark background.

Sorry
WE'RE
CLOSED

**I THOUGHT
A BETTER
WEBSITE
WOULD FIX
EVERYTHING.**



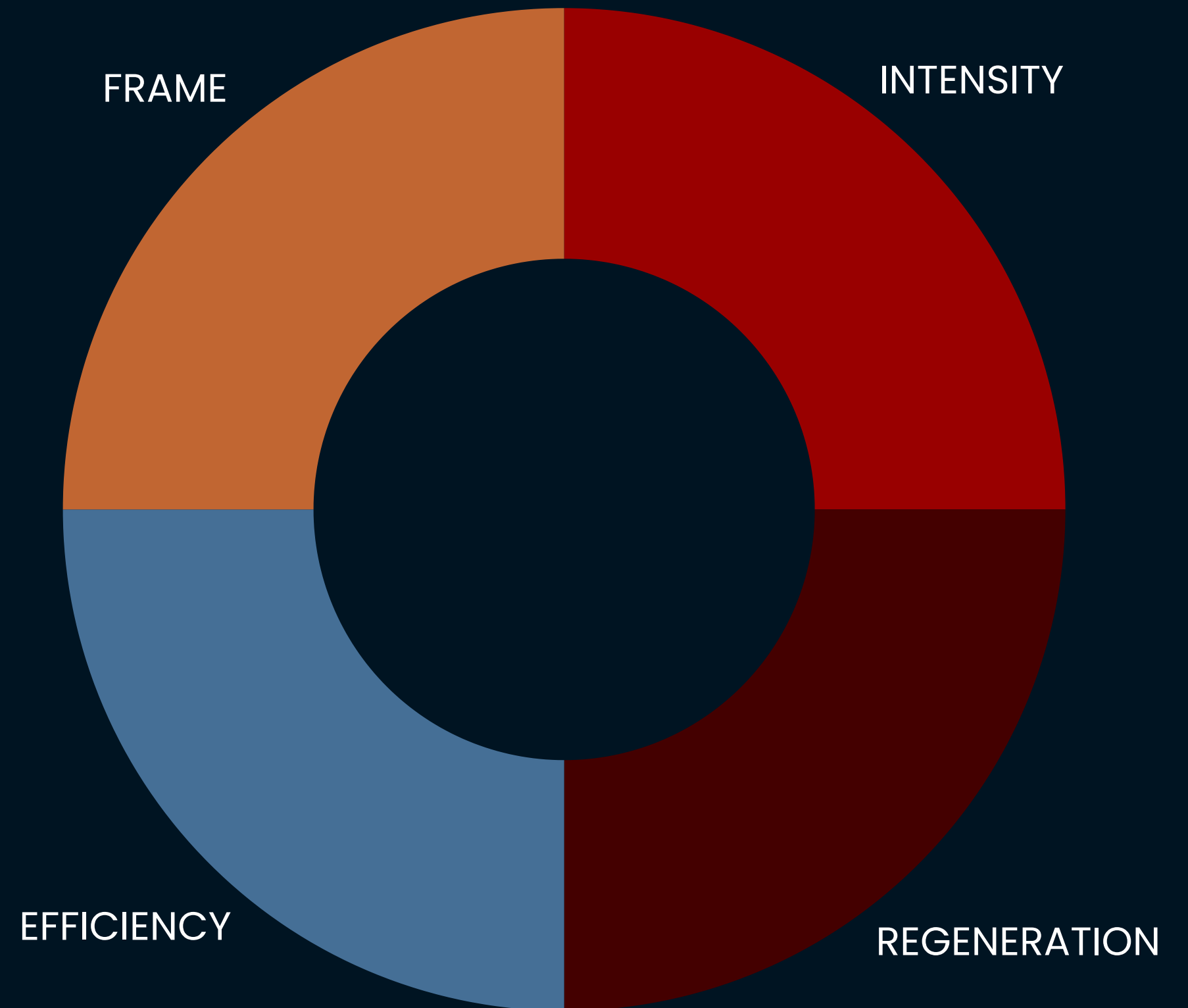
**THE
WEBSITE
WAS
NEVER THE
WHOLE
STORY.**



Illustrative customer journey... not actual conversion rates.

THE FIRE FRAMEWORK

A simple framework for helping great
businesses get found, trusted, and chosen.



FRAME



"People don't understand what I do."

CLARIFY YOUR MESSAGE.

INTENSITY



"People can't find me."

INCREASE YOUR VISIBILITY.

REGENERATION



"We rely too much on word of mouth."

MAKE WORD OF MOUTH PREDICTABLE.

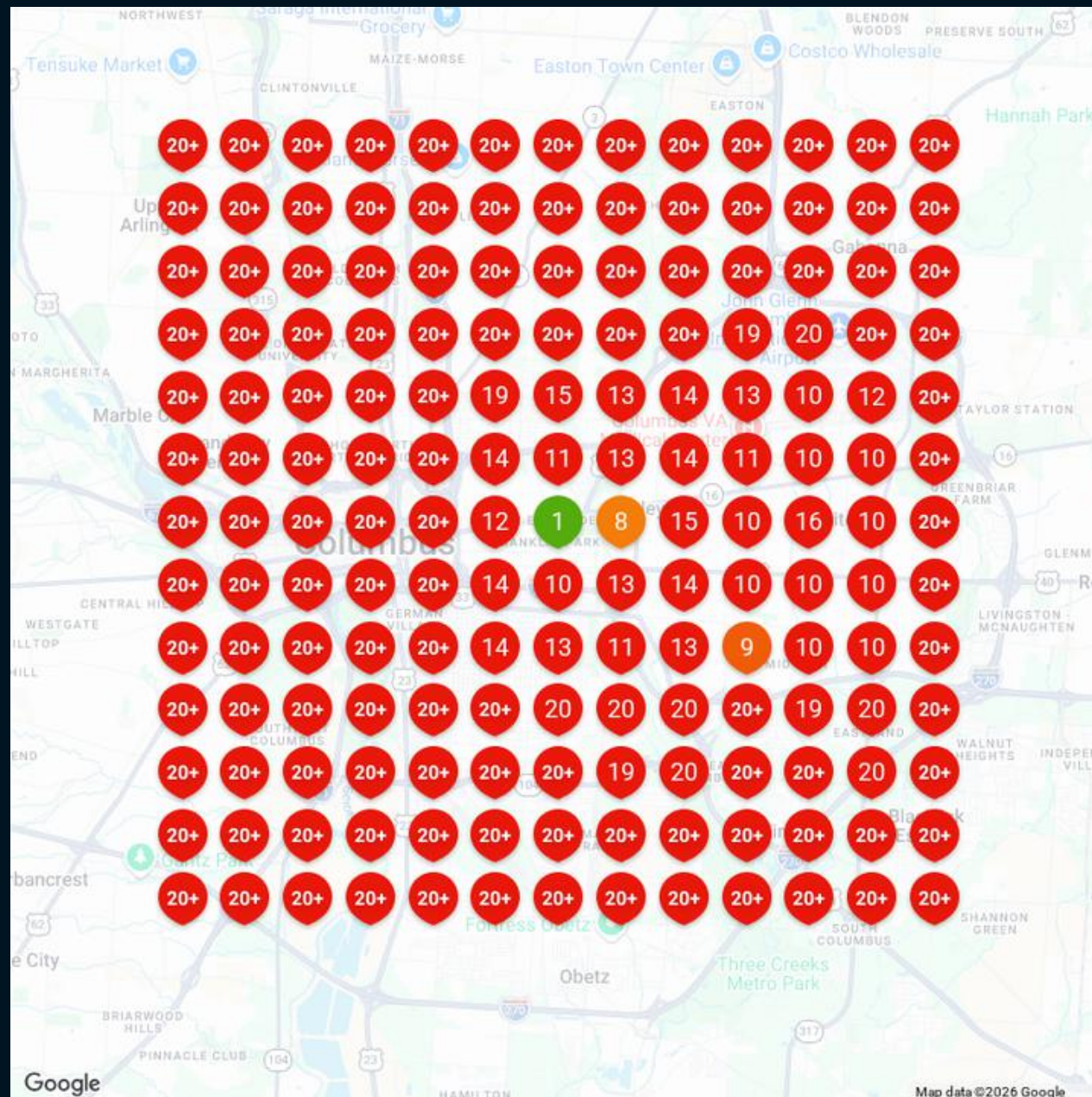
EFFICIENCY



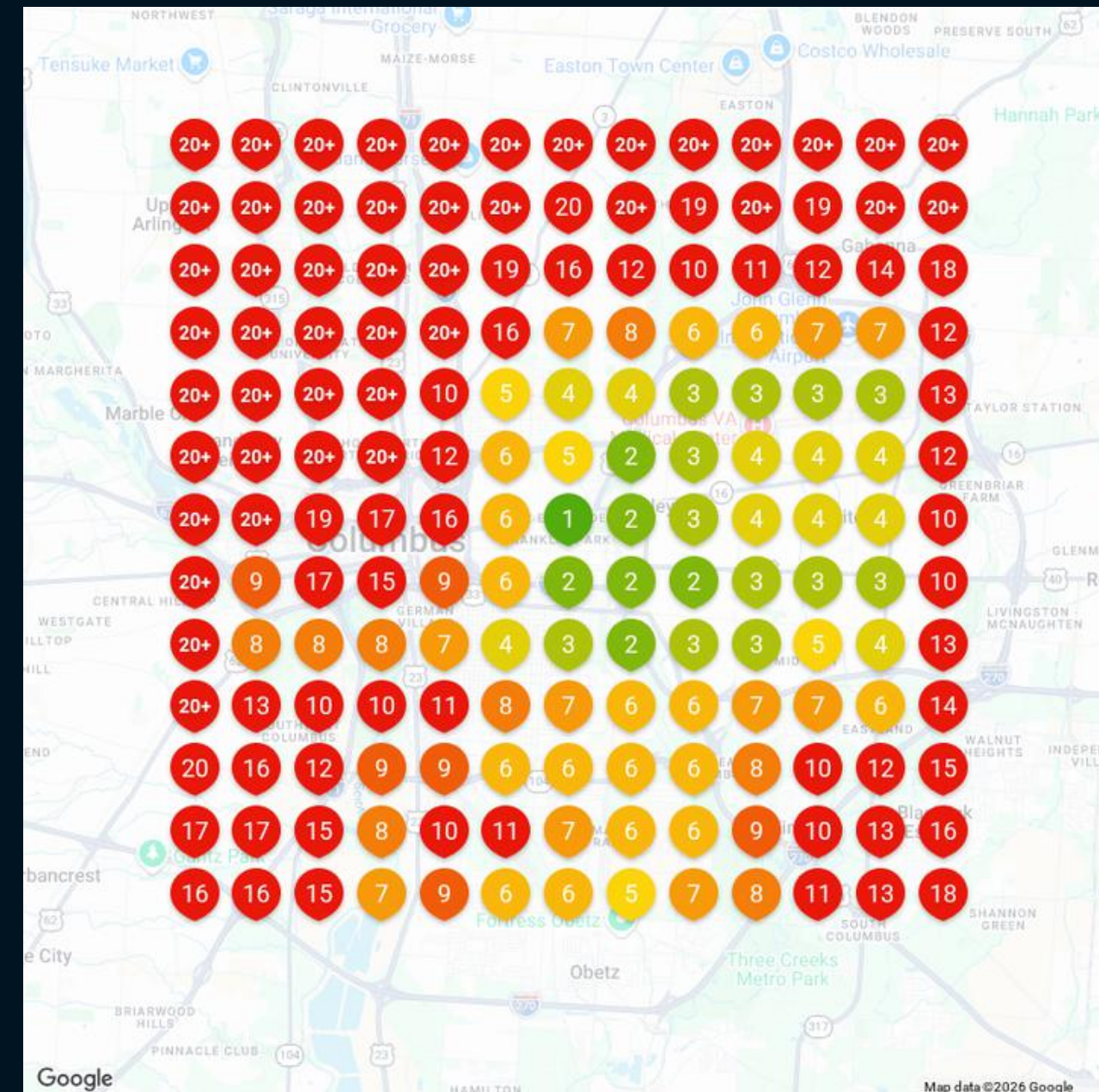
"I don't have time to market my business."

BUILD MARKETING SYSTEMS.

WHAT DOES IMPROVED VISIBILITY LOOK LIKE?

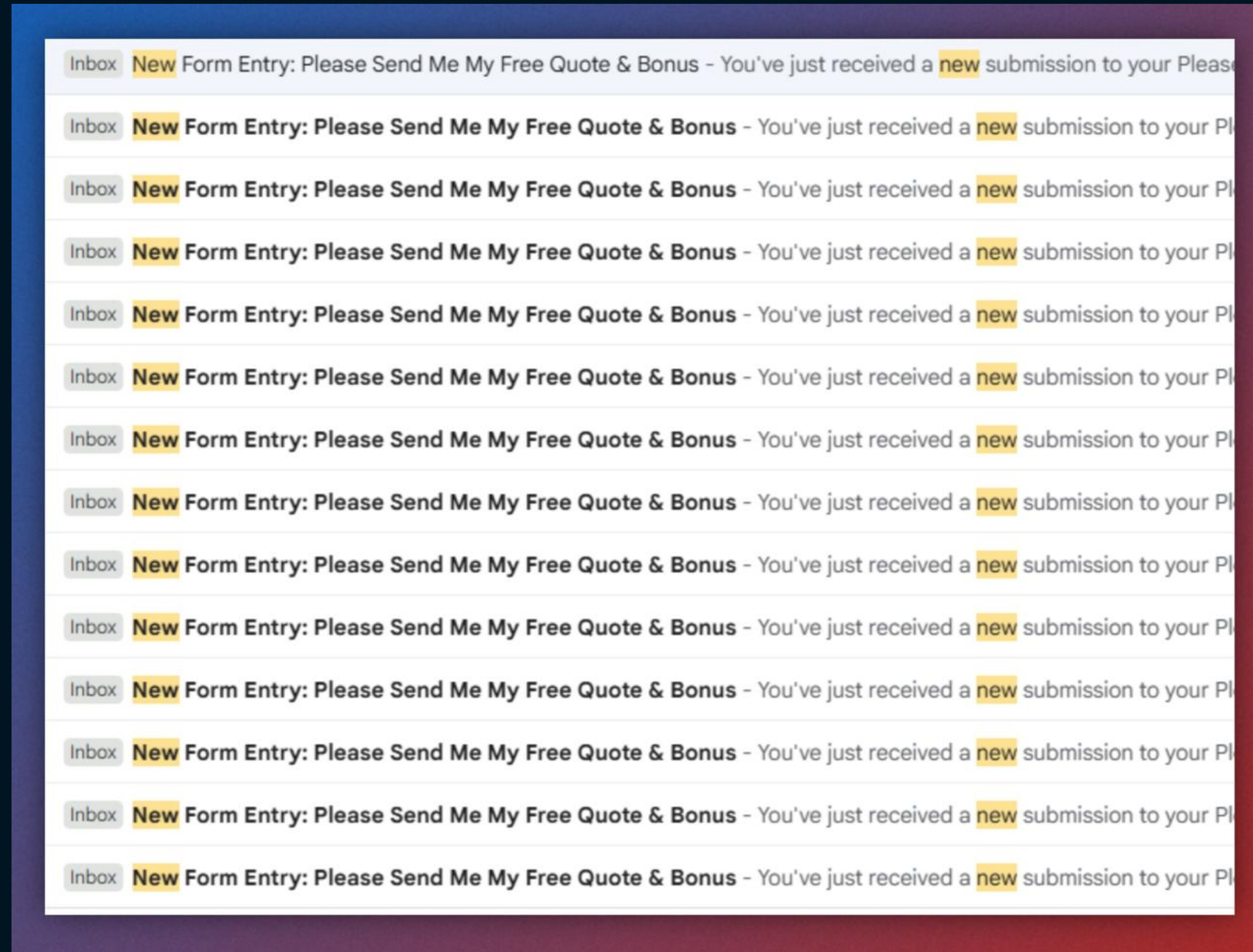


Before the FIRE Framework



Approx. 2 Months Later

VISIBILITY CREATES OPPORTUNITIES



MORE LEADS. MORE CALLS. MORE CUSTOMERS.

THINK OF DESIGNBLAZE WHEN SOMEONE SAYS...



- “Our website is outdated.”
- “I wish we got more business from our website.”
- “People don't really understand what we do.”
- “We're great at what we do... people just can't find us online.”
- “Nobody leaves us Google reviews.”
- “We're too dependent on referrals.”
- “Our business has outgrown our brand.”
- “Business is good... but I know it could be better.”

MY IDEAL REFERRALS



**"WE'VE BUILT
A GOOD
BUSINESS..."**

**"...more people just need
to know about us."**

- ✓ **Been in business a few years**
- ✓ **Already have a great reputation**
- ✓ **Ready to grow**
- ✓ **Want to keep growing**
- ✓ **Want to lead their market**

HELPING GREAT BUSINESSES BECOME MORE VISIBLE.



WHO SHOULD BE THE NEXT BUSINESS?



KNOW A BUSINESS OWNER THAT SHOULD SHARE THEIR STORY?

Here's an **easy referral opportunity**.

Recommend a business owner for **free business spotlight**.

Great candidates:

- ★ Great local business
- ★ Great story
- ★ Gives back
- ★ Hidden gem

Every spotlight includes:

- Professional feature article
- Social media assets
- Link from **ColumbusRise.com**
- Something they can proudly share

Sometimes recognition is the best introduction.



GREAT BUSINESSES DESERVE TO BE FOUND.

Whether they're ready to grow today or
simply deserve more recognition...

LET'S HELP MORE PEOPLE DISCOVER THEM.