

## **Drive your business forward**

Complete the Built On Business Benchmarking Survey for your chance to win this invaluable opportunity to analyse and improve your business operations, and refine your B2B marketing, helping you propel your business to greater success.

### **Get your business firing on all cylinders**

Deep dive into the heart of your operation with Graham Little, owner of Lateral Might 2.0, uncovering hidden strengths and pinpointing areas primed for opportunity. During three, one-hour online mentoring sessions, you'll have the opportunity to tap into Graham's 25 years of experience in coaching, consultancy, technology, accounting and leadership in the corporate environment, and from running his own businesses.

During the sessions, you'll review your business vision and ensure all efforts contribute to achieving it, analyse your financial and operational performance and identify areas for improvement, walk through your sales process, explore operational processes and team structures, consider strategies to attract and retain a great team, and more.

Then, it's over to Morton Waters to help you and your business be more visible, stand out from your competition, and win higher-value contracts.

### **Refine your marketing strategy**

The Morton Waters expert team will uncover your current marketing efforts, analysing everything from brand awareness to lead generation tactics. With our tailored recommendations, you'll unlock new opportunities to boost your brand's visibility, attract high-quality leads, and win higher-value projects with your ideal clients.

You'll also benefit from a three-month social media calendar covering your key channels, to give your online presence a boost. We'll include copy, images, hashtags, the lot, all scheduled so you can relax knowing your next three months are sorted for social content.

## Terms and Conditions

- This prize draw is open to business owners and directors operating in the built environment sector, aged 18 years or over.
- To enter, participants must complete the Built On Business Benchmarking Survey.
- Only one entry per business is permitted. Multiple entries from the same business will be disqualified.
- The prize draw will close on 31st July 2024. Entries received after this date and time will not be considered.
- The winner will be selected at random from all eligible entries received.
- The winner will be notified via email within 7 days of the closing date. If a winner cannot be contacted or does not claim the prize within 14 days of notification, we reserve the right to withdraw the prize from the winner and pick a replacement winner.
- The three, one-hour coaching sessions will be delivered by Graham Little, owner of Lateral Might 2.0.
- The marketing audit and three-month social media calendar will be provided by Morton Waters Communications Ltd.
- The prize is non-transferable and cannot be exchanged for cash or other alternatives.
- Morton Waters Communications Ltd reserves the right to cancel or amend the prize draw and these terms and conditions without notice in the event of a catastrophe, war, civil or military disturbance, or any actual or anticipated breach of any applicable law or regulation or any other event outside of Morton Waters Communications Ltd's control. Any changes to the prize draw will be notified to entrants as soon as possible.
- By entering this prize draw, participants agree to be bound by these terms and conditions.
- By entering, you agree to Morton Waters Communications Ltd and Lateral Might 2.0 contacting you via email to share the report or other information deemed to be of legitimate interest.
- You are providing your information to Morton Waters Communications Ltd and Lateral Might 2.0 and not to any other party. The information provided will be used in conjunction with the Morton Waters Communications Ltd and Lateral Might 2.0's Privacy Policies.