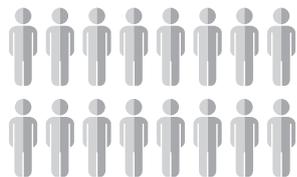


**Become a  
Key Person  
of Influence**

**Dent.**<sup>®</sup>



# Who took the SCORECARD?



This data came from

**16,078**  
RESPONDENTS.

We asked

**42**

questions across 6 categories:



An example questions:

“ If someone Googled your name, would they find most of page 1 is positive links featuring you? ”



**19%** of RESPONDENTS  
operate in **several**  
countries.



**37%** of RESPONDENTS  
have an annual revenue  
of more than **\$250,000**  
**15%** with having greater  
than **\$2M**.



**22%** employ more than  
**5 full time** staff.



**68%** are predominately  
**SERVICES** businesses.

*By virtue of this being an online survey, this data set is skewed slightly towards bigger, more technologically aware entrepreneurs than the general population of business owners.*

**WANT to BECOME a KEY PERSON of INFLUENCE?**

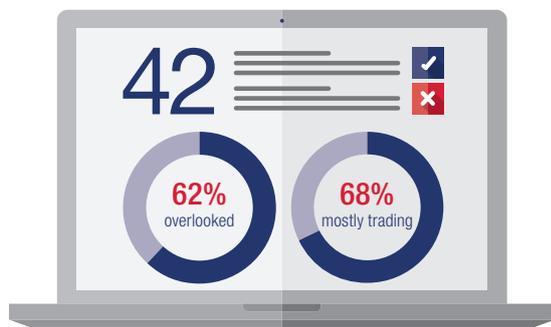
Start by taking our scorecard: <http://scorecard.keypersonofinfluence.com>

Discover your influence score and get a complimentary copy  
of **Daniel Priestley's** best-selling book *Key Person of Influence*

# INTRODUCTION

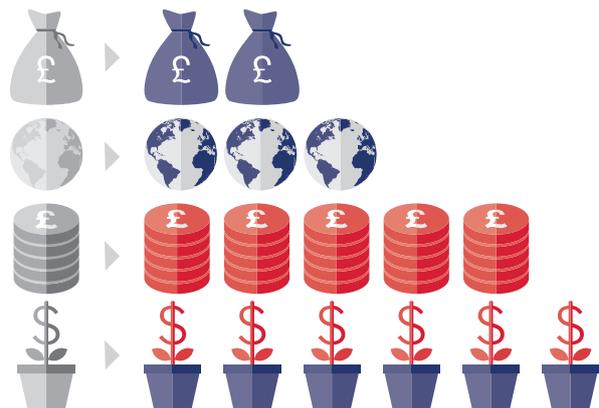
Over the last 4 years, Dent Global, a leading business accelerator, conducted one of the world's largest studies into the links between influence and business success. Data from over 15,000 entrepreneurs and business leaders who completed the "Key Person of Influence Scorecard" discovered some powerful links between influence, income and success.

- Respondents were asked to answer 42 questions that related to their levels of business success and how influential they were when pitching, publishing content, promoting their products, raising their profile and doing strategic partnerships.



- Most business owners are overworked and under-recognised 62% say they are often overlooked despite having value to offer and 68% are "mostly trading time for money" and can't take a holiday without the business suffering. *But according to Dent Global's research, a small group of high achievers are standing out and scaling up.*

- If you are a **Key Person of Influence** in your industry you are:
  - twice as likely to be profitable after you take a reasonable personal income from your business,
  - twice as likely to have an annual revenue over £200,000 and
  - over 5 times more likely to have a revenue over £1.5M.
  - You are 3 times more likely to operate in several countries, and
  - you are 3 times more likely to be highly financially rewarded in your industry,
  - twice as likely to win a respected award,
  - 6 times more likely to be able to raise £600K investment in under 60 days, and
  - 3 times more likely to be able to take 10 weeks vacation per year without your business suffering.



The key findings from the **survey of 15,000 business owners and leader discovered:**

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# 1 PITCH

## PITCHING skills pay off

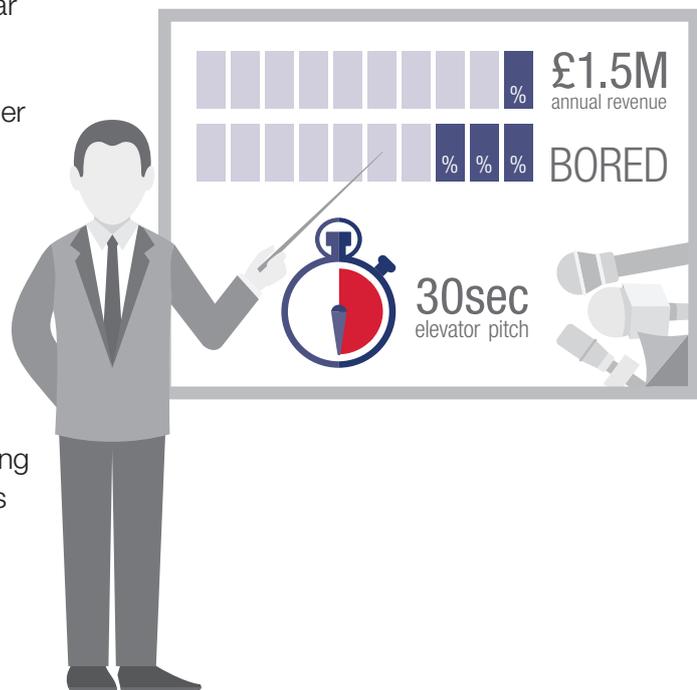
- especially if you **train others on how to pitch your business.**

People who scored in the top 10% for pitching skills are twice as likely to have annual revenue £1.5M than people who scored lower. Strong pitching skills makes you twice as likely to respond that you “feel highly financially rewarded in your industry”, you are “able to raise £600K in under 60 days”, and you “can take 10 weeks holidays each year without your business suffering”.

- To score so highly, participants had to have prepared a pitch, trained themselves and others on how to pitch, felt confident to deliver an important pitch in the next week and felt confident that their pitch would communicate a clear vision that would be taken seriously. Almost 30% of respondents felt that people become “bored or confused” when they pitch their business, indicating a clear weakness in their businesses.
- Business owners who do not train other people in how to pitch the business correctly are half as likely to feel highly financially rewarded in their industry. They are also half as likely to get investment, endorsement from other brands or to achieve revenue above £200,000. Conversely, being ready to give a pitch in a social or formal setting was highly correlated with raising financial investment and getting others to invest time into your venture.
- Business owners who were confident delivering a credible 30second “elevator pitch” were also

more than twice as likely to get media publicity than those who weren't.

- The data confirmed that business owners and entrepreneurs who can pitch their business, are more likely to succeed than those who can't - especially those who also train others in how to pitch their business properly



## 2 PUBLISH

If you **PUBLISH** your own materials, you get **lots more attention** from other sources as well.

Respondents who scored highly for publishing books or academic papers were three times more likely to receive independent media attention and twice as likely to win an award. Publishing a book made you more likely to be featured in the media than an academic paper the data suggested.

- Of all respondents, 23% of business owners said they “find it hard to write about their business or industry”. These owners fall just short of their peers on all measures. They are less likely to have work published in the press, be featured in the media, be highly rewarded financially, or be able to take holidays each year without their business suffering. They are more likely to feel like “people are bored or confused” when they talk about what they do, they are also more likely to feel as though “they do everything on their own with little support”, and feel “overlooked despite having value to offer”.
- Writing about your success stories is a powerful strategy for spreading the word about your business. You are twice as likely to have your work published in the press if you write case studies and testimonials showcasing your work.
- The data confirmed that publishing content pays off in many ways and not publishing materials left you at a big disadvantage.

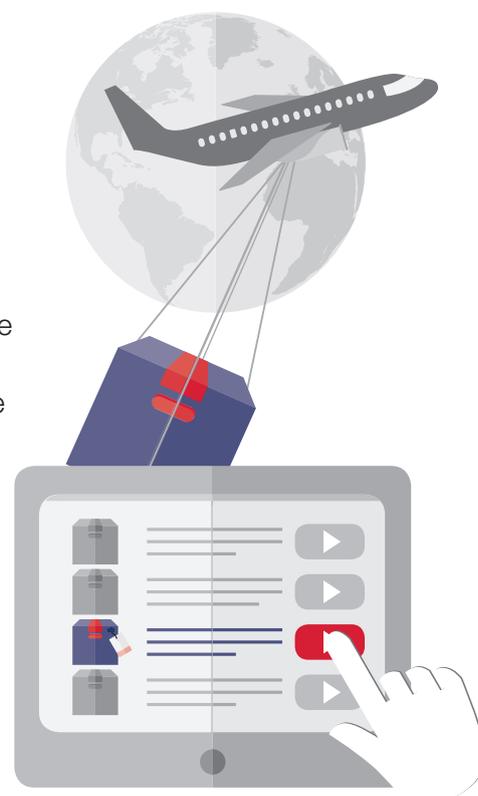


## 3 PRODUCT

Having well developed **PRODUCTS** give you **more scale** and that makes **more money** - especially if you have a product worth over £1000.

Scoring in top 10% for questions relating to promoting PRODUCTS makes someone twice as likely to have an annual revenue over £1.5M, operate in several countries, and be able to raise £600K in under 60 days. To score so highly, you need to have several products available for sale, you need to have products available on websites and you have to have a product offering that exceeds the £1000 price point.

- The data confirms that a business is 4 and a half times more likely to operate in several countries if it can easily sell and deliver at least one product to someone living overseas. If you have the ambition to take your business global, the first step is making sure it's easy to sell and deliver a single product anywhere in the world.
- If you do not have professionally created brochures and webpages for your products and services it is half as likely that your revenue will exceed \$2M per year. Less than 9% of 7-figure businesses admitted they didn't have professionally produced materials whereas over 30% of the smaller businesses were lacking in this area.
- Having a product offering above £1000 was positively correlated with higher business revenues - 51% of businesses with a product or service costing more than £1000 had total revenue above £200,000 per year, compared to just 21% of those whose products are all priced under £1000. Businesses with a more expensive product were twice as likely to achieve £1.5M in total revenue than companies that did not offer anything above £1000. What's more, the businesses with a £1000+ product were 2.5x more confident in their abilities to raise significant investment.
- Businesses that do not have several products or services are half as likely to have revenues above \$250,000 - having multiple products available was linked to a jump in revenue. This confirmed Dent Global's theory that businesses should have an "Ascending Transaction Model" with 4 types of products available - Gifts, Products-for-Prospepects, Core Offerings and Products-for-Clients.

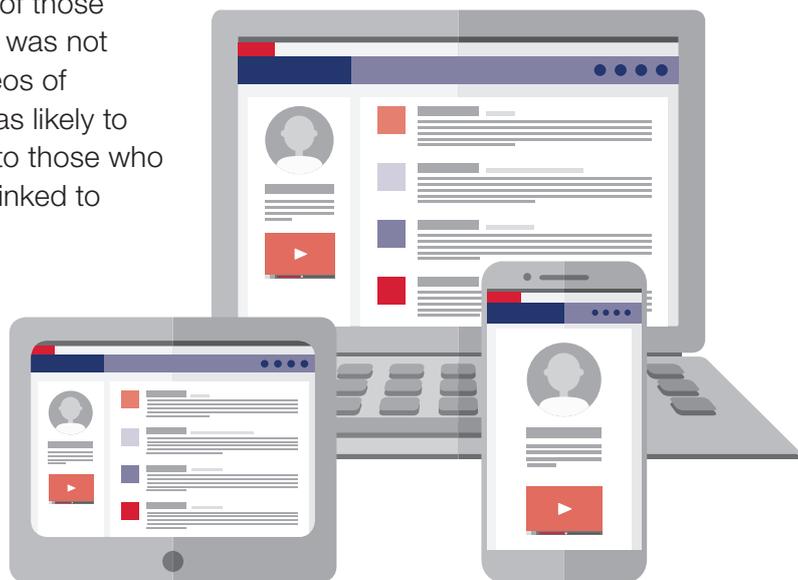


## 4 PROFILE

People who have a strong **PROFILE** earn a **LOT more money** - but they start by getting positive search results on Google.

As you probably suspect, people who are well known also have a tendency to earn a lot more. The survey discovered that entrepreneur who scored in the top 10% for having a PROFILE are *twice* as likely to have an annual revenue over £1.5Million, win a respected award, operate in several countries, and be able to raise £600K in under 60 days. If you want to score so highly, you need Google to represent you positively, the media to feature you at least a few times a year and you need other people writing about you in a positive way.

- It also turns out the press are less likely to write about you if your name doesn't Google well - 33% of business owners whose names yield mostly positive results on page 1 of a Google search had their work published in the press, compared to just 13% of those for whom the first page of a Google was not as impressive. People who had videos of themselves online, were also twice as likely to be featured in the press compared to those who didn't. Giving public talks was also linked to increased media exposure.
- The data confirms that if you build a strong presence online with blogs, social media profiles and videos, you're a lot more likely to be featured by traditional media to a much broader audience. With a higher profile, you can expect to have higher revenues too.



# 5 PARTNERSHIP

**PARTNERSHIPS** provide a **real payoff**  
- especially if they are written down.

Scoring highly for PARTNERSHIPS made people three times more likely to have a business with revenue above £1.5Million. You're also twice as likely to say you are "highly financially rewarded in your industry", operate in several countries, and be able to take 10 weeks vacation without your business suffering. You are three times more likely to be able to raise £600K in under 60 days if your overall score for partnerships was strong.

- Having written agreements is positively correlated with revenue, the ability to raise investment, get celebrity endorsements, and doing business internationally - But only 33% of business owners have written agreements with strategic partners. Having written agreements with strategic partners was also correlated to revenue - 54% of businesses owners who have written agreements with their strategic partners have annual revenue over £200,000, compared to just 28% of those who do not.
- The data was clear that entrepreneurs who formalise strategic alliances (especially in writing) with celebrities, bigger brands and referral partners are much more likely to succeed.



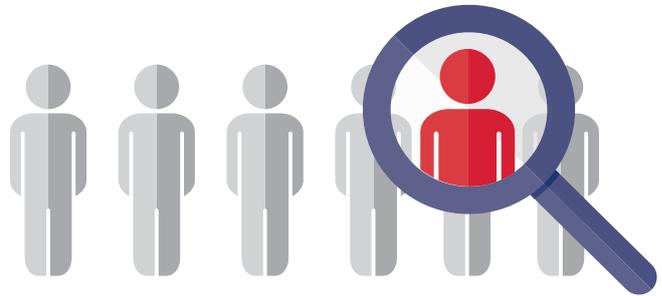
## 6 HIRE

### Don't be afraid to hire

- **5 or more** full-time staff to be precise.

Businesses with 5 or more staff are twice as likely to be profitable and provide a reasonable income to the owner. Business owners with 5 or more staff are three times more likely to be able to raise serious investment funds and to have revenues that exceed £200K and twice as likely to be featured in the media. About half of the business owners with more than 5 full time staff felt financially rewarded in their industry, compared to just 22% of those with 5 or fewer full time staff.

- The data doesn't show whether teams create profit or profit encourages owners to hire more people - but the correlation is clear - businesses with teams of 5+ people are more than twice as likely to be rewarding than those without.



### SUMMARY

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Being in business isn't necessarily a ticket to making money - Only 28% of business owners surveyed feel highly rewarded financially for their industry and 62% say they are often overlooked despite having value to offer. Over 68% are "mostly trading time for money" and can't take a holiday without the business suffering.

- Those who scored highly for pitching, publishing, products, profile and partnerships were often 2-3 times more likely to be rewarded financially, featured in the press, doing business internationally and enjoying a better lifestyle. If you want the rewards, strive to become a Key Person of Influence in your industry.

## The data suggests, entrepreneurs and leaders can improve their **income**, **lifestyle** and **business success** by focusing on:

- 1 Improving their **PITCHING** skills and training their teams how to pitch more effectively.
- 2 **PUBLISHING** a book, academic papers or case-studies about what they do.
- 3 Having several **PRODUCTS** and services available and making at least one product available online.
- 4 Improve social media **PROFILES**, make blogs and videos available online so that Google displays a positive search result.
- 5 Forging strategic **PARTNERSHIPS** with celebrities and referral partners and formalising the deal in writing.
- 6 Employing a team of 5 or more people to help commercialise the business opportunities you have.



## Other interesting insights from this research:

**57%** of businesses/divisions that **trained other people** how to pitch their business correctly had **revenue over \$250,000** per year, compared to only **28%** of those who **did not**.

**43%** of businesses currently **offering several products** and services have **revenue over \$250,000**, compared to **21%** of those **without multiple products** available for immediate sale.

**63%** of businesses that **trained other people** how to pitch their business **correctly obtained time and financial investment** from others, compared to only **33%** of those who **did not**.

**79%** of businesses with more than 5 full time staff were **profitable** after the **owner took a reasonable personal income**, compared to **39%** of those with **5 or fewer** full time staff.



**61%** of business owners feel like they do everything on their own with little support.



**53%** of business owners have active referral partnerships that send business their way.



**73%** of business owners actively refer their clients to appropriate suppliers.



**21%** of business owners are featured in the media more than a few times a year.



**53%** of businesses have a product, service, or offer that sells for more than £1000.

Be brave.  
Have fun.  
Make a dent.

**Dent.**

Company #: 07602936 | VAT #: 136309816  
4 Old Park Lane, Mayfair, London  
W1K 1QW, United Kingdom

**P: + 44 207 898 3991**  
**info@dent.global**  
**www.keypersonofinfluence.com**

