



# What's holding your business back?

Tick the lines that sound like you. Under each one: what changes when it is automated, and which Skandage product fits.

## Skandage Brands Grow your brand online.

### ☐ I don't have time to post every week.

What's getting in the way?

☐ Lean team ☐ Tight budget ☐ Not sure what to post ☐ Other: \_\_\_\_\_

**We'd automate:** A weekly posting plan: drafts from your playbook, your approval, then posts that go out on schedule.

SKANDAGE SOCIAL (COMING SOON)

### ☐ My posts don't sound like my brand.

What's getting in the way?

☐ We haven't found our voice ☐ Writing captions takes too long ☐ Hard to stay consistent

☐ Other: \_\_\_\_\_

**We'd automate:** Drafts written from your brand voice, so each post sounds like you before you approve it.

SKANDAGE SOCIAL (COMING SOON)

### ☐ I'm not sure who I'm posting for, or what to post.

What's getting in the way?

☐ No clear audience yet ☐ No content plan ☐ Tried things that didn't work ☐ Other: \_\_\_\_\_

**We'd automate:** A content playbook that says who you speak to and what each post is for.

SKANDAGE SOCIAL, THE PLAYBOOK (COMING SOON)

### ☐ People can't find me on Google.

What's getting in the way?

☐ No website yet ☐ Website is out of date ☐ Not showing up in search ☐ Other: \_\_\_\_\_

**We'd automate:** A website set up for search, so the right people find you.

SKANDAGE SITES

### ☐ My website looks fine but brings in no enquiries.

What's getting in the way?

☐ No clear call to action ☐ Visitors don't trust it yet ☐ Few visitors ☐ Other: \_\_\_\_\_

**We'd automate:** A site built for enquiries, with each one sent straight to you.

SKANDAGE SITES

### ☐ Marketing always comes last on my list.

What's getting in the way?

☐ No time ☐ No in-house skills ☐ Unsure it's worth it ☐ Other: \_\_\_\_\_

**We'd automate:** A small, steady marketing plan, with your team learning to run it.

SKANDAGE BRANDS

## Skandage Solutions Automate your operations.

### ☐ I spend my days on admin instead of growing the business.

What's eating the time?

☐ Replying to messages ☐ Chasing payments ☐ Copying between tools ☐ Reports ☐ Other: \_\_\_\_\_

**We'd automate:** The repeat jobs set up to run in the background, one at a time.

SKANDAGE SOLUTIONS

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- ☐ **Leads go cold because follow-ups slip.**  
Roughly how many enquiries come in a week?  
☐ Under 10 ☐ 10 to 50 ☐ 50+  
**We'd automate:** One enquiry list with follow-up nudges when someone is waiting.  
CRM TOOLS

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- ☐ **Enquiries sit across WhatsApp, email and DMs.**  
Roughly how many enquiries come in a week?  
☐ Under 10 ☐ 10 to 50 ☐ 50+  
**We'd automate:** Messages from WhatsApp, email and DMs gathered into one list.  
CRM TOOLS

- 
- ☐ **I chase unpaid invoices myself.**  
How often does this come up?  
☐ A few a month ☐ Weekly ☐ Daily  
**We'd automate:** Automatic invoice reminders that stop when the payment lands.  
PRODUCTIVITY TOOLS

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- ☐ **We type the same orders and numbers twice.**  
How often does this come up?  
☐ A few a month ☐ Weekly ☐ Daily  
**We'd automate:** Orders and stock counts that update the sheet you already use, so you type once.  
PRODUCTIVITY TOOLS

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- ☐ **Month-end reports eat an evening.**  
What takes the time?  
☐ Copying numbers between files ☐ Chasing others for figures ☐ Checking and formatting  
☐ Other: \_\_\_\_\_  
**We'd automate:** A month-end report that builds itself and lands in your inbox.  
PRODUCTIVITY TOOLS

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- ☐ **Every request and approval comes through me.**  
Roughly how many people send requests?  
☐ Under 10 ☐ 10 to 40 ☐ 40+  
**We'd automate:** Requests that reach the right approver on their own, with the records kept in a sheet.  
CUSTOM SOLUTIONS

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- ☐ **Off-the-shelf software doesn't fit how we work.**  
What's not fitting?  
☐ Too many workarounds ☐ Missing a feature ☐ It does more than we need ☐ Other: \_\_\_\_\_  
**We'd automate:** Software built around how you work, kept running after we hand it over.  
CUSTOM SOLUTIONS

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- ☐ **I send cold emails for leads by hand, or pay someone by the hour.**  
How often do you send them?  
☐ A few a month ☐ Weekly ☐ Daily  
**We'd automate:** A sender that emails your leads on a schedule and runs on its own.  
CUSTOM SOLUTIONS

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## Skandage Suite More than one product, one plan.

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- ☐ **I need help with marketing and admin.**  
What would you start with?  
☐ Marketing ☐ Admin ☐ Both ☐ Not sure yet ☐ Other: \_\_\_\_\_  
**We'd automate:** One plan that covers your marketing and your admin together.  
SKANDAGE SUITE

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☐ **I'm juggling too many tools and suppliers.**

What would you start with?

☐ Marketing ☐ Admin ☐ Both ☐ Not sure yet ☐ Other: \_\_\_\_\_

**We'd automate:** One team and one plan, with your tools set up to work together.

**SKANDAGE SUITE**

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☐ **I want to grow without hiring just yet.**

What would you start with?

☐ Marketing ☐ Admin ☐ Both ☐ Not sure yet ☐ Other: \_\_\_\_\_

**We'd automate:** Marketing and admin running in the background, so you can grow before you hire.

**SKANDAGE SUITE**

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☐ **I'd like one plan and one price for all of it.**

What would you start with?

☐ Marketing ☐ Admin ☐ Both ☐ Not sure yet ☐ Other: \_\_\_\_\_

**We'd automate:** A single plan and a single price for every product you need.

**SKANDAGE SUITE**

Add up the hours for the tasks you ticked, then work out what they are worth. About, not exact.

1. Hours a week for your ticked tasks \_\_\_\_\_

2. Hours a year (hours a week x 52) \_\_\_\_\_

3. What an hour of your time is worth S\$ \_\_\_\_\_

4. Money back a year (hours a year x your rate) S\$ \_\_\_\_\_

**Not sure which to start with? Book a free fit call.**

Tell us which task you'd hand over first, and we'll say plainly what we'd build.

Want a personal result? The online version adds up your hours and points to what fits:  
[skandage.com/free-checklist](https://skandage.com/free-checklist)

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