



## Welcome to Strategically Speaking

Welcome to Strategically Speaking! I'm Sean Atkinson, and I'm thrilled you've opened this newsletter because this week we're talking about addressing perceived risk.

In life, we all serve as examples—sometimes it's an example of what to do, like in this success story we're sharing today. You might think it's a strategy only available to big brands with even bigger budgets, but that's definitely not the case. Addressing perceived risk is something that small businesses face too, and there are ways to overcome it.

### Case Study Example: Partake Foods

#### What They're Doing Right

##### The Strategy

Let's take a look at how Partake Foods, a Shark Tank contestant, addressed the challenge of perceived risk:

1. **Identifying the Risk:** Denise Woodard started Partake Foods to address her daughter's severe food allergies, which posed a significant health risk. She

identified the need for safe, allergy-friendly snacks.

2. **Building Trust:** Denise focused on creating a brand around trust and safety. By ensuring all products were free from the top 8 allergens, she built a loyal customer base who trusted her products.

## Why You Should Care

These examples show that with the right strategies and mindset, small businesses can overcome common challenges and achieve success. By focusing on building trust and addressing specific risks, you can create a loyal customer base and mitigate perceived risks in your business.

## Apply This Strategy to Your Business

As a subscriber, you might be wondering how you can apply these strategies. Here are some actionable steps you can take:

### 1. Identify Your Audience:

- Ask yourself: Who are they, and what do they care about?
- Ways to take action: Conduct surveys or engage with your audience on social media to gather insights.

### 2. Choose the Right Strategy:

- Ask yourself: How can addressing specific risks help you?
- Ways to take action: Evaluate potential risks in your business and develop strategies to mitigate them.

### 3. Plan Ahead:

- Ask yourself: What resources do you need, and what is your timeline?
- Ways to take action: Create a detailed project plan with milestones and deadlines to stay on track.

## Questions to Consider:

- Ask yourself: What partnerships can you leverage to build credibility?

- Ways to take action: Look for local businesses or industry influencers who can provide mutual benefits.
- Ask yourself: How can you ensure consistent growth and financial stability?
  - Ways to take action: Implement a robust financial management system and regularly review your financial health.

## Get Strategy And Implementation Support For Your Business

Through Majority Media, I partner with new and existing businesses to drive the results you dream of. I start with an evaluation of where you're at now and end with a customized strategy based on where you want to be — your goals, your budget, and your timeline.

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### Majority Media

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