



## 8 LESSONS I'VE LEARNT WHILE BUILDING A WEB3 BUSINESS

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### 1 FINDING YOUR PLACE/NICHE

What value will you deliver to your target market? What value will make your target market buy and stay loyal to your Web3 business long-term?

**Remember: Passion is essential to helping people gravitate towards your niche idea over the long-term.**



i'm lovin' it™



### 2 DEVELOP A SOLID BRAND STORY

When crafted and presented well, your brand story is the most powerful tool in your marketing arsenal. When presenting your 'why' to the world, it's important to remember to show, don't tell, stay authentic, and focus on trust.

**People never forget a good story.**

### 3 HIRE AN A-GRADE TEAM

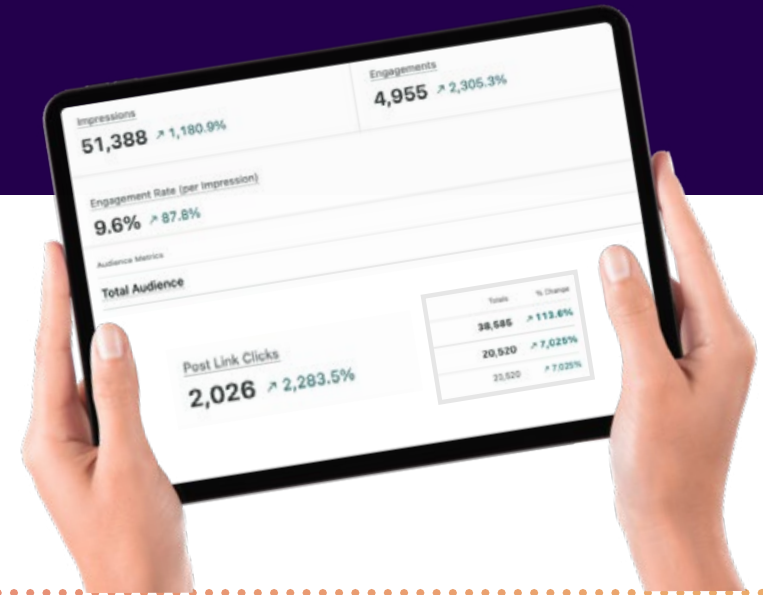
Assess your strengths and weaknesses. Identify the skills needed to bring your idea to life and hire top talent to fill the gaps. Avoid choosing cheaper options, as they can lead to higher costs in the long run. Build a strong foundational team and invest in retention, even if it means paying them more than yourself.

**Remember: success requires sacrifice, so invest in your business through upskilling and resources for long-term gains**



## ④ CLEARLY COMMUNICATE YOUR SERVICES/VALUE OFFERING

To stand out in Web3, define your unique value proposition. Identify your target audience's specific pain points and articulate how your services solve them better than any alternative. Use simple language to explain your offering, making it accessible to Web3 newcomers. Back your claims with concrete examples or testimonials. By precisely communicating your value and expertise, you'll position yourself not just as an option but as the obvious choice in your niche. Remember, in Web3's fast-paced environment, clear and targeted messaging is key to becoming the go-to solution for your audience.



## ⑤ INVEST IN MARKETING

Your web3 marketing strategy is the engine that drives brand awareness, attracts new customers, and sustains existing relationships. It fosters growth and underpins long-term profitability. You can't grow a business if no one knows about you. Have a solid marketing strategy. Hire an exceptional team or partner with a marketing agency. Remember, marketing is a long-term investment. Don't expect results overnight. Show the world why you're doing what you're doing. Stay top of mind. Build Trust. **Spread your positive energy and passion.**

## ⑥ CUT LOSSES QUICKLY

Maintain financial health and business agility by failing fast and learning and pivoting:

- Agility is crucial in the dynamic Web3 environment
- Be prepared to cut losses on underperforming strategies/products to focus on more promising opportunities
- Regularly assess projects, metrics, and market feedback and make informed decisions

**Set clear benchmarks and deadlines for success.**



## 7 MANAGE PROFITABILITY

Do NOT expect people to work on your vision for free. DO NOT offer to pay people solely in tokens or referrals. DO NOT damage your relationship and reputation to save a quick buck. Remember: Invest wisely in people and partners in your first year to achieve your long-term goals.



**I've learnt that a strong and supportive team, clear business goals, a solid marketing strategy, and an unwavering drive to improve the lives of others lead to success. I hope that by following my formula, you will reach success in your Web3 business journey.**

**We hope you found this guide helpful. Stay tuned with the latest Web3 industry updates when you follow us on socials.**

## 8 JUST KEEP SWIMMING

Success with a web3 business is a marathon, not a sprint. Remember: Make solid investments in people and resources in the first year for your brand and reputation. Web3 is exciting and volatile so treat your challenges as lessons, not setbacks.

