30 Topics Where FAB Helps in Business Partner Conversations

These help frame decisions, initiatives, investments, or habits in a way that highlights not just what you're proposing, but how it benefits the business — and how it makes their life easier, safer, or more successful.

1. Hiring a new team member
2. Raising prices
3. Introducing a new software tool
4. Outsourcing low-value tasks
5. Setting weekly leadership meetings
6. Implementing SOPs (Standard Operating Procedures)
7. Running a team offsite
8. Paying for coaching or mentorship
9. Delegating sales follow-up
10. Improving onboarding for new clients
11. Investing in branding or design
12. Running a customer feedback survey
13. Installing a CRM system
14. Creating a referral system
15. Building an email nurture sequence
16. Developing a client scorecard
17. Recording training videos for the team
18. Auditing project profitability
19. Documenting your internal processes
20. Setting 90-day goals
21. Having a "no email after 6pm" policy
22. Firing a toxic client
23. Automating lead capture
24. Offering a new high-ticket service
25. Creating a sales script
26. Investing in SEO or content marketing
27. Scheduling deep work time
28. Splitting roles more clearly
29. Paying for better reporting tools
30. Saying no to a tempting but off-brand opportunity

FAB Formula Refresher

F – Feature
A – Action
B1 – First-level benefit
B2 – Second-level benefit (the "benefit of the benefit")

FAB Examples for Business Partner Conversations

1. Hiring a new team member

F – Bringing in a new hire for [specific role]
A – They take over repeatable, time-consuming tasks
B1 – So we can focus on higher-value work
B2 – Which increases capacity, revenue, and our sanity

———

2. Raising prices

F – Increasing our project or service fees
A – Positions us as more premium and improves margins
B1 – So we do fewer projects with more profit
B2 – Which improves our cash flow and attracts better clients

———

3. Introducing a new software tool

F – A tool like [Slack/Notion/Asana/ClickUp]
A – Streamlines internal communication and tasks
B1 – So nothing slips through the cracks
B2 – Which reduces confusion and helps the team move faster

———

4. Outsourcing low-value tasks

F – Hiring a VA or freelancer for admin
A – Offloads repetitive, low-impact work
B1 – So our time goes toward strategy and growth
B2 – Which means more progress without burning out

———

5. Setting weekly leadership meetings

F – A short, focused check-in each week
A – Aligns priorities and tracks performance
B1 – So we spot problems early and course-correct fast
B2 – Which keeps the business moving forward without surprises

———

6. Implementing SOPs

F – Standard Operating Procedures for repeat tasks
A – We document exactly how things are done
B1 – So anyone on the team can follow them
B2 – Which saves time, reduces errors, and makes delegation easy

———

7. Running a team offsite

F – A focused, in-person retreat for key team members
A – Builds alignment, energy, and shared goals
B1 – So people return more focused and connected
B2 – Which lifts culture, retention, and momentum

———

8. Paying for coaching or mentorship

F – Investing in expert guidance
A – Gives us proven systems and objective insight
B1 – So we avoid expensive mistakes and learn faster
B2 – Which shortens the path to revenue and results

———

9. Delegating sales follow-up

F – Handing lead follow-up to a setter or assistant
A – Ensures consistent outreach and nurturing
B1 – So fewer leads fall through the cracks
B2 – Which means more booked calls and higher close rates

———

10. Improving onboarding for new clients

F – A streamlined onboarding process
A – Sets expectations and gets clients into action faster
B1 – So they feel confident from day one
B2 – Which improves retention and reduces rework

———

11. Investing in branding or design

F – Upgrading our visual identity or website
A – Increases credibility and client trust
B1 – So we stand out and command higher fees
B2 – Which makes marketing easier and sales more automatic

———

12. Running a customer feedback survey

F – Asking current and past clients for feedback
A – Reveals what's working and where we can improve
B1 – So we refine the offer based on real data
B2 – Which strengthens retention and word of mouth

———

13. Installing a CRM system

F – Centralised contact and pipeline tracking
A – Automates reminders, follow-up, and client data
B1 – So we stay on top of every lead
B2 – Which helps us close more deals with less chaos

———

14. Creating a referral system

F – A simple structure for getting and rewarding referrals
A – Makes it easy for happy clients to send others
B1 – So we build a warm lead pipeline
B2 – Which grows the business with almost zero ad spend

———

15. Building an email nurture sequence

F – A pre-written series of emails for prospects
A – Warms up leads and delivers value automatically
B1 – So we stay top-of-mind even when people aren't ready yet
B2 – Which means more conversions over time with no extra effort

———

16. Developing a client scorecard

F – A one-page tool to measure client fit
A – Helps us qualify and filter opportunities
B1 – So we stop wasting time on poor-fit leads
B2 – Which protects energy and makes sales more enjoyable

———

17. Recording training videos for the team

F – Short screen recordings for common tasks
A – Creates reusable, on-demand training
B1 – So new hires can onboard themselves
B2 – Which saves us hours and creates consistency

———

18. Auditing project profitability

F – Reviewing how much we actually make per project
A – Breaks down time spent vs. money earned
B1 – So we see which work is truly profitable
B2 – Which helps us focus on what grows the bottom line

———

19. Documenting your internal processes

F – Writing down how we do things step-by-step
A – Creates a living operations manual
B1 – So we're not the bottlenecks
B2 – Which allows the business to scale without us doing everything

———

20. Setting 90-day goals

F – A clear 3-month focus plan
A – Breaks long-term goals into achievable chunks
B1 – So the team knows what matters most
B2 – Which improves accountability, speed, and results

———

21. Having a "no email after 6pm" policy

F – A company-wide rule to switch off in the evenings
A – Creates boundaries and rest for everyone
B1 – So we're not always "on"
B2 – Which reduces burnout and keeps us sharp

———

22. Firing a toxic client

F – Letting go of a high-drama or low-fit client
A – Removes emotional and operational drain
B1 – So the team can focus on great clients
B2 – Which protects morale and makes space for better opportunities

———

23. Automating lead capture

F – A form or chatbot that runs 24/7
A – Collects leads even while we sleep
B1 – So our pipeline fills on autopilot
B2 – Which means less scrambling and more control over growth

———

24. Offering a new high-ticket service

F – A premium service with greater scope and pricing
A – Delivers more value to clients who want it
B1 – So we make more per client
B2 – Which allows us to hit targets with fewer projects

———

25. Creating a sales script

F – A consistent framework for sales calls
A – Keeps conversations focused and effective
B1 – So we close more deals with less pressure
B2 – Which makes the sales process easier to train and scale

———

26. Investing in SEO or content marketing

F – Writing and publishing helpful content regularly
A – Improves rankings and attracts inbound leads
B1 – So people find us while searching for answers

B2 – Which compounds over time and lowers ad costs

———

27. Scheduling deep work time

F – Blocking out distraction-free work sessions
A – Protects time for strategy, creation, or problem-solving
B1 – So we move key projects forward faster
B2 – Which builds momentum and increases clarity

———

28. Splitting roles more clearly

F – Defining ownership for each part of the business
A – Removes overlap, confusion, and double-handling
B1 – So decisions get made faster
B2 – Which helps us grow with less friction and fewer balls dropped

———

29. Paying for better reporting tools

F – Upgrading to more accurate business dashboards
A – Gives us live visibility into performance metrics
B1 – So we can make smarter, faster decisions
B2 – Which protects profit and helps us scale responsibly

———

30. Saying no to a tempting but off-brand opportunity

F – Turning down an offer that doesn't fit our vision
A – Keeps us focused on our niche and goals
B1 – So we don't dilute the brand or distract the team
B2 – Which builds a stronger reputation and compounds long-term wins