

# Strategy at a Glance

Problem Solved	People Helped	Transformation they want	Solution You Offer	Products/Revenue Streams	Traffic Source

Content Plan	Coffee Date	Nurturing Content	Method	Unfair Advantage	Niche Neighbors	Conversion Tool

Why you're different	Delivery	Future ideas	Operations (Team/Tools)	Assets



# Your Business Model & Strategy

## Questions for Strategy Clarity

### 1. What's Your Big Picture?

- What do you envision for your business by the end of 2024?
- What does success look like to you in three years?

### 2. Financial Growth:

- What revenue target would make 2024 a successful year for you?
- Are you aiming for higher profits, stable income, or investing for growth?

### 3. Customer Focus:

- Who are your ideal customers?  
Can you describe them?
- How do you plan to attract and retain more of these ideal customers?

### 4. Product or Service Development:

- Are there any new products or services you plan to launch in the next three years?
- How will these offerings better meet your customers' needs?

### 5. Market Expansion:

- Are there new markets or regions you want to explore?
- How will you approach entering these new markets?

### 6. Operational Improvements:

- Are there any key processes you want to streamline or improve?
- How can you make your operations more efficient?

# Your Business Model & Strategy

## Questions for Strategy Clarity

### 7. Marketing and Branding:

- How will you increase your brand visibility and recognition?
- What marketing strategies will you focus on to achieve your goals?

### 8. Customer Satisfaction:

- How do you plan to enhance customer experience and satisfaction?
- Are there any feedback mechanisms you'll implement to stay connected with customers?

### 9. Team Growth and Skills:

- Do you plan to expand your team in the next three years?
- What skills and expertise will be crucial for your team members to develop?

### 10. Partnerships and Collaborations:

- Are there potential partnerships that can benefit your business?
- How do you plan to collaborate with others to achieve mutual goals?

### 11. Technology and Innovation:

- How do you see technology impacting your business in 2024?
- Are there any innovative trends you want to adopt?

### 12. Sustainability and Social Impact:

- Do you have any plans to integrate sustainability practices or contribute to your community?
- How can your business positively impact society and the environment?

# Your Business Model & Strategy

## Questions for Strategy Clarity

### 13. Adaptability and Risk Management:

- How prepared are you to navigate unexpected challenges in 2024?
- What steps will you take to manage risks effectively?

### 14. Personal Growth and Balance:

- How will your business goals align with your personal aspirations?
- What steps will you take to maintain a healthy work-life balance?

### 15. Long-Term Legacy:

- What legacy do you want your business to leave behind in the years to come?
- How will your business contribute to your long-term vision?

### Identify Key Goals:

Based on your answers to the questions about your business goals for 2024, identify the most important and achievable goals. These could be related to revenue, customer growth, product/service expansion, or any other areas you're targeting.

### Define & Summarize Your Vision:

Craft a clear and inspiring vision of where you want your business to be by the end of 2024. This is the big picture you're working towards.

# Your Business Model & Strategy

## **Break Down Your Goals:**

Take each of your key goals and break them down into smaller, actionable steps. These steps will become your roadmap to achieving your larger goals.

## **Develop Strategies:**

Based on your objectives and KPIs, brainstorm and develop strategies for how you'll achieve each goal. These strategies should outline the specific actions you'll take.

## **Prioritize Strategies:**

With a list of strategies in hand, prioritize them based on their potential impact and feasibility. Focus on strategies that align with your vision and have the highest likelihood of success.

## **Allocate Resources:**

Decide how you'll allocate your resources – time, money, and effort – to execute your strategies effectively.

## **Create a Timeline:**

Map out a timeline for each strategy and objective. Assign deadlines to keep yourself accountable and ensure you're making progress throughout the year.

# YOUR BUSINESS MODEL & STRATEGY SUMMARY

## **The Core Purpose**

What's your business all about? Start by introducing the core purpose of your business. Explain what you do and why it matters. Keep it concise and engaging.

## **Target Audience**

## ***Who do you serve?***

Describe your target customers or audience. Provide a brief profile of who they are and why your business resonates with them.

## **Unveil Your Unique Value**

## ***What makes you special?***

Share what sets your business apart. Highlight your unique value proposition—what you offer that others don't.

## **Your Path to Success**

## ***How will you win?***

Explain your key strategies for success. Discuss how you plan to compete and thrive in the market.

## **Present Your Growth Plan**

## ***Where are you headed?***

Outline your vision for the future. Share your growth plan, including any expansion or development strategies.

# YOUR BUSINESS MODEL & STRATEGY SUMMARY

## **The Immediate Steps**

Conclude by summarizing the immediate steps you'll take to execute your strategy.  
What are you doing right now to move forward?

## ***What's next?***

**Summarize it all in a few sentences here:**

## **Your Business Summary Statement**

"Hello, I'm [Your Name], and I run [Your Business Name]. At its core, we [Briefly describe what your business does]. Our primary focus is on serving [Describe your target audience or customers], and what makes us unique is [Highlight your unique value proposition].

Our path to success involves [Explain key strategies for success], and we're excited about [Briefly mention your vision for the future]. Right now, we're taking immediate steps, such as [Summarize current actions or initiatives], to make this vision a reality.

# BIZ STRATEGY STATEMENT FRAMEWORKS

## Key Elements of a Business Strategy Statement

This one uses:

- **Business Focus:** State what your business aims to achieve with its products/services.
- **Market Focus:** Define your target audience and how you plan to reach them.
- **Competitive Advantage:** Highlight your unique strengths that set you apart.
- **Value Proposition:** Explain the unique value you deliver to your customers.
- **Key Initiatives:** Mention high-level actions you'll take to achieve your goals.

**Template:** "At [Your Business Name], we [Business Focus] for [Market Focus], leveraging [Competitive Advantage], to deliver [Value Proposition], through [Key Initiatives]."

**Example:** "At GreenScape Gardens, we design sustainable landscapes for eco-conscious homeowners, leveraging our expertise in native plant species, to create beautiful, environmentally friendly outdoor spaces, through customized design and educational workshops."

## Business Model Statement

This template uses the following components:

- **Value Proposition:** What unique value do you offer to your customers?
- **Target Audience:** Who are your ideal customers?
- **Revenue Streams:** How do you make money?
- **Key Resources:** What assets and capabilities are essential for your operations?
- **Channels:** How do you reach and engage your customers?
- **Customer Relationships:** How do you build and maintain customer loyalty?
- **Cost Structure:** What are your major expenses?

**Template:** "We solve [specific problem] for [target audience] by offering [product/service] that [unique value proposition]. This generates revenue through [main revenue streams] and supports our mission to [mission or purpose]."

**Examples:** "We provide eco-friendly home cleaning solutions to busy urban families, using subscription models for steady revenue, enabling us to promote sustainable living."  
"Our tech consultancy offers tailored solutions to startups, enhancing their digital presence. Through project fees and retainer contracts, we drive innovation and growth in the tech sector."



### **Problem Solution Statement:**

**"We solve [specific problem] for [target audience] by offering [product/service] that [unique value proposition]. This generates revenue through [main revenue streams] and supports our mission to [mission or purpose]."**

### **Value Proposition Focused**

**"Our business revolves around delivering [unique value proposition] to [target audience]. We monetize this through [main revenue streams], ensuring that our customers get [benefits of using the product/service]."**

### **Customer Centric Explanation**

**"We've built our business model with [target audience] in mind. By providing [product/service] that [unique value proposition], we're able to create value and generate revenue through [main revenue streams]. This allows us to consistently meet the needs of our customers."**

## Problem

What problems are people facing? List their top 3 frustrations.

## Solution

How will you solve these problems? Write down a solution for each problem.

## Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.

## Unfair Advantage

What separates you from competitors? What makes you ahead of the pack?

## Customer Segments

Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

## Existing Alternatives

How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are employing to address their problems.

## Key Metrics

How will you measure the success of your product or service? List the key metrics.

## High Level Concept

How does your product or service fit into the grand scheme of things?

## Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

## Early Adopters

What are the specific characteristics of your early adopters?

## Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

## Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

## **Demographics**

(Gender, age, marital status, employer)

## **Buying Roles**

(Decision makers, influencers)

## **Goals and Responsibilities**

## **Frustrations**

## **Needs**

## **Buyer's Journey**

(Awareness, consideration, purchase, advocacy)

## **Channels**

(Social media, other digital activities, non-digital activities)

## **Sources of information**

(Content that influences purchase decisions)

## **Objections**