



Included inside:

CEO Reflection

- How to prioritize the best tasks to work on in your business right now (and which ones can wait!)

Business Building Basics

Recommended Reading for CEO mindset

Recommended Tasks for CEO mindset

- Take control: 3 essential things to do every week
- Create your market: 3 things to specify + personalize



Divide ALL business tasks into 5 categories in order to focus on tasks that only you can do and which of those should come first. BONUS TIP: you can also use this process for prioritizing everyday life tasks!

	Money Making Tasks* (priority)	Automate (create a system)	Delegate (some one else can do)	Delete (draining tasks)	Pause (save for later)
Short-term Strategy (direct marketing)					
Long-term Vision (brand marketing)					

*Read articles on next page to understand what money making/revenue-generating activities are for your business.



Business Building Basics

- 1) Taking control, pg 3-4
- 2) Creating your own market, pg 5-8

These 2 sections are a summary of what I've found to be the essentials of business and what to prioritize with so many different tasks to juggle as business owners! This isn't a one-size fits all method. These are key business concepts explained simply, to make sure you're putting effort into the right areas of your business.

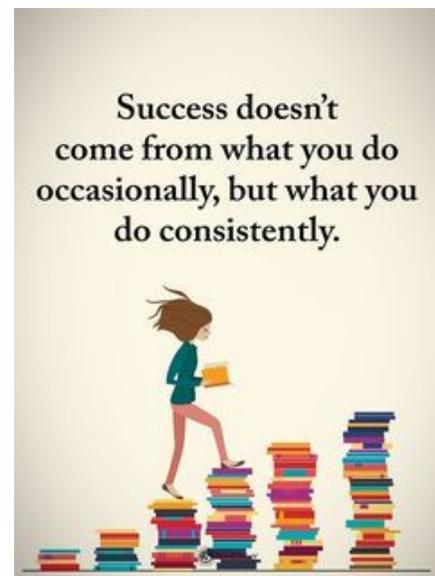
Useful articles for thinking like a CEO:

[Make a simple monthly profit plan](#)

[How to create a revenue-generating to-do list](#)

[How to focus on money-making tasks](#)

[How to prioritize business tasks + life when you feel overwhelmed](#)





3 Activities to do EVERY WEEK in your business:

This will help you feel in control of your business direction and growth. Here's an idea for how to [organize these 3 tasks into a strategic to-do list](#).

1. Marketing aka lead generation (getting new followers) → a plan to promote your business CAUTION: don't get caught in the false marketing hype that focuses on getting in front of *more and more* people. You don't need a huge following, you need to know how to turn that following into customers. This means building a relationship of know, like and trust.

2. Sales (turning followers into customers) → When starting a business you should focus MOST of your time* on learning and practicing sales techniques such as:

1. **Creating + improving customer journey** (or sales funnel)
2. **Writing sales copy** - use for emails, social media about new offers
3. **Sales conversations** - one on one talks with potential buyer
4. **Following up** with previous clients or interested prospects. People who bought from you once are very likely to buy from you again.

***Spend more time on sales than marketing**, this means making offers, talking about what you sell. With excitement, why you love it. Once you have a good sales structure/strategy for converting your current audience

to clients, then you can spend more time on marketing, to reach new leads and scale your business.

3. Delivery of your product or service, time for this will differ depending on what you sell. This includes making your product or service package, customer service, collecting testimonials and feedback in order to continue improving your products/services.

Successful long-term business strategy:

↓ **Decrease customer acquisition cost** = how much spent (time and money) to get new customers

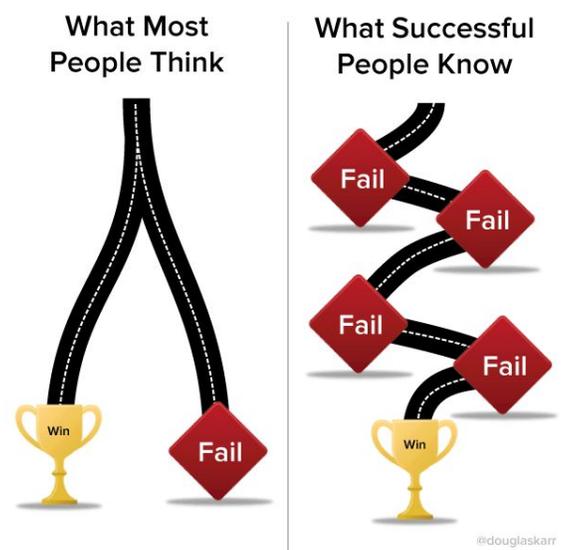
↑ **Increase life-time value of customer** = how likely clients are to continue buying from you and/or refer new customers to you

BONUS TIP: KNOW YOUR NUMBERS
(conversion rates)

For all 3 areas (leads, sales, product) it's good to know the conversion rates = what % people click follow, buy, refer... Read this to [know what to look for and how to calculate conversions](#).

Growing a business is about testing and experimenting. Don't feel bad about low numbers, see it as a game. be curious about testing and finding out what works!

If you notice that you are getting lots of new leads or followers but they aren't turning into clients than you need to improve the QUALITY of your leads which means that they are a right match for you and what you sell. The next section talks about how to do this!





3 things to specify + personalize in your own market

Don't worry the other businesses similar to you, entrepreneurship is only going to become more common in the future! The way you create your own market is by focusing more on your clients than your competition.

1. Your Why - unique selling proposition - why you do what you do is very connected to WHY they want to buy from you.

KEY - it's all about FEELINGS - how you make them FEEL

You need a clear WHY you do what you do and clear way of explaining your values, both in your visuals and messaging.

2. Ideal Client - don't speak to everyone, talk to a very specific person. Show that you truly understand them and their hopes and fears. These are the primary emotional reasons why people buy anything and everything.

Take the time to think about your ideal client and where they are in their life (see the Brand Messaging guide) Be specific! Everything is energy.

Someone you're excited to work with will be attracted to your energy and excited to work with you too!

BONUS TIP: Keep asking questions!

- 1. Ask yourself questions** - step back + observe, try to get in the shoes of how your clients think of what you do
- 2. Ask others questions** - followers, friends, past clients, polls/surveys
IG stories polls are a fun and simple way to do this.
If asking in a post, keep questions short + simple so it's easy to answer. Long open-ended questions are better to ask in a one-on-one conversation. Invite someone to coffee, call, or direct message.

3. Customer path/journey - what's your plan to lead them from cold audience (meeting you for the first time) to a happy client (bought from you and happy to recommend you).

- 1. How/where do they meet you** _____
- 2. What gets them interested to know more about you**

- 3. When/how do you ask for the sale** _____
- 4. How/when do you deliver the product/service**

- 5. How do you get feedback/testimonials** _____
- 6. How do you encourage them to talk about you to their network** _____

*****The end goal isn't buying from you, it's that they refer you.
From 1 customer comes 3 new customers.*****

Remember to *personalize this journey!* Reflect on how this journey feel different with your brand.

- 1. What do these steps look like visually?**
- 2. How do you treat your customers differently than other brands?**

3. What do they love about your brand? How does it make them feel?

BONUS TIP: The best time to ask for product review/testimonial is when they're most excited. *For example:* when they've just received your product or just experienced a transformation (breakthrough/realization) with your services. They may tell you directly with a happy email/message, ask right then if they can write a testimonial or a review about what they feel. Make it easy for them to share about you!

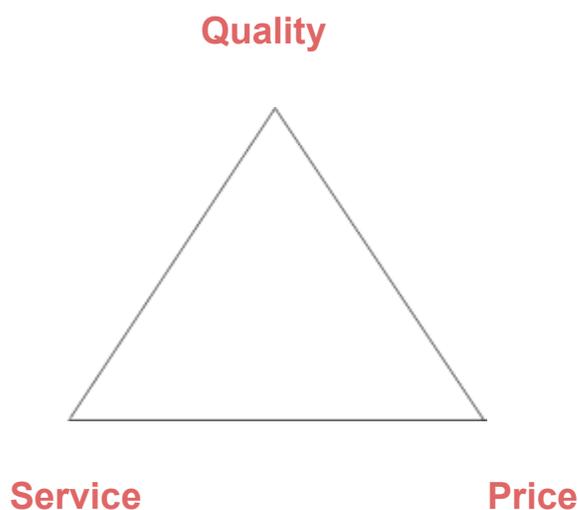
- copy/write down what they said, show them + ask if it's ok to use it.
- send them a hashtag or pre-made post (to share/invite others with)

4. Positioning - how you place yourself in the marketplace but more importantly in your customers eyes. Positioning is what gives you credibility and value. How you position yourself influences the type of clients/customers you will attract.

3 keys to remember: Quality, Price, Service

(you can only offer 2 at a time, can't do all 3 without compromising 1)

Choose the two that are aligned with the way you ENJOY giving.



When these are clear, it's easier to decide how to package and price what you offer. Don't try to compete on being the FIRST (someone will eventually copy) or on being the CHEAPEST (someone will eventually be cheaper). **Focus on reaching the people who want to work with you because of the values behind your service or product (your why).**

Pricing is connected with positioning. Align your price with the value and energy of what you want to give to your clients.

If you prefer working in depth + personal = need few clients, higher price

If you prefer working with broader group = need many clients, lower price.

For example: I raised my prices for my interior redesign services when I realized that in-depth service was the way I enjoyed giving to my clients. That's what I wanted to be known more for service than competitive price.

That's it! Now it's time for action!

Further Reading:

[3 steps one business used to go from stagnant to successful](#)

[10 ways to grow your home-based business](#)

[8 strategies that generate income](#)

[Simple list of what's revenue generating and what's not](#)

[Defining income-generating activities](#)

Great video on Money Mindset and 8 strategies for a 'wealthy mindset'

https://www.youtube.com/watch?v=_ruRiTEx1jE