



# Visual Business Mapping Template™

## 12 Steps to Creating Your Profitable Business



# Why you need to create your Visual Business Map™

1. **Not having a business plan is often cited as one of the top two reasons businesses fail.** And our version won't take days, weeks or months to create. Plus, it's colorful, creative and fun to complete.
2. This **one-page visual business map will** serve as an effective guide for doubling or even tripling your income. And it will be pretty enough to hang on your wall.
3. **One hour of planning can save you ten hours of doing.** It's time to work smarter, not work harder. This template will help you to increase your income, without sacrificing more time!
4. Your visual business map will help you set **clear, attainable financial goals** based on the lifestyle you want to create.
5. Trying to **find the balance between delivering services and acquiring new clients?** This template will walk you step-by-step through the most effective marketing and sales strategies for your creative business.

## The Visual Business Map is a creative, colorful template based in practical business and spiritual traditions.

Our Visual Business Map is based on the concept of the mandala. The word *mandala* is from the Sanskrit language and loosely translated means "circle." Mandalas are circular designs symbolizing the notion that life is never ending. Mandalas appear in most spiritual traditions throughout the world. Mandalas are designed to represent integration, wholeness, and balance, both within ourselves and throughout the world.

The structure of the mandala represents the practical aspects of growing your business as well as the overall essence of your business vision. Approaching your business from a holistic perspective allows you to showcase all the different aspects of your business and lifestyle.

Traditional, linear business planning doesn't capture the beautiful whole that is unique to your business.



# Create The Core of Your Visual Business Map: From Financial Freedom to Your Meaningful Vision

Do you have clear financial goals for your business? Are you building a business that is a match for all of who you are and reflects what you want to stand for in the world? I believe that a business must begin as a reflection of who you are at your core and then wind it's way out from this center to include the clients you want to work with.

1.

## Your Bold Money Goal Needs to Cover:

- Your expenses (your cost of doing business)
- Your salary (how much you want to get paid each year)
- Your savings (how much would you like to be saving)
- Your dreams (what about the fun stuff?)

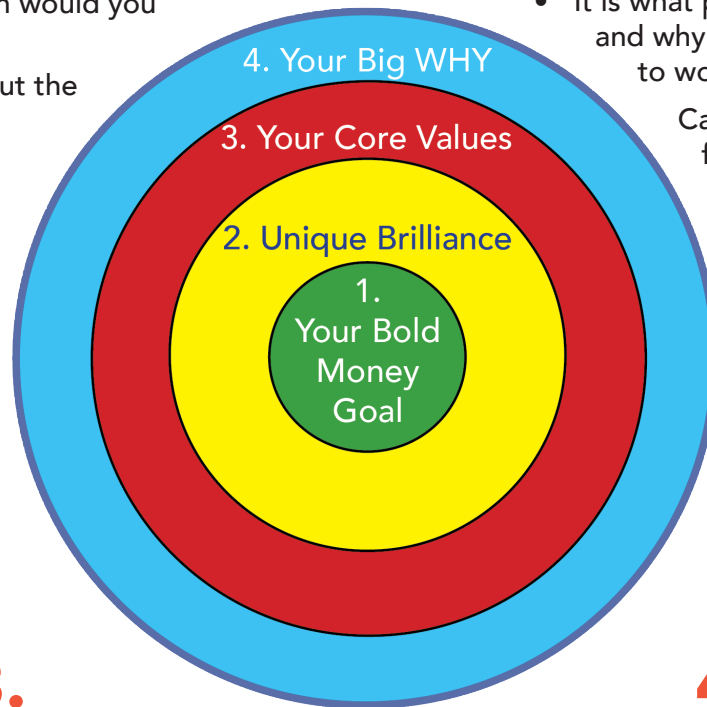
Write the total in the center of your business map.

2.

## Your Unique Brilliance describes why YOU:

- It's not your education, degrees or certifications
- It is what you do easily and effortlessly and doesn't seem like work
- It is what people often say about you and why they love, admire and want to work with you

Capture your brilliance in a few key words in the yellow circle on your map.



3.

## Your Core Values for your Business:

- Show what you stand for and what you believe in
- Will help you make difficult decisions in your business
- Serve as the guardrails on your business map
- Will attract like-minded clients who share your values

Write your top 5 core values on your business map.

4.

## Your Big WHY for your Business:

- Is what makes it all worth it
- Get's you going even when the going is rough
- Describes the impact you want to have on the world
- Incorporates the deeper meaning behind your business

Capture your Big WHY in one sentence and add it to the blue circle on your business map.

# From Vision to Action: Designing Your Path to Profit

Now that you have a clearer vision of why you are building your business, it's time to focus on the how to build your business. These final 8 steps will for the building blocks for getting you on the path to profit and keeping you there! We are going to work our way counter clockwise around the center of the map.





5.

**Getting clear about your ideal clients:**

- Will make your marketing simpler and much more effective
- Will help you find more of the clients you love working with
- Is the key to creating a profitable and fulfilling business

Write the name of your favorite client in this circle. That client will give you lots of clues about where and how to find others like him/her.



6.

**What problems are you solving for your ideal clients:**

- Your ideal clients want to know that you can help them get from where they are to where they want to be
- Focusing your business on solving specific problems for your ideal clients makes it easier to attract more of the clients you love working with.

In this circle write the top 2 or 3 problems that you solve for your clients.



**What are you selling?**

- What products do you offer that solve the problems you named above?
- What services do you offer that solve the problems you named above?

Summarize your products and services in this circle on your map.

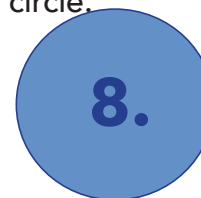
**Do you know how much it costs to run your business?**

- Knowing this number may change your bold money goal.
- Make a list of everything you spend money on in your business each month. Are you including a salary for yourself?

Write the total monthly cost of running your business in this circle.



7.



8.



# 9.

**You cannot build a business without support? Who's on your team?**

- Who do you turn to for emotional support when times are tough? We all need friends or family to lift us up.
- Do you have a coach or mentor on your team?
- Do you have a bookkeeper, accountant, virtual assistant or other people on your support team for your business?

List the names of all the people on your support team here.

**Do you know how much you need to sell?**

- How many new clients do you need or products do you need to sell to reach your bold money goal?
- Knowing how many sales you need to make will help you determine how much marketing you need to do.

Connecting your sales to your bold money goal will help you make valid projections for time, marketing and potential income. Add notes about numbers of sales to this circle so you have a monthly sales goal.

# 11.

# 10.

**What human, physical, intellectual or financial resources do you need to add to your business in the next 12 months?**

- Do you need to hire an assistant, a business coach, a graphic designer?
- Do you need office space? Technology? Computers? Insurance?
- Do you need to invest in training or coaching for your area of expertise?

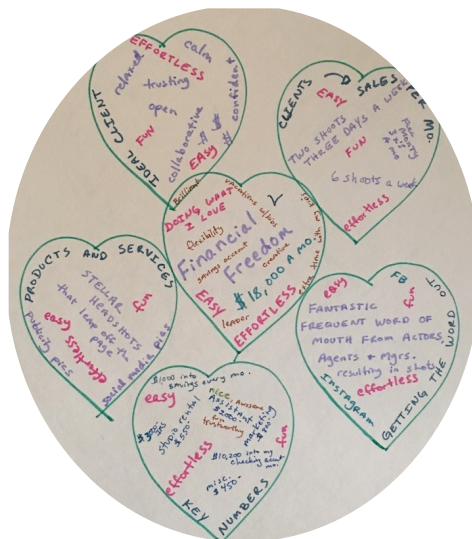
Make a list of resources you plan to add to your business in the next 12 months and write them in this circle.

**Your marketing activities should focus on getting you in front of your ideal clients:**

- Where do your ideal clients spend their time networking, hanging out or doing business in person?
- Where do your ideal clients spend their time online? This is where you need to spend your time online.

In this circle list two in-person marketing strategies like networking and speaking and two online strategies like webinars and FB live that you could use to get you in front of your clients.

# 12.



**Text the word PROFIT to 805-330-3223 to schedule a consult with Minette.**