



She Means Business

GROWTH GAME PLAN

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Building a successful business is something we can all do, although most of the time the journey feels messy and chaotic! So to help you feel organized and focused about the steps you need to take in order to up-level your business and turn it into a success use the questions below to map out your business growth game plan.



Your Mission

WHAT'S YOUR PERSONAL MISSION FOR STARTING YOUR BUSINESS?
WHY ARE YOU DOING IT?

WHAT'S YOUR BUSINESS MISSION?
SUM IT UP IN ONE SIMPLE SENTENCE:

WHAT DOES YOUR BUSINESS STAND FOR?
WHAT ARE ITS BELIEFS AND VALUES?

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Your Audience

WHO ARE YOU SERVING?

WHO DO YOU WANT TO LISTEN TO YOUR MESSAGE?

WHO WILL YOUR MESSAGE APPEAL TO?

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Engaging your Audience

HOW WILL YOU DELIGHT YOUR AUDIENCE?

HOW DO YOU WANT TO MAKE THEM FEEL?

WHAT EXPERIENCE DO YOU WANT TO CREATE FOR THEM?

(Remember, you don't have to it all figured out!)

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Expressing your Brand

WHAT FONTS AND COLORS DO YOU WANT TO USE?

WHAT'S YOUR DESIGN STYLE?

HOW WILL YOU ALIGN YOUR BRAND WITH YOUR
MESSAGE AND RESONATE WITH YOUR AUDIENCE?

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Serving your Audience

HOW WILL YOU GO ABOVE AND BEYOND
TO SERVE YOUR AUDIENCE?

WHAT WILL YOU OFFER THEM?

HOW WILL YOU ENGAGE WITH THEM?

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WHAT CHALLENGES/FRUSTRATIONS ARE THEY FACING
THAT YOU COULD SOLVE?

WHAT COULD YOU CREATE THAT THEY WOULD LOVE
AND RESONATE WITH?

HOW WILL YOU ADD VALUE?

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Getting in front of your audience

HOW WILL YOU GET YOUR BUSINESS AND MESSAGE OUT THERE IN FRONT OF YOUR AUDIENCE?

HOW WILL YOU GET NOTICED?

HOW WILL YOU BUILD A FANBASE?

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WHAT IS GOING TO BE YOUR CORE FOCUS?

HOW WILL YOU BUILD AUTHORITY, CREDIBILITY, AND TRUST?

Ultimately, there are so many ways to get out there in front of your audience and figuring out what will work for you is an exploration, so go along for the ride and see for yourself what will work best.

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Your goals and plan for the next six months

WHAT DO YOU WANT TO ACHIEVE OVER THE NEXT SIX MONTHS?

HOW ARE YOU GOING TO MAKE THIS HAPPEN?

WHAT IS YOUR PLAN FOR GROWTH?

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Getting Started Plan

WHAT ACTION DO YOU NEED TO TAKE RIGHT AWAY IN ORDER TO GET THE BALL ROLLING?

HERE ARE SOME EXAMPLES...

Deciding on a name.

Buying a domain name.

Setting up your website hosting.

Building your website.

Setting up an online shop.

Setting up your Facebook fan page.

Setting up your Instagram account.

Setting up a Pinterest account.

Setting up a podcast or videos series and planning out content and when you'll record them.

Creating a content schedule for social media and the blog.

Creating any free content you'll use to get more email subscribers and for that matter, setting up your email host so you can actually get subscribers.

Researching what Facebook groups you could join and the fan pages where you could advertise.

Setting deadlines for when each action has to be completed.

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MY PLAN...

[illegible]

In Conclusion...

Ultimately, this whole process is about getting clear about the possible things that could work. You don't have to have all the answers, you don't need to know 100 percent what will work and what won't, but what you do need to do is explore the options and do your best to get your business out in front of your audience.

You can achieve spectacular things when you put your mind to it and work for it.

Business success is not limited to a special few.

Business success is not an accident. It's yours for the taking, if you commit to it.

You can do it – let your intuition guide you.



Stay in touch...



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Female Entrepreneur Association



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