



Module 5: Action Planning – Putting it All Together, Section 2



Created by: *Leela Somaya*
Unconventional Business Strategist
Wealth Mentor
Spiritual Lawyer

Putting it all Together

Woo hoo! We're at the end of our journey together. It has been so wonderful to be with you. You have learned and grown so much through all your hard work, and I'm so proud of you for making it here to the end.

Now, it's time to take all the homeplay you have done and put it all together into your Wildly Abundant Business Plan. I have compiled a step-by-step guide and checklist to make it easy for you.

You will see that I have pulled a lot of information from various modules into the business model section because it felt like a great way to organize the information into a cohesive plan.

Your Wildly Abundant Business Plan

Create a binder for your fabulous business plan, and pull together the following documents and pieces of information. If you prefer to keep things virtual, then combine all these pieces of information into one document.

Part 1: Purpose, Mission, Vision and Big Why

Get your gorgeous purpose, mission, dream vision, and big why and put them into the first part of the binder. Definitely read these whenever you feel afraid, off purpose, or anxious. In general, make it a practice to read these at least once a month, if not more often. Some people like to make it a daily practice.

You may also want to insert your Wildly Abundant Year document and Radiance Practices in this section so you make sure to stay connected with them. As your Radiance Practices change, just print and insert a new version.

If your dream vision doesn't already contain these elements, I strongly suggest including some detail around the **Size of Your Business** – reflect on and consider including the following elements as you modify your dream vision.

- number of employees
- where you want to run your business from
- whether you want to keep your business and run it yourself for the long-term, or whether you want to sell it at some point

- What kind of life do you really want

Part 2: Your Business Model

7 key components of a solid business model – make sure to address all of them!

1. Knowing how you will reach customers – aka Marketing.

a. Summary of Key Marketing Information

- Problem:** List the problem you solve
- Dream Client:** Describe your Dream Client, Divine Right Client (“DRC”) in a few sentences or in 3-5 bullet points.
- Pain:** Define the pain of your DRC in a few sentences or in 3-5 bullet points.
- Pleasure:** The Benefit, Outcome, and Transformation your DRC wants in a few sentences or in 3-5 bullet points.
- Take the information above and create a few sentences that you can share with anyone and everyone who asks you about what you do.

b. Thinking Through Your Marketing/Communication/Sales Plan

- How do you want to reach your customers? – Create a customized plan that you love based on what you have learned about your DRC and how you love to communicate – what are your next steps?
 - Write – blogging, eBook, published book, magazine articles etc.
 - Speak – virtually/online or live
 - Video
 - Virtual events/telesummit
 - Partnering
 - Social Media
 - Etc.
- What do you already know how to do from the list below? Write those down. And, what are the gaps in your knowledge and learning that you can identify? What do you still need to learn?
 - Copywriting - Writing your offer so that it feels like

- heartfelt sharing?
2. Creating a web site that speaks to your DRC and is also a beautiful reflection of your inner radiance and magnetism?
 3. How to do a signature talk?
 4. How to run a live workshop or live event, and what to offer to your group at the end?
 5. How to create your own live or virtual group course?
 6. How to get your book written and published?
 7. How to pitch a guest blog post?
 8. How to get interviewed by your peers so you can talk to people in their community?
 9. How to build your list and following, your tribe?
 10. Are inner blocks, fears, doubts, and other shadow thoughts and feelings coming up as you contemplate this amazing expansion of you, your divine work, and your business?

c. Now, create your marketing and sales plan

- i. List your marketing goals for the year
- ii. Now, break those goals into quarters
- iii. Break them down again into months
- iv. Break down your actions for this month into daily and weekly actions
- v. Put the actions in your radiance practices for the week/month or in your calendaring system

2. Differentiating your product/Your Brand – how will you bring your special “you”-ness into your brand? Your brand is something that will develop and grow with you over time. The most important matter of focus here is to get started. Make a list of the things that are unique about you that you can bring to your brand. The Essence exercise in Module 1 could be very helpful here.

3. Pricing - develop a pricing model that includes the following components:

- a. You are standing in the truth of your own value as you create the price

- b. You are factoring in your costs into the pricing to ensure that the pricing you are choosing actually creates profit for you
- c. The secrets to standing in the truth of your own value when you create pricing are:
 - i. Do your radiance practices – when you have integrity with yourself, you feel better about yourself, and it is easier to stand in your value
 - ii. Think about what the transformation or product you offer is actually worth in the person’s life
- d. Tiered pricing – it is a good idea to have:
 - i. A free offering
 - ii. A lower-priced offering
 - iii. A mid-range offering
 - iv. A high-end offering

- 4. Selling.** Magnetizing customers who value the results you offer and are happy to pay well for it. Identify where you are with sales and what you need to learn.
- a. Having a heartfelt sales conversation that feels good to you?
 - b. Do you have an offer that you love?
 - c. Creating a beautiful discovery session experience for you and your DRC so you can see whether you are a good fit?

- 5. Delivery/distribution** – Define how it will occur in your business
- a. Most of you are in the services industry, so this is not a big issue.
 - b. For those of you who are distributing physical products, this is very important to figure out.

- 6. Supporting Customers.** In addition to teaching customers how to use your product or service, you need to ensure that you can deal with defects and returns, answer product and service questions, and listen to and incorporate valuable suggestions for improvement. – Define your process

- 7. Achieving customer satisfaction.** *The ultimate success or failure of a business depends on how much it helps customers achieve their objectives. Happy customers will become your best sales people and buy more from you. Unhappy customers will become your biggest liability. – How will you achieve customer satisfaction? How will you measure it?*

Part 3: Your Business Environment

The internal elements are things that are under your control. These include your:

- **Strengths** – what makes me stand out, what do I do really well?
- **Challenges** – What are my barriers to success - what are the barriers you perceive to your entry into this market and/or to your business success?
- **Opportunities** – Focus on the opportunities from a place grounded in your purpose, mission, dream vision and big why

Your outer/external parts of the business landscape

- **Colleagues** – (traditionally called competition)
- **Customers**
 - Describe who your customers are
 - Describe your customers needs as best you can
 - What do you think they are wanting from you?
 - What do they need from you?
 - What do they wish, more than anything you would provide for them?
- **Trends** – Research some trends in your industry.
- **Competition** – If there were people who you didn't list under colleagues and you do currently feel like they are competitors, list them here

Part 4: Financial Abundance Plan

1. **Inner work** – identify 3 main money patterns you will work on evolving for the upcoming year
2. **Outer work**
 - a. Clarify and define your business model (use the spreadsheet provided in Module 4 that's called Simple, EZ, Fun Path to 6-Figures)
 - i. How are you going to bring money in this year?
 - ii. What are your different revenue streams?
 - iii. How much money will each revenue stream create?
 - b. Write your money goal for the year
 - c. Share your 3 main business targets for the year
 - d. Include a projection of your Sacred Money Tracking spreadsheet

Part 5: Systems, Structures, and Support Team

Insert a plan covering the following topics:

1. Bookkeeping system (you can use the Sacred Money Tracking spreadsheet provided in Module 4)
2. Web site – where are you with this project? What do you need to learn? What do you need to outsource? It can be a great idea to hire someone to do the techy stuff for you, unless techy stuff is in your zone of genius
3. Support – do you have friends, family, or an intern who will help you for free? Or, are you ready to hire a virtual assistant?

Part 6: Next Steps

This is an evolving and changing section inside which you can summarize your next steps in your custom-designed action plan! You can copy your marketing and sales plan for the year, and also approach all other topics with the following structure – take each area and

- List your goals/targets for the year
- Now, break those goals into quarters
- Break them down again into months
- Break down your actions for this month into daily and weekly actions
- Put the actions in your radiance practices for the week/month or in your calendaring system

Consider joining the Women’s Business Leadership University program – a 12 month program that will help you build a list of dream clients and create consistent monthly income.

We will be combining the best of feminine and masculine business strategies to create outstanding monetary results without burning out!

Write to Leela at leela@leelasomaya.com, if you are interested in learning more about the program.

Or, click here to set up a 30 minute Business Sabotage Breakthrough Session with Leela and to discuss whether this program is a good fit for you:

<https://www.timetrade.com/book/MXMPL>

Your Mission Map Post-Questionnaire

How did you do? Please take the quiz again and compare the results to the first time you took the course. I'd love to hear how you did!

Rate how much you agree with each statement on a scale of 1(low) to 10 (high). 1 is "Do not agree," and 10 is "Agree very much."

_____ I am clear on my divine right client and ideal niche.

_____ I am very clear on who I am here to serve, the problem I solve, and how I help them with that problem.

_____ I know that I am the person to help my divine right clients.

_____ I have accountability and support in place to reach my business goals each week.

_____ I know how to magnetize my divine right clients.

_____ I believe I deserve money and I know how to attract it in ways that feel aligned.

_____ I have a clear plan for how to increase my income in my business.

_____ I know how to leverage time in my business so I have time to work and play.

_____ I always know what to do next in my business because I follow my Spiritual Guidance and my business savvy.

_____ I am patient in my business because I know that developing a soul-full business can take time.

_____ I'm willing to move forward in my business even when I feel afraid and unsure because I know this is normal.

_____ I don't give up, even in the face of perceived failure.

_____ I pay attention to all the money that comes into my business and goes out of my business.