

THE DIGITAL BUSINESS STRATEGY

Your guide to building a profitable business



checklist



How to **USE** *this Checklist*

IT'S TIME TO TAKE YOUR BUSINESS TO NEW HEIGHTS BY DESIGNING IT AROUND YOUR LIFE! THIS CHECKLIST WILL BE YOUR 1ST STEP TO CREATING A BUSINESS STRATEGY THAT MAKES \$\$\$, MAKES SENSE, IS SCALABLE, & GIVES YOU THE TIME & **FINANCIAL FREEDOM YOU *DESERVE!***

EACH SECTION INCLUDES IMPORTANT PILLARS TO HELP YOU THOUGHTFULLY DESIGN A BUSINESS, BRAND, AND STRATEGY THAT FITS WITHIN THE BOUNDARIES YOU ESTABLISH.

Roadmap

1

VISUALIZE YOUR DREAM BUSINESS

HOW MUCH DO YOU WANT TO MAKE WITHIN IN YOUR BUSINESS? (NO AMOUNT IS UNATTAINABLE) THIS WILL HELP YOU DETERMINE THE BEST BUSINESS MODEL TO GET YOUR THERE?

WHAT ARE YOUR NON NEGOTIABLE BOUNDARIES (IE. SACRIFICING WEEKENDS WITH MY FAMILY IS NON NEGOTIABLE). KNOWING WHAT YOU'RE NOT WILLING TO SACRAFICE WILL ENSURE YOU BUILD A BUSINESS THAT IS ALIGNED WITH WHAT MATTERS MOST.

2

ANSWER EACH QUESTION ON PAGE 4 - 5

THESE QUESTIONS WILL GUIDE YOU TO CREATE A VISUAL MOCKUP OF YOUR BUSINESS. TAKE TIME TO THOROUGHLY THINK THROUGH EACH QUESTION WITH YOUR TEAM (OR ON YOUR OWN). THE ANSWERS WILL THEN BE USED TO CREATE ONE OF THE MOST IMPORTANT DOCUMENTS OF YOUR BUSINESS - YOUR STRATEGY

3

DRAFT YOUR BUSINESS STRATEGY

IN ORDER TO SYNCHRONIZE WITH YOUR TEAM AND PARTNERS, EVERYONE NEEDS TO BE ON THE SAME PAGE. THE BUSINESS STRATEGY TEMPLATE IS A LIVING DOCUMENT THAT SHOULD BE USED, SHARED, AND REVISITED OFTEN AMONGST YOUR ENTIRE TEAM. KEEP AN EYE OUT FOR THIS FREE TEMPLATE VIA EMAIL.

BUSINESS CONCEPT + RESEARCH

- ☐ What problem does your business solve?
- ☐ Who is your target market?
- ☐ What makes your business unique?
- ☐ Who are your competitors?
- ☐ What are the current trends in your industry?
- ☐ What are the gaps in this market and how will you bridge them?

PRODUCT/ SERVICE DEVELOPMENT + PRICING

- ☐ What product or service will you offer?
- ☐ How will you price your service or product?

UNIQUE VALUE PROPOSITION

- ☐ What makes your product/ service unique & valuable?
- ☐ What benefit(s) will your customers get from your product/ service?
- ☐ Why should they choose YOU over the competition?
- ☐ What are known buyer objections & how will you counter them?

BRAND DEVELOPMENT

- ☐ What is your brand aesthetic (eg. luxury, laid back, sporty, professional, etc)?
- ☐ What is your brand's voice and tone?
- ☐ Define your brand font(s) and color(s),
- ☐ Create your brand logos and logo usage rules. [BRAND PLUG](#) 🐼

MESSAGING

- ☐ What is the core message you want to convey to your audience?
- ☐ How will you communicate these messages across different platforms? (See Messaging Matrix)

WEBSITE & ONLINE PRESENCE

- ☐ Will you sell through your own website, via an online marketplace, or both?
- ☐ Create a professional website (website plug on next page)
- ☐ Set up profiles on relevant social media platforms (eg. Facebook, Instagram, TikTok, LinkedIn)

MARKETING PLAN

- ☐ How will you drive leads and attract new customers/ clients?
- ☐ What additional marketing channels will you use (eg. Email, SEO, Ads)
- ☐ What social media platforms do your target audience use?
- ☐ Create a high converting content strategy

GOAL PROJECTIONS

- ☐ What are your 1st year business goals (including your take home goal (eg. I want to take home 20,000 a month)
- ☐ Calculate the projected revenue & expenses needed to achieve your goal

DEEP DIVE: WEBSITE

- ☐ What information and features will your website include?
- ☐ How will you ensure your website is user-friendly and optimized for search engines?
- ☐ Create a profitable website flow that does not confuse visitors (where are you sending leads and why)

DEEP DIVE: LEGAL & COMPLIANCE

- ☐ What are the legal requirements for your industry and state?
- ☐ Do you need a trademark?

[TRADEMARK PLUG](#) 🐿️

DEEP DIVE: OPS AND LOGISTICS

- ☐ Outline how your business will operate on a day-to-day basis.
- ☐ Create your key workflows
- ☐ Document key processes
- ☐ What tech and tools will you use (My favorites are listed here)

DEEP DIVE: FINANCIAL PLANNING

- ☐ Create a budget to track expenses and startup cost.
- ☐ Set up accounting and bookkeeping - I recommend [QuickBooks](#) 🐿️
- ☐ Set up invoices and payments - I recommend [Stripe](#) 🐿️

DEEP DIVE: PRODUCT OR SERVICE LAUNCH PLAN

To ensure you have a successful launch, you need to pre-plan the following tasks:

- ☐ Key Project Dates (start/end date, cart open date, cart close dates, dates ads go live, etc.)
- ☐ Target Go Live Date
- ☐ What is the objective for this project (make sure it connects to your business strategy)
- ☐ Pre-launch Tasks, Launch Efforts, Post Launch Efforts (More on this in my free Webinar)
- ☐ What metrics or Key Performance Indicators (KPI's) will you use to track success (eg. conversion rate, open rate, click through rates, etc).
- ☐ Create your email marketing schedule and draft all emails
- ☐ Gather & incorporate customer feedback to build credibility & trust amongst your audience.

DEEP DIVE: 10X STRATEGY

- ☐ What new markets can you expand into?
- ☐ What do you need in order to grow successfully (eg. a larger team, automated processes, are your current systems scalable)
- ☐ How can you reach a larger audience (hint: the answer is Ads :)
- ☐ [AD PLUG](#) 🐿️

Next steps

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1

CREATE YOUR BUSINESS STRATEGY USING OUR TEMPLATE

LOOKOUT FOR THE BUSINESS STRATEGY TEMPLATE VIA EMAIL. THIS IS WHERE YOU'LL PLUG AND PLAY ALL OF YOUR ANSWERS FROM THE CHECKLIST INTO A LIVING DOCUMENT... (DON'T WORRY WE'LL SEND YOU YOUR TEMPLATE VIA EMAIL IN A FEW DAYS).

2

TUNE INTO THE FREE WEBINAR

DON'T WORRY, WE'LL SEND YOU THE DETAILS FOR THIS TOO)

3

JOIN US FOR PROJECT 1: SAINT THOMAS

JOIN MYSELF AND A HAND PICKED TRIBE OF MASTHERMIND WOMAN AS WE TRAVEL TO BEAUTIFUL SAINT THOMAS TO INTENTIONALLY CONNECT, EVOLVE, AND SCALE OUR BUSINESSES.

[JOIN THE WAITLIST HERE](#)