

Ignite YOUR BRAND

LEADERSHIP & BRAND STRATEGY
COACHING PROGRAM

MODULE 3 - WEEK 12

Growth Strategy: Implementation Roadmap



Welcome to week 12, your Growth Strategy! You've learned more about who you authentically are as a leader, uncovered your values and guiding principles, and why your business exists. You've interviewed customers and examined your competition. You are embodying your unique brand and the impact it makes for your customers and the world.

Now it's time to decide how you will continue implementing all that you've learned so you can continue growing in a way that's aligned to you goals. This week, you will examine your Growth Strategy.

- Lesson 1: Your Opportunities
- Lesson 2: A look back on Customers
- Lesson 3: Your Personal Strategy
- Lesson 4: Business Growth Strategy
- Lesson 5: Your Commitments

Amber

WHAT I'VE LEARNED

Consider how you have grown in the last 12 weeks through this program:

My biggest A-Ha or takeaway from my experience in Ignite Your Brand:

WHERE MY OPPORTUNITIES ARE

Review these areas and rate your confidence to help you identify where your next growth opportunities are...

1-3: Lacking confidence, desire support, may still have a block

4-6: Making strides, I'm gaining clarity, still have work to do, still need support

7-9: Feeling good, making progress. May still like support to help me stay high vibe + committed

10: I am in total alignment, I have full confidence, I know what to do, and am fully supported going forward.

I have clarity about the core things I desire in my life and I am taking action to prioritize them

I understand where my deep driving force comes from that inspires me to do the work that I do

I am clear about why my business matters

I understand the transformation my business provides for customers

I understand how to have a sales conversation that helps clients open up to their own desires and discomforts and see what's possible for themselves/their business

I have the confidence to speak about my services and offerings in a way that feels authentic

I know how to establish a goal and then map out action steps to achieve it

I track how the money comes in and out of my business

I am happy with the money being generated through my business

I am happy with my work-life flow

I have a vision for where I'm headed as a leader and as a brand

I know what I need to do in the next 6 months - 1 year to achieve my 1-year vision

I am 100% committed to taking consistent action on the steps necessary to achieve my 1-year vision

WHO YOU ARE ATTRACTING?

Who is the ideal client you are attracting? Describe everything you know about them

What are their desires?

What are their discomforts?

What are their barriers (or perceived barriers) to buying your product/service?

WHAT THEY ARE BUYING?

What is the emotional thing that your customer is buying? Remember your **transformation bubble**.... (a pet owner doesn't buy dog food, they buy the feeling that they get from feeding a high-quality brand. For home repair, you aren't selling the carpeting/flooring, you are selling someone the feeling of no longer being embarrassed by the condition of their home.)

What is your customer really buying?

LESSON 3: YOUR PERSONAL STRATEGY

MAPPING YOUR STRATEGY: CURRENT ASSESSMENT

What biggest issues/challenges have you overcome/accomplished in the last 6 months?

What steps happened in order to make that possible?

What do your weeks look like now?

How much energy/time do you dedicate to accomplishing your strategic goals?

Are you maximizing your energy flow in your business (if you are more creative in the mornings, have you shifted things to do your creative work in the mornings, etc)

What are your current revenue streams?

Which services/products have the biggest opportunity for growth?

Which services/products are most profitable?

Where are you leaving money on the table? Are you under-charging in any areas?

Are you NOT charging for things that can be charged for? If so, why? (be aware, is there a self-limiting belief here to be called out?)

One year from now, what role do you see yourself in?

Where are you currently spending your time?

- Sales:
- Lead Generation:
- Learning/Personal Development:
- Networking (in what ways):
- Processes/Systems:
- Delivering Services:
- Bookkeeping:
- Invoicing:
- Organizing my space:
- Training a team:
- Marketing:
- Building my brand (creating content, building strategic partnerships, pitching yourself, etc.):
- Other:

What is the biggest issue/problem/challenge in your business right now? *(Are you lacking visibility? Is your customer list too small? Not doing enough sales-oriented tasks? Not clear on the transformation you provide? Are people not paying your asking price?)*

What is causing that issue/problem/challenge? What about your mindset, actions, or inaction is contributing to that problem?

What within your control can be done to address those problems? (remember, you are a resilient problem-solver, you can do this)

What actionable steps are you committing to, to solve that problem?

What will it make available to you when you overcome that biggest issue/problem/challenge?

Look at where you are spending your time, are you spending too much time in areas that aren't growing the business?

Where are you wasting time?

What needs to happen to change that?

Where can you continue to grow and improve?

MAPPING YOUR STRATEGY: FUTURE STATE ASSESSMENT

BIG VISION: Look ahead to 12 months from now. What does your week consist of:

What are the revenue streams that you will be focusing on?

What services/products do you need to start or drop in the next 6 months to help you achieve your 1 year vision?

What are your priorities from now for the next 6 months to accomplish the big vision above?

What team and resources do you have in place/what pieces are outsourced? (team/resources can include your network, CPA, coach, contractors, assistant, etc)

WHAT'S YOUR GROWTH STRATEGY?

Growing in your Existing Market (market penetration) through New Customer Acquisition: selling more to new customers within the current market you are already in.

More sales among Existing Customer Base: selling higher dollar or more products and services to existing customers.

Product Expansion/Development: selling new/expanded products within your existing market.

Market Expansion: expanding into new markets, either a new target audience or new areas geographically, or into new areas where your prospective customers are.

Diversification: selling new products to new markets.

Acquisition of Other Companies - acquiring other companies to expand your operations.

Or make your own (maybe your goal isn't to "grow" by adding more sales but it's something else:

My Growth Strategy is:

NOW LOOK AT YOUR REVENUE STREAMS THAT SUPPORT YOUR GROWTH STRATEGY...

REVENUE STREAM #1:



How much of your time does it require?

How risky is it?

What steps need to start now to make this profitable in 6 months?

How much investment (marketing/other) is needed?

What additional training/coaching is needed to support you through how to do this?

What strategic partners/alliances are needed?

REVENUE STREAM #2:



How much of your time does it require?

How risky is it?

What steps need to start now to make this profitable in 6 months?

How much investment (marketing/other) is needed?

What additional training/coaching is needed to support you through how to do this?

What strategic partners/alliances are needed?

REVENUE STREAM #3:



How much of your time does it require?

How risky is it?

What steps need to start now to make this profitable in 6 months?

How much investment (marketing/other) is needed?

What additional training/coaching is needed to support you through how to do this?

What strategic partners/alliances are needed?

Congratulations! You created the time and space to define your brand – to align to your why, understand what drives you and why your work matters, you interviewed customers, and researched competitors. You did all of this to become more greatly aligned internally so everything can show up authentically externally into the market. You've done a lot of the deep internal brand building work that truly matters and will help you grow a business that is not only profitable, but most importantly, aligned to your purpose.

My biggest/most profound takeaway has been:

Something important I learned about myself is:

Something I'm leaving behind that no longer serves me:

Areas where I still desire support/guidance:

Something I'm really proud of that I'm celebrating is:

WHAT ARE YOU COMMITTED TO?

Write your commitments going forward: