

# DESIGN YOUR BUSINESS BLUEPRINT

## Day 1

### Module 1. Power Up Your Vision

Establishing clearly where you are in your business and life and where you want to be is essential to crafting your flexible blueprint; participants will define their priorities, goals, and ideal lifestyle so that they can design their business to serve and support that vision.

#### Questions Answered:

- 1) Where am I going? . . . Clarity on your business purpose and life passion.
- 2) What will success look like for me? . . . Exciting vision of what you want to accomplish.
- 3) What are the first steps I need to take to get there? . . .

### Module 2. Portfolio of Talents & Gifts

Creatives are typically multi-talented and need to inventory their talents, skills, experience, and education to focus on what services they most want to deliver instead of everything they can. When you build your business around your Zone of Genius instead of just your Zone of Excellence, flow happens and fortune follows. (Borrowing zones from Gay Hendricks and “The Big Leap.”)

#### Questions Answered:

- 1) What are my talents and gifts? . . .Uncover the brilliance in your blindspot.
- 2) What do I love to be active in the most? . . . Define Your Zone of Genius, when you are in flow.
- 3) How can I build a business on my values? . . .Understand your core values to create alignment.

### Module 3. Pick Your Ideal Client

Yes, you get to choose who you want to work with. Whether you’ve been in business for a while or are just starting out, you’ll learn the shortcuts to identifying you ideal client and the importance of standing out in a crowded market and rising head and shoulders above your competition because you know who you are a best fit for.

#### Questions Answered:

- 1) Who do I most enjoy working with? . . . Make more money by working with clients you love.
- 2) What is my ideal client’s lifestyle? . . . Reveal your ideal client’s pillow talk to uncover your profits.
- 3) Where does my ideal client hangout? . . .Know where to find your ideal client online and offline.

**BONUS Ebook DOWNLOAD:** *Defining Your Ideal Target Market*

### Module 4. Package Your Services

Working hourly is trading time for dollars, it is critical that you develop enticing packages for your clients that deliver high value and higher reward. Secondary benefit is that your packages can be stair stepped, to generate lifetime clients and endless referrals.

#### Questions Answered:

- 1) How can I make more with less effort? . . . Master the art of leveraging your talents for maximum ROI.

- 2) How can I design my day (maintain my creative flexibility)? . . . Establish control of your calendar by leading your client's success.
- 3) Do I need to hire staff? . . . Learn how to be as large or small as your client needs you to be, while minimizing unnecessary overhead expenses.

## **Day 2**

### **Module 1. Pricing for Profit**

Pricing is not about what you think your client can pay, but is based on a percentage of the transformation your services provide; included will be pricing details and how to add value bonuses to tip the scales when needed and avoid discounting which impairs value.

#### **Questions Answered:**

- 1) What are my services worth? . . . Define your value clearly once and for all.
- 2) How do I charge what I'm worth? . . . Boost your confidence and claim your self-worth.
- 3) Can I compete on price? . . . Avoid price comparisons to competitors by establishing unique value.

**BONUS Ebook Download:** 15 Simple Word Choice Secrets to Skyrocket Your Profits

### **Module 2. Points of Connection: The Cornerstone to Turning Prospects Into Clients**

Mastery of the C.R.E.A.T.E.™ formula as foundation for promotion of services (Connect, Relate, Educate, Act, Touch, Engage) that yields profitable results and segues to education on best networking practices online and offline.

#### **Questions Answered:**

- 1) How do I create an effective follow up system that keeps potential clients interested? . . . Build your sales with creative, unforgettable follow up that never falls flat.
- 2) How do I turn them from a prospect into a client? . . . Get the relationship building skills to turn curiosity into cash.
- 3) How do I create loyalty and lifetime clients? . . . Learn to pay it forward and become the Go-To-Expert in your niche to create lifetime clients.

### **Module 3. Promotion Offline**

Knowing where to go to find your ideal client (pulling from Day 1 Module 3), crafting a solid conversation opener (ditch the pitch), mastering the art of creative follow up and positioning yourself as the "GoTo" Resource in your field will all be included. Role playing planned.

#### **Questions Answered:**

- 1) Where do I network in real time? . . . Identify the best places in your market to meet potential clients.
- 2) What do I say when I'm networking to capture potential clients? . . . Lead prospects easily into follow up conversation that leads to referrals or revenue based relationship.
- 3) If I hate to sell and networking isn't my thing, what can I do? . . . Secure the skill to educate, never sell, your client into the best decision for them, no matter where you meet.

**BONUS Ebook Download:** 7 Surefire Steps to Marketing that Make You Money

#### **Module 4. Promotion Online**

Introduction to the basics of sound social media practices and how to select the best network for your specific clientele (all is not the answer), creating a “Routine of Impact” and “Campaign of Confidence” will be included.

##### **Questions Answered:**

- 1) How can I use social media effectively without wasting tons of time? . . . Leverage the power of social media so you can stop wasting time and connect with your clients.
- 2) What if I’m not a good writer or can’t create my own content? . . . Master curating expert content instead of creating original and still capturing the attention of your prospective clients.
- 3) Can I just use one of those systems that shares all my content on every network? . . . Learn the nuances of each social network and how to make them work for you.

**BONUS Ebook Download:** *Mastering Social Media: Secrets Every Small Business Owner Must Know*

#### **Day 3**

##### **Module 1. Proving Your Brilliance**

Education and discussion of the 21 key formats available for content sharing and the simple way multiple formats can be leveraged both cost and time effectively with strategic repurposing allowing you to be seen and heard more widely across the web.

##### **Questions Answered:**

- 1) Do I have to create new content for every network? . . . Increase your visibility by repurposing your content quickly in multiple formats online.
- 2) How do I know which formats are right for me? . . . Strategically select the best formats for your work and your ideal clients to save time and effort.
- 3) Can I use content and images I already have on hand? . . . Benefit from work you’ve already created with convenient repurposing for new impact and to boost your credibility.

##### **Module 2. Performing Your Services with Ease and Grace**

Structure is critical in providing consistently high service to clients and while taking time at the start of business will save time and angst as business grows. Here, we’ll explore the simple and effective ways structure can be established and leveraged for business growth.

##### **Questions Answered:**

- 1) Do I need to provide a letter of agreement or contract with my services? . . . Establish a clear scope of services and deliverables with a letter of agreement to protect you and your client.
- 2) What do I need to know before diving in with any new client? . . . Create a client intake that allows you to get the inside scoop on your clients expectations, needs, and wants.
- 3) How can I truly set myself, and my client, up for a successful relationship? . . . Outline expected client behavior and deliverables with deadlines to maintain project control.

**BONUS, Agreement Download (intended as example only, no legal recommendations made)**

### **Module 3. Providing Extreme Client Care**

Client care is one of the cornerstones of a successful business and can't be left to chance. There are specific systems to put in place to ensure your client feels cared for from the first touch to when they take a break in services (never leaving you.)

#### **Questions Answered:**

- 1) How do I determine my client's innermost needs, relevant to our working relationship? . . . Craft an inviting intake that excites your client about working with you.
- 2) What ways can I go the extra mile for my client? . . . Apply Blue Ocean Strategy to your client based on the industry competition.
- 3) How can I make my client's experience with me, truly unforgettable? . . . Build a semi-automatic follow up system that delivers value, fun, and personal touchstones keeping you top of mind.

### **Module 4. Producing Referrals for a Full Practice**

While referrals rock when they happen, creating a consistent system to ask for them in a way that starts with giving value is infinitely more reliable for a solid business practice.

#### **Questions Answered:**

- 1) Asking for referrals makes me uncomfortable, is there a formula? . . . Conquer your fear of referrals with a simple formula that makes it fun.
- 2) I forget to ask for referrals, can I go back later? . . . Never forget to ask for a referral again, it's part of your foolproof follow up system.
- 3) Do I have to work with a referral if they aren't a good fit? . . . Know how to refer a referral when they aren't a good fit for you.