



THE
Launchpad
DIY

MODULE NINE

Business Planning!

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Module Nine

Your Plan for Success

During The Launchpad DIY program you have been delving deep into the steps you need to take to get your business off the ground. You have explored and worked on..



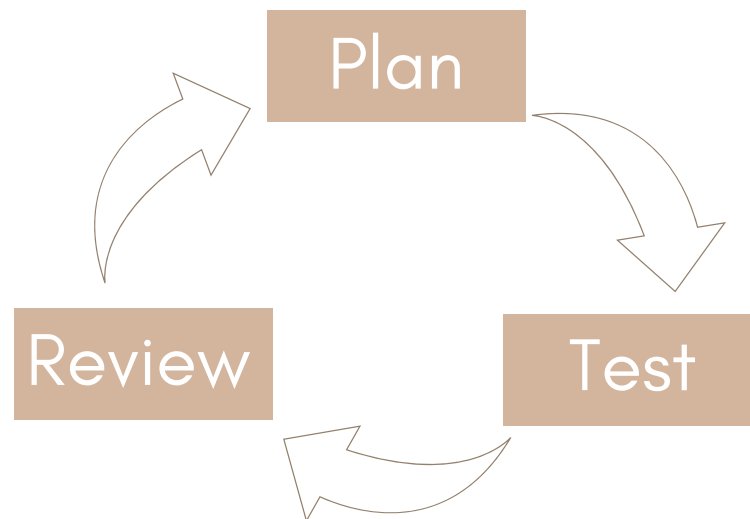
Your Money Mindset
Your Desire Statement
Your Personal Brand
Your Ideal Client
Your Message
Crafting Your Offer
Lead Generation
Sales

Each of these elements will help you build a strong and clear foundation for you to build your business upon. Now it's time to pull everything together and to add the final stage - Your Plan.

By planning, testing and reviewing your progress, goals and successes you will start to really understand how to design the right business for you.

There really isn't a one size fits all approach to business and as you take action and implement you will start to see where you can gain the right traction, put the best systems in place and build upon your successes.

Your business will naturally shape and develop as you go. You will make adjustments and changes as you learn more about yourself and your ideal clients needs. Keep things fluid and moving forwards. Plan, test and review!



Bringing it all together to build a solid foundation

It's important to remember how far you have come and the work that you have already put in place too shape your business. This groundwork will provide the solid foundation you need to build a successful and profitable business.

You have now

- Created your desire statement to declare and own your intentions.
- Thought about your beliefs, values and how you want to show up congruently in your business.
- Stepped into the shoes of your ideal client, building a picture of their life and perspective.
- Considered your ideal clients fears, frustrations, wants and aspirations.

- Got clear on your ideal clients motivation and driving forces, really understanding their pains and problems.
- Crafted a powerful message combining your why, understanding and solution to help your ideal client get to know, like and trust you.
- Thought about where to reach, connect and build relationships with your ideal clients.
- Put together an offer, service or solution that helps your ideal client achieve the outcome they really want and need.
- Discovered how to attract leads with copywriting, social proof and testimonials
- Mapped out a simple way to have conversations that convert into sales

Rinse and repeat!

So you have theory, a structure, and are now shaping and pulling it all together to suit your own business needs. But, the real magic and traction lives in the space of action and consistency. How will you put it all into practice? Think about your plan and how you will manage your time and energy. Keep your vision in mind but remember you are likely to amend, test and tweak as you go. Remember, rinse and repeat.

Keep on moving

Every insight, mistake, stretch or challenge will drive you forwards in your business. It's all about the application and movement! It takes commitment and consistency to get things off the ground. Your traction and engagement will build and grow as you consistently show up with your message. Pay attention to what appeals to your ideal client. What gets their attention, what do they respond to? Know that it won't happen overnight, but every effort you put in now will pay dividend in the future!



Set goals and be clear on what you want to achieve

You have gathered many of the essential ingredients to build the foundation of your business, but its super important that you actually use them to make some clear goals and take some massive action! What are you willing to do to put your business on the map? How can you motivate, inspire and challenge yourself to grow your business and raise your profile? What ideas do you already have? *More importantly how will you hold yourself accountable?*

Take a look at some of the ideas on page 4. These are all awesome ways to drive your business forwards and get clear on your focus. They will help you to work out your priorities and structure your business plan.

Building upon your foundation

Next steps - setting clear goals for your business. These could be...

- to put together engaging live classes, webinars or masterclasses that attract and build a following of ideal clients
- to deliver a super successful facebook challenge that creates a real buzz around your brand and business
- to put on or speak at a live event that sets you apart from the rest
- to write an ebook, create powerful copy or script videos that engage
- to launch a new programme with a super charged marketing campaign
- to set up a funnel for new leads and to build your audience easily
- to build in streamlined systems that make business automation a dream
- to create an authority marketing campaign to raise profile and boost your position as an expert



- to design, refine and build a signature programme or killer course
- to refine, develop and position your business brand, message and profile
- to leverage and upsell your existing products and services
- to land a joint venture or collaboration that opens up a new market



Remember, your business goals should be **SMART!** Make them **SPECIFIC, MEASURABLE, ACTIONABLE, RELEVANT AND TIME-BOUND.**

Check that they fit well within your overall business plan and that they feel right for you and your business.

Have a brainstorm on page 4. What SMART goals can you set for your business as you build upon your foundation?

AREA	SMART GOAL

It's time to make a plan!

Spend some time planning the next steps in your business. It will have so many benefits...

- Give you a clear picture of how you will grow your business and take it to the next level. What will you do and how will that work.
- Provide you with a clear vision and focus. You need to know where you are going and when you want to get there.
- Keep your business working for you, congruent with your beliefs and values
- Help you stay on track, while keeping the bigger picture in mind
- Provide a way to track your progress and measure your financial success
- Scope out the help, support and guidance you need to make it happen

Your next steps

Your CPD

Think about what practical support and structure you will need to move your business forwards. How will you stay accountable and adjust to life as a solopreneur? It will take consistent effort, dedication and commitment to go the distance.

How will you stay ahead and know what systems and processes to consider for automation? How will you get the strategic support and direction that you need to gain traction quickly? What skills do you need to develop and what parts of your business will you look to outsource?

Brainstorm below and consider your options.

Accountability

Peer support

Systems and processes

Developing your skills

Building a team/outourcing

Mentor





Need more support?

Email me at

denise@denisemortimer.com

I answer every single email!

Remember, just **rinse** and **repeat** everything you've learned,
these are powerful foundations!

