



BE STRATEGIC, BE INTENTIONAL
& Be Successful
WITH Michelle Smith



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"The Foundation"

- Successful Business Owner
- Mission & Vision
- Brand
- Business/Marketing Plan
- Systems & Processes
- Support Team
- Finances

I got this!
Working on
Need to do

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Do you build in time to work "on" your business? Yes No
 Do you take time to work on yourself? Yes No
 Do you look at the cost of your actions (& in actions)? Yes No

THINGS TO THINK ABOUT: _____

"The Stuff"

aka What You Do
& How You Do It

- Products & Services
- Messaging
- Packages
- Tools & Resources
- Places To Find You

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Need to do

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Are you doing the thing that makes your heart sing? Yes No
 How does work feel? Easy & Effortless Hard & A Struggle
 Are you working in your strength zone? Yes No

THINGS TO THINK ABOUT: _____

"Extras"

- Social Media
- PR
- Advertising
- Networking
- Website
- Blog
- Giveaways
- Newsletter

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Are you always trying the latest quick fix? Yes No
 Do people 'get' what you do? Yes No
 Do you focus on WIFT? Yes No

THINGS TO THINK ABOUT: _____

**SCHEDULE A COMPLIMENTARY
BUSINESS CLARITY CALL!**
www.zandbconsulting.com/schedule-a-call

We'll discuss the challenges you've identified today and ways you can break through them. Just one nugget you receive from the call can change your business & life forever!