

A book for the busy lifetime entrepreneur who's looking for the "next phase" of her business. You've got a million ideas and rarely enough time. And your current business is suffering for it. Let's stop that feeling of insanity so you can move forward with clarity today.

# Re Brand as ME

10 Steps to redesign your business



Loralee Hutton

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“You already know everything you need to know. You may simply need to re-member it.” ~ author unknown

*I encourage you to do exactly this. You already know the path and direction of your business. You already know the way. The purpose of this e-book is to help you remember what is truly important for you while creating the next version of your business.*

If you dream of freedom to work from anywhere like I do & want ideas on how to do this from a technical perspective, stay connected through my newsletter. I'm building a resource base I'd love to share with you.

*Go through this ebook at your own pace. Some people will complete a section each week, others can quickly see the answers and put together their plan in an afternoon. Your approach is perfect for you. I'll be sending little notes over the coming weeks. Write back to me so I can hear about your progress, and any challenges you're facing.*

With love and admiration

~ Lorelee Hutton

entrepreneur & dreamer

Find out more about me on the 2nd last page of this book.

“Take what resonates & leave the rest at the door.” ~ Patrick Cameron

# 10 Steps to re-design your business

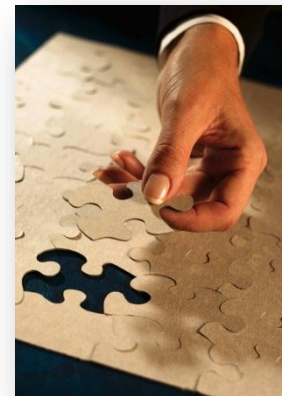
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If you've downloaded this book from my website, there's a good chance you've been running around feeling sort of insane. Full of ideas and really getting very little done. Your business is suffering and you desperately crave building something new and successful.

But this time it would be nice to build it on your terms, with the knowledge you've gained from being a seasoned entrepreneur.

I don't want you to have any surprises. So before getting started on the re-design of your business **set aside time** for the following:

- Time to **learn basic wordpress skills**
- Time to **create surveys** to collect data and analyze
- Time to create **opt-in offer** for your website (ebook, course, etc)
- Time to **look at Financial Data**
- Time to **look at google analytics**
- Time to design **new product offering** (or finish one of products you've already created)
- Time to pick **new colors, fonts, design** for your website
- Time to create **testimonials** and talk to current clients about changes
- Time to meet with your **advisory panel** at least once per week



**Action to take:** *Grab a notebook or binder and let's get started.*

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## Step 1 – Know your Primary Goal

Know the main reason for re-designing your business. Is it to create more freedom, money, fun in your life, flexibility to create new products and services or write a book? Some people may call this “life purpose”. There are many variations of this.

Just because it “makes sense” to build a bigger business and generate more income, doesn't mean it's what motivates you personally. Get in touch with your primary motivation, refine it if needed before moving forward to step 2.

You may want to do these exercises to help you bring clarity to your goals.

1. Visualize or paint a picture of how you'd like your life to be in 3-5 years. How do you feel? Write down the words
2. Write your ideal day/week
3. Think about 3 people you really admire (alive or dead) and write down a list of 10 qualities. Do you see a theme? These are usually also qualities you see in yourself, and will help you move toward your goal. Keep these words handy for other projects as you're moving forward.

The questions is not 'what do I want to do with my life?', but 'How do I want to feel in my life.' ~ Alex Baisley

[www.bigdreamprogram.com](http://www.bigdreamprogram.com)

### Action to Take:



1. Write about your ideal day/week and some theme words in your journal.
2. Save any new business ideas that pop up during this process in your binder or journal

### These resources helped me:

1. Janet Attwood - “Terrorism is in the mind.” The [passion test](#) is free, asks 7 questions and takes 3 minutes
2. The Work [www.thework.org](http://www.thework.org) – download worksheets. There is free help on this website with trained facilitators.

## Step 2 – Stop the Insanity

Get really clear on your current income streams, where you're making money & what areas you want to continue focusing on (marketing, sales, and customer service). In doing this, you'll be creating space to follow the remaining steps. STOP jumping from one business idea to the next and "Creating" projects everywhere, but completing nothing. Creation is fantastic, but right now you need to generate income & have time to focus on the one that will give you the most energy.

### Profit Clarity

Spend some time looking at your current income streams & the energy you spend on each of them. Let's find the fastest path to cash for the next few months while you're re-designing.

This is an example of an unbalanced ratio of work to income. But it's also reflective of a lot of small business owners who are trying to create something new, and haven't been able to focus on one.

Past 6 months:			Deliver Service/ Marketing / Research / Development	
Income from Jan-Jun 2011	Income	% of Total Income	Time last week	% of Time
Product 1 (less COGS Cost of Goods)	1500	14%	5	7%
Product 2 (less COGS - Cost of Goods)	800	7%	5	7%
Service 1	8000	73%	10	14%
Service 2	500	5%	15	21%
Other	200	2%	35	50%
Total	\$ 11,000	1	70	100%

**NOTE: If you have direct costs related to your services, subtract them from the total (these are Cost of Sales)**

After completing this exercise, decide which part of your current business you can focus on to bring in the most income to your business with ease. This will give you the flexibility and freedom to move on to create your next project.

If you're a coach, consultant or service provider you may want [to click here to review if you're charging the right rates for your business](#). This report also doubles as a basic "budget" document.

### Resources:

1. Profit Clarity worksheet
2. ["Are You charging Enough"](#) worksheet

### Create a place for your "to-do" lists

When we have so much on our mind (projects, current client loads, family obligations) it can seem like our work is never finished. I've found that clearing the mental clutter in my head by writing into the front several pages of my journal really helps.

When you're doing writing your list, put them into categories of "1 month, 3 months, 1 year, 3 years and 5 years. You'll be surprised how many things are on your "current to do list" that you'd really love to work on 3 years from now instead. Capture these thoughts and then start working towards the ones that should be done this month - first.

### These are some techniques that work for me:

- a. Use a notebook or journal that's with you all the time – set aside the first 10 pages as your "master list" and just free flow write everything that comes to mind.

## Re Brand as ME

- b. Use an online service like "teuxdeux.com" and separate the sections with 1 month, 3 months, 1 year, 3 years and 5 years.
- c. Enter them into your google calendar or Outlook and share them with your VA
- d. Use a program like [www.teamly.com](http://www.teamly.com). It helps you focus on the Top 5 priorities for today, this week, next week, month and quarter.

## Shut off your email

Not completely, but find some kind of solution that works for you while you're going through this transition. What's working well for me right now is this:

- I scan through my blackberry in the morning to see if there is anything that appears to be urgent, but I don't turn on email on my computer
- I get to work and leave my blackberry in the kitchen, and look at it only when I get up for a coffee/tea break or lunch.
- I spend an hour or so in the afternoon replying to email, and I try very hard to stick with the time limit and not lose focus
- I allow for free time with email and Facebook in the early evening
- I simply tell people I'm working on a project for the next 8 weeks. It's not forever and most people respect that you're focused. It even creates some curiosity.

Remember, you don't have to always be available by phone, email, text messages etc.

## Think of ways to "Trim the fat"

How can you reduce the number of activities you do? Look at your bank account, credit card statements, phone bills, etc. Do you have too many 'bells and whistles'? Even if you don't want to take the time to cancel these extra services now, add them to your master list and have a VA cancel them soon.



## Re Brand as ME

As you go about your business over the next month ask yourself which of these services are supporting you, and what you're paying for simply because you signed up for it 3 or 4 years ago.



**Action to take:** Pick one thing you can do today to help you focus. Begin to create a strategy and plan that fits with your lifestyle.

## Step 3 – Find your sweet spot

### Brainstorming

Consider brainstorming with post it notes all over your walls. 1 idea per note and group them together. (I won't go into details here, this one usually comes naturally)

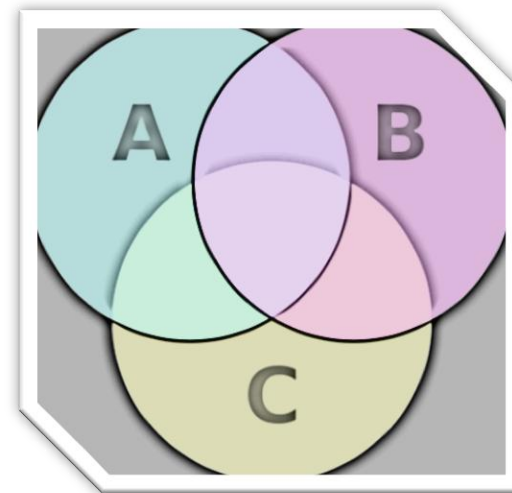
### Who you would best enjoy working with ~ Get Crystal Clear

Business writer Jim Collins—author of “Good to Great” and co-author of “Built to Last”—suggests that you ask yourself the following three questions:

1. What are you deeply passionate about? (Business & personal life)
2. What are you genetically encoded for — what activities do you feel just “made to do”? What do people ask for your advice about – provide (clue to your true gifts)
3. What makes economic sense — what can you make a living at? (Where can you make the most money?)

Where these 3 intersect is “The Sweet Spot” (Source).

You might also consider asking your ideal customer to answer some questions. Surveymonkey.com is a free resource you could use to help collect their responses.



## Ask friends and family for help

Only ask friends and family who will be respectful. This isn't meant to be an exercise where you walk away bruised and battered. Choose 2 or 3 people carefully and ask these questions.

### What are my Strengths?

1. What am I naturally good at?
2. What comes really easy to me?
3. What are the personal attributes, qualities and talents that are uniquely you, and people compliment you for?
4. What advice are people always coming to me for?
5. What do you love doing so much that you lose track of time?

### What are your "Weaknesses"?

You may not be able to see as clearly for yourself, but your friends will hear you complaining about things repeatedly. Your "weaknesses" will be in that area.

*"design experiences for people"*  
~ Alex Baisley  
[www.bigdreamprogram.com](http://www.bigdreamprogram.com)

1. What frustrates you so much that you dread having to tackle it?
2. What activity can you do but you struggle when you're completing it. It doesn't come easy, and you feel awkward when you are doing it?
3. When asked to do a certain activity, is there extra tension in your shoulders or tightness in your stomach? (signs from your body that this is something you don't want to do)

Really think about this, and ask friends and family about your strengths and weaknesses... What is it I'm complaining about doing?

### Ideal Customer Profile

As a seasoned entrepreneur you've exercises like this before in your business. Answer the basic questions about demographics and psychographics for the ideal customer (from the sweet spot exercise). Then go a little deeper by imagining him or her going throughout a typical day. What is he/she thinking about in the grocery store, or while doing laundry, or talking to her colleagues at work. What is her mindset? When you're done this you'll have a much clearer idea of how your product or service can help her. It will also be much simpler to write newsletters and structure any communication.

### Your personal Story

Often during the redesign process people find themselves wanting to help others who they can empathize with. Maybe they've been in a similar situation in the recent past and want to help. Take the time to write your personal story. Why do you want to help this ideal customer? What motivates you? What are your unique traits and qualities? It's this uniqueness that will draw your ideal customer to you. Don't hide them or be embarrassed. It will inevitably build a stronger relationship with your customers, who will ultimately become your community or "tribe". (See Seth Godins' book "Tribe")

Action to take:

1. Ask friends and family for feedback
2. Complete the 'sweet spot' exercise and think about it for a week or more.
3. Know your story

### **Step 4 – Run it past your Advisory Board**

You'll have plenty of ideas, and not all of them will be the right one. This is a good time to have an advisory board you can count on to help you flesh out the good from the bad. Call on your friends who know you well, but you'll also need to get advice from business owners. Reach out to people in a similar situation and ask if you can take turns bouncing ideas off each other for a few weeks.

Ask yourself these questions:

1. Does this new plan allow creativity
2. Does it offer opportunities for celebration
3. Will you have enough down time?

Don't create another JOB for yourself. This is your opportunity to create your DREAM business

Now that we've thought about this from a practical perspective, let's change!

Is there anything you're holding back? Is this really the biggest dream version you'd like to create? In the first version of my re-design I thought a lot smaller than this. A good mentor asked me a few questions that started a percolation. A few days later I saw the light. I may in fact still be thinking too small. Check in with yourself. What would it look like to live full out?

#### **Action Items:**

1. Ask for help creating an advisory board
2. Design your signature talk – exercise

## Step 5 – Communication Strategy

How will you communicate with your customers and potential customers?

Get clear on your methods and then pick 2 or 3 only. That's it for now. It's okay to have a huge marketing strategy later (if needed), but for now pick 2 or 3 maximum. I.e. Write articles and set up a new facebook like page (from this you can create blog content or newsletters. It's okay to repurpose this content).

***There are really 3 ways to communicate that I highly recommend.***

1. Regular email updates (newsletter, quick tips or news)
2. Website with blog (this can be easy, although sometimes we make it complex)
3. Pick up the phone

### Your Newsletter

Don't feel overwhelmed by the idea of having to do everything. It can be very simple.

1. Write a list of topics/headings that will answer "your ideal clients" problems
2. Plot these topics into an editorial calendar (like the one I've included in the resource section) – This really helps you to see holidays and opportunities to promote in advance. Some people copy this calendar into their Google Calendars.
3. Plot out the products or services you'd like to promote in each newsletter
4. Include a section that talks about you (ie. "This is where I'll be this month")
5. Re-use the content from your newsletter in your blog.

### Your website

Outsource your new website design but also learn the basics of wordpress so you can update it with new content regularly. Take back control of your website & the time you spend online. But you don't need to learn everything about WordPress – it can be time consuming)

One more thing about websites. Please don't spend too much money at this phase on logo and website design. There's a good chance you'll be making changes again soon & the flexibility of a program like Wordpress will allow you to make complete theme changes quickly and very inexpensively. I've seen basic wordpress websites set up from as little as \$100 - \$2000.

### Let your current clients know about the changes

- Ask them for testimonials (suggested format available in resources section)
- Ask them for referrals
- Promise them a signed copy of your book as a thank you for their loyalty (or something else after you've launched the new business)

### Repurpose your content

- An article can become a blog post, can be read out loud & downloaded as an MP3, turned into a video, spoken into a video, posted to youtube and linked through twitter and facebook, broken down into a tiny 7 part e course, grouped together with other similar articles to become a brand new product. Or print out to hand out at presentations, add action steps in a handout, turn into a brochure for a tradeshow, add content to your membership site, tack it up on a community board with your contact information.

### Resources:

1. Testimonials that work
2. Editorial Calendar

**\*\*\*CHECK IN\*\*\*** How are you doing financially? Are you on track? You're probably 3 weeks into this plan by now. Are you still focusing on your highest profit margin projects?

It's easy to get off track –sometimes when we're making big life changes health issues & family problems flare up.

### Step 6 – What is your exit Strategy?

You may have thought this through when you created the business you're currently in, but maybe it's fallen through the cracks. This time let's build a solid exit strategy. Think this through carefully and then build your entire business keeping this concept in mind.

- Will it continue to fit in with your life goals?
- Do you want to create this business and sell it?
- Is this a business you'll want to stay with until you retire?
- Will it allow room for you to maintain your creativity? (Don't build another JOB for yourself without also leaving plenty of room for you to expand and grow personally)

#### **Action items:**

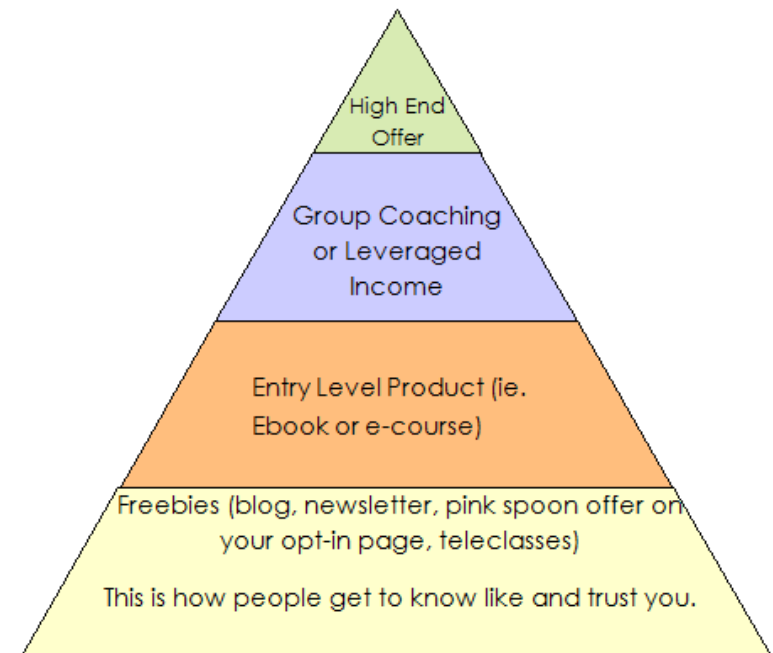
Write your unique plan in your journal or binder



## Step 7 – Start building your Money Pyramid

This concept has been taught by many different people, and it's very similar to a Sales Funnel. See an example below:

1. High end offer
2. Premium coaching or similar offer
3. Group coaching or Leveraged Income
4. Entry Level product
5. Freebies



### Resources:

1. Quick Cash Flow Ideas
2. Sustainable Revenue / income projects
3. JV Partners "how to"

### Action to take:

- Create your own money pyramid. You can access a template on my resources page, or draw your own.
- Use my "quick cash flow" ideas report to inspire you & create a plan for your business

## Step 8 – Create your Support Team

Some people call this a Dream Team. It probably doesn't matter 'what' you call them, but it's important to create the support team you dreamed of having in your first business. Build it into your budget in this business so you can create the proper financial structure and foundation for your business.

### **Some of these will be part of your overhead costs**

A Virtual Assistant (or VA) or a Bookkeeper is an overhead expense that won't fluctuate directly based on the amount of money your business generates. Her fees will be determined based on the volume of your work/hours, and will be relatively consistent regardless of sales volume. However, if they charge less than your hourly rate and you don't enjoy the work, then it's a solid business decision to include these people in your support team.

### **Some of these will be Cost of Sales or Cost of Goods Sold**

A subcontractor is part of your COGS (Cost of Goods Sold, or Cost of Sales). When they complete their work, your sales increase. And your Gross Margin (or Profit Margin) is the amount of Sales, less the COGS from their contract work. These costs are incremental based on your sales volume. You'll also need to factor in shipping costs, and the costs of creating product.

Include all of these categories:

- Admin support
- Team members who can provide a similar service to the one you provide
- Professional Team (Accountant, Lawyers, Trademark Licensor, Bookkeeper, Insurance agent, etc)
- Business Coach
- Advisory Team, Mastermind, etc

### Training and Seminars:

List the seminars you would like to attend this year, and the coming years:

Categories:

- Specific to my trade
- Personal Development
- Events where my potential customers will be
- Personal interests

### Action to Take:

- Create a list of Seminars you'll attend - consider the Return on Investment (ROI)
- Create a list of support people you want to have on your team now, and as you grow.
- Consider what documents, forms and systems you can start putting in place now to make it easier to hand jobs off to your support team as times goes on.

### Resources:

1. Virtual Assistant lists
2. 100 ways to delegate your projects

## Step 9 – Celebrate and Have FUN

Build a FUN plan into your business.

- How will you celebrate BIG?
- This can coordinate with marketing – invite your clients
- Take time away to enjoy life in different ways

### Action to take:

Check in regularly to see that your business is still fun and rewarding

### **Step 10 – Create something new**

During this entire process you've been coming up with new ideas and keeping them in a separate section of your binder, or in a folder on your computer. Congratulations. Keep doing this. It's important to honour your ideas, yet not be completely distracted by them. Scan through some of them now and see the common themes? When you're ready, start this process again and build your next dream business.

Enjoy!

## About Lorelee

My name is Lorelee Hutton and I'm passionate about helping small business owners feel confident about what they're doing in business. Sometimes we work together on accounting and financial software (like QuickBooks) and other times it's related to general operations of their business. Lots of times as entrepreneurs we get stopped in our tracks when there's a software or website issue. I love to help with these 'techy' things, and so much more.

Having a good friend in business to talk to about things can often unravel what seems like a mystery. That missing piece of the puzzle.

I started my business career in the hospitality industry, then working as the general accountant for Intuit Canada in the corporate world (in a software company prior to the dotcom crash) and I've worked 1 on 1 with hundreds of small business owners. I have big passion for travel experiences.

**Follow me on Facebook at** <http://www.facebook.com/pages/Lorelee-Hutton>

**Twitter** <http://twitter.com/loraleehutton>

**Email:** [Lorelee@red2black.ca](mailto:Lorelee@red2black.ca)

## *You're Invited to "business planning on the beach"*

If you've enjoyed this process and you would benefit from taking time away from your busy life to create a sustainable business. If you crave the feedback of your peers. If you enjoy working with other people who can collaborate with you, brainstorm and help you move to higher level. You may want to consider joining us on the beach for a week of exactly this.

You'll be encouraged to:

- Spend time throughout the day with your journal (on the beach if you'd like) writing and reflecting and creating
- Spend time with the group in collaboration. Listening to others ideas about their business and supporting them with feedback, and then experience them supporting you in your dreams as well
- Create a sustainable, solid financial plan for your business
- Have fun, and build it into your business long term
- Connect with the real you ~ maybe start that book you've been wanting to start



Remember that you already know everything you need to know to launch your next business. You don't need to attend another seminar or workshop. If the only thing holding you back is the distraction of your day to day life, then this is the environment for you. There is a simple application process to ensure we have the right fit for this group. You'll find it here at [www.loraleehutton.com](http://www.loraleehutton.com)

*Loralee*