



How to build a sustainable, organically, audacious business you thrive ON?

9 Key questions to answer to build a rock solid foundation to build your empire upon.

1. What is the problem you are solving?

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2. What is the solution?

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3. Who is your ideal client? (Do the client assessment to get a better understanding of your ICA)

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4. What is the VALUE proposition?

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**DEFINITION of 'Value Proposition'** A business or marketing statement that summarizes why a consumer should buy a product or use a service. This statement should convince a potential consumer that one particular product or service will add more **value** or better solve a problem than other similar offerings.

In simplest terms is a **positioning statement that conveys what benefits you provide for whom and how you do it so uniquely well**. It describes your target buyer, problem you solve, and why you are the best maven for the job over other alternatives and competitors.

Let's simplify:

a) Define the problem you solve.

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b) Evaluate whether product/service is an awe inspiring breath-through and compelling enough to buy?

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c) Measure the gain and pain for your customers and clients. What will they gain from working with you and how much pain will it cost them to move forward with you or STAY where they are?

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d) Building your value proposition:

This is not my format: It's standardized in business for creating a value proposition.

For (target customers)

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· Who are dissatisfied with (the other alternatives/competitors)

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· Our product is a (new product/service)

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· That provides (key problem-solving capabilities)

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· Unlike (the product/service of alternatives).

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**\*\*ONE last little but HUGE key factor that I don't want you to underestimate, YOU!**

What do you bring to your business that is UNLIKE the alternatives?

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How can you deliver your service or product that is UNIQUELY you?

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What kind of a disruptive biz model can you be?

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Remember YOU are the very CORE of your business. Stay in your zone of genius, don't second guess your gut and put all that unique energy out there to the world!

5. What channel(s) or path(s) are you utilizing to find your ideal customers?

List 3 paths that you will utilize to be your PRIMARY source to market to your ideal clients.

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_

6. What's your cost structure?

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A method to determine how much it will cost a company to create/manufacture a product/service and how much profit will be recognized from creating the product.

Simply put: How much money do you need to make in order to run your business? Break even? Turn a profit?

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7. What are your revenue streams? And what are their product pricing tiers?

If you are a service based business, do you have multiple ways that your clients can sign up to work with you?

Three tier pricing platforms are a fabulous way to ensure that you are able to meet the demands of your clients at all levels, that they can afford.

Why have multiple revenue streams?

Sometimes we get into a lull. Business slows down. Just because one pipeline dries up, doesn't mean you need to struggle for money. Having multiple streams of income allows you the luxury, freedom and peace of mind to know that you are NOT going to starve just because one sales funnels slows down.

Simply put: Don't put all your eggs in ONE basket!

Examples of revenue streams:

- E-Courses
- Toolkits
- Workbooks
- Membership sites
- Teleseminars
- Public speaking
- Group workshops
- Masterminds
- VIP days
- Tutorials
- Done-for-you services
- Affiliate programs
- Freelancing
- Audio courses
- Video courses

The list literally goes on and on....Think it, research it, build it.

List 3 that you can begin for a goal to start increasing your pipeline for new revenue streams.

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_

8. What is one key metric that you'll use to measure your business's performance? Two is better?

Ex. **Profit/Loss** (By far the simplest & easiest method to track quickly)

**Defining VERY specific goals:**

- Customer retention vs onboarding NEW clients
- Email/Lead generation growth
- Employee growth
- New product growth
- New industry or market
- Specific sales goals

**Competitive EDGE:**

How are you competing with your top 5 competitors? Are you progressing side by side? Way ahead of your competitors? Or lagging in progress? How will you measure this progress? Starting dates? Size of company? Monetary value?

**Marketing effectiveness:**

Are you getting your desired results with your marketing strategy?

Which one will you utilize NOW?

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9. What is your unfair advantage? Or your UNIQUE selling proposition?

**Definition:** *The factor presented by a seller as the reason that their product or service is different from and better than the similar product or service of the competition .*

Basically ~ What the heck is going to make you stand out among the zillion other online business, life, spiritual, wellness, health etc. coaches?

So this part takes some soul digging. Understanding yourself, your product/service and MOST importantly understanding your target market & customers.

Simple example: Walmart sells bargains. Neiman Marcus sells luxury. Both sell similar items, but they offer a HUGE variance in the experience & what the experience means to the buyer.

If you are a NEW business don't despair, even though you don't have the client research to fully understand your clients....You have the knowledge of your top 3 closest competitors research/marketing/branding all at hand. Check em' out and don't be afraid to utilize the research that is already done for you while you establish your own unique spin in your business.

Three simple ways to fully understand your customers & begin positioning your audacious, unique USP for your business....

Grab some paper & pencil and let's start brainstorming!

### 1) Put yourself in your CUSTOMER'S

First and foremost are your customer's needs. You can love your product & service to the moon and back....But your customer is the reason you are in business. Their needs, desires, wants & goals are why you do what you do!

Another simple tip:

Let's say you own a jewelry store. Of course your customers are there to buy jewelry, that's the obvious. But what else?

The ambiance, feel, vibe and experience in your store brings customers flocking. It could be the music you play, smells of warm spice candles, plants wildly hanging in windows, sun dripping in through the skylights. Your store creates an aura of magic, spell bounding & sparkle.

Maybe it's the insanely unique designers you carry from around the world. Jewelry that is one of a kind for the loved ones in your customer's lives.

Could it be that not only do you have unique jewelry but the prices are incredible?

Even MORE it could be your employees who devote love, gentleness and playfulness while they are truly getting to know each customer's wants & dreams.

There are a multitude of ways that your business can position itself in any industry. It's up to you to get to know your clients and what's URGENT to them.

2) This goes a wee bit deeper: What the heck motivates your clients to go from browsing to buying? UGH!!!

So you know your target market.

You know your ideal client. You've even got a name for the chickee doodle. Her name is Porsche. Mmmmm. The name itself depicts luxury, confidence & pure adrenalin. Here's the clincher: Porsche might love luxury but she's also a selective buyer. She knows what she loves. And has absolutely NO problem going elsewhere if YOUR store/product/service is motivating her to go at the speed that she desires to have shit loads of fun in all her adventures!

Deep down inside this gal...Motivation comes from extreme play. No fear. Not a give a shit in the world what anyone thinks of her accessories! So if she's gonna buy from your store, purchase your product or choose to utilize your service...

You'd better KNOW without a shadow of a doubt what inspires and motivates her to get off her ass and get it all done!

The jewelry has got to scream, LOUD, delicious, playful & I don't hold back!

KNOWING the motivations of your ideal clients, peeps & tribe will not only set you apart but will spring your lurkers to customers!

3) Lastly...Ask your current clients why they chose you? Ask how you can improve your service or product? When you choose to bring your customers into the magic of creating a beautiful product, it instantaneously sets you apart from the rest. You are urging your tribe to create the experience they truly desire.

So get really comfy asking questions. Put it all on the line. Don't hold back. Don't be afraid to jump way outside of the lines to ensure your tribe/community/peeps are getting an experience that they simply can NOT get anywhere else!!

Lastly: Set aside your PREconceived thoughts, ideas and opinions of your product and service! Detach from your STUFF. Dig deep, get dirty and ask yourself the HONEST questions that MUST be answered from a place of detachment!

- 1) What features of your business can you use to distinguish you from your competitors?

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- 2) What can you promote ASAP that will have your customers flocking to your NEST (aka business)?

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3) How can you position your business to take full advantage of your unique selling proposition?

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I know this sounds HUGE & like a TON of work.....

And maybe even a little overwhelming.

That's why I'm offering to support 10 gals who are committed to building a strong, organic & sustainable business by crafting a concrete foundation in their business first rather than throwing stuff at the wall and hoping like hell it'll stick.

If you desire a concrete foundation, clarity in your business, less stress, with more money please reach out via PM or email me at: [sheluncensored@gmail.com](mailto:sheluncensored@gmail.com) to get all the information about how you can build a strong foundation that supports you, your family and your life!