

# Your Business Clarity & Strategy Workbook For 2018

CREATE YOUR PRODUCT  
OFFERINGS & ONLINE  
STRATEGY



MARTHA FRASER

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# Clarify Your Mission Statement In 4 Steps

What is your Business Mission Statement?

Answer these 4 questions to craft yours. [Forbes]

1. What do we do?

2. How do we do it?

3. Whom do we do it for?

4. What value are we bringing?

# Get Clear On Your Current Products and Services In 1 Step

List The Products and Services You Currently Sell

Product Name	Description	Price

## Create A New Product/Online Program/Service/Ebook in 7 Steps To Sell in 2018

1	New Product/Service/Ebook Name	
2	What is the idea in your head? - list 5-10 words.	
3	Who is the Product For? Age, sex, occupation, stage in life, skill need to learn, habit need to learn, gap or pain in their life, professional skill they need?	
4	List 3-5 things it will help them do by the end of the product?	
5	How will you deliver this product? 1:1, online, in person, group, self-study	
6	How long will it take to deliver this product/service?	
7	What format will this product or service be delivered in? Pdf, video, live video, images, graphs, checklist	

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# Be Super Clear On What You Offer With Your Potential New Customers in 1 Step

Create A Menu of Your New Products/Services!

Stick this up in your office, be super clear what you offer when new clients call. Update your website with your new offerings immediately, don't worry about the perfect sales page, create a paragraph first per offer and then improve it over time.

Product Name	Product/Service/Ebook/Online Course Select Type	Price

# Create An Online Sales Revenue Funnel in 11 Steps

Create a funnel per product or service, understand that growth will not happen unless you create a funnel to guide your customers to your product.

1	Product Name	
2	What it is?	
3	Who is it for?	
4	Problem is is solving	
5	Freebie for product to grow list	
6	Problem Freebie is solving	
7	Mini Product - Offer mini product for sale	
8	Problem Mini Product Is solving	
9	Methods to distribute freebie	
10	List growth expectations	
11	Revenue plans ( number of units to sell mini & bigger product)	

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## Ideas For Lead Generation

Decide on what your strategy for your business will be. Fill out the form below.

<p><b>Funnels</b> Be super clear on what your products/services are and list the funnels you have created for each one.</p>	<p><b>Advertising</b> Decide on how much you want to grow your list by each month and how much you want to spend on advertising.</p> <p>Facebook advertising Google advertising.</p>	<p><b>Social Media</b> Make a decision what your weekly social media activity will be.</p> <ul style="list-style-type: none"> <li>● Facebook</li> <li>● Twitter</li> <li>● Instagram</li> <li>● Youtube</li> <li>● LinkedIn</li> <li>● Snapchat</li> <li>● Blog</li> <li>● Other</li> </ul>
<p><b>Video &amp; TV</b> Videos Facebook Lives scheduled Youtube - recycle lives to youtube Vlog - recylce lives to vlog (video blog) Interviews by others Interviews for summits TV</p>	<p><b>Media - Print, TV, Radio</b> Prepare a meda bio about yourself Prepare a Press Release Arrange a TV slot through a PR person Apply to local radio for radio slots Apply to local newspaper for column slots</p>	<p><b>Email Marketing</b> Create an Email Management Send out weekly emails Create a free ebook to be sent by autoresponder Create funnels via email</p>

## Define Your Lead Generation Strategy

Using the box above decide on what you will do regularly outside of your launches on a weekly, monthly, quarterly and annually basis to grow your list.

Lead Generation Item	Daily	Weekly	Monthly	Quarterly	Annually

## Business Growth Calendar Tracker

Month	Lead Generation Activity	List Size	Revenue As your list grows so too will your revenue!
Jan			
Feb			
March			
April			
May			
June			
July			
August			
September			
October			
Nov			
Dec			

## Revenue Models Checklist

Tick the revenue models you are currently running. The more revenue models you have automated the less dependency is on you and your business and the more income.

Product Service Type	Currently Offering It (tick)	Idea/Plans
1:1 Service		
1:1 Packages For example 6 weeks, Or 3,6,9, 12 months.		
Group In Person Packages For example 6 weeks, Or 3,6,9, 12 months.		
VIP 1:1 Days - exclusive day		
VIP Packages For example 1 day + 6 weeks support		
VIP Group Days		
VIP Online Days		
VIP Group Online Days		
Online Program ( e.g. 1 Day, 7 Day, 10 Day, 21 Day, 28 Day, 4/6/8/12/16 Week Program) with set start and end date		
Evergreen Online Program (on sale all the time)		
Subscription Online Program pay monthly		
Email Online Program		
Ebook		
Self Study Course		







*If you are having trouble figuring out your own Clarity and Strategy why not book a VIP Clarity Call where I help you fill in this document.*

*I will pull out the ideas in your head and craft them into real products that you can start selling them straight away. Say goodbye to confusion and losing clients!*

*Martha Fraser*

*customercare@marthafraser.com*

*“It is like you read my mind and took all of the ideas out of my head and created all the products I wanted to created. Now my business looks like what I had envisioned” VIP Clarity Call*

*Go to [marthafraser.com](http://marthafraser.com) -> work with me -> VIP Clarity Call to book*

*After this call you will be clear on your product offerings, your strategy and we will also update your website to reflect your new product and services menu.*