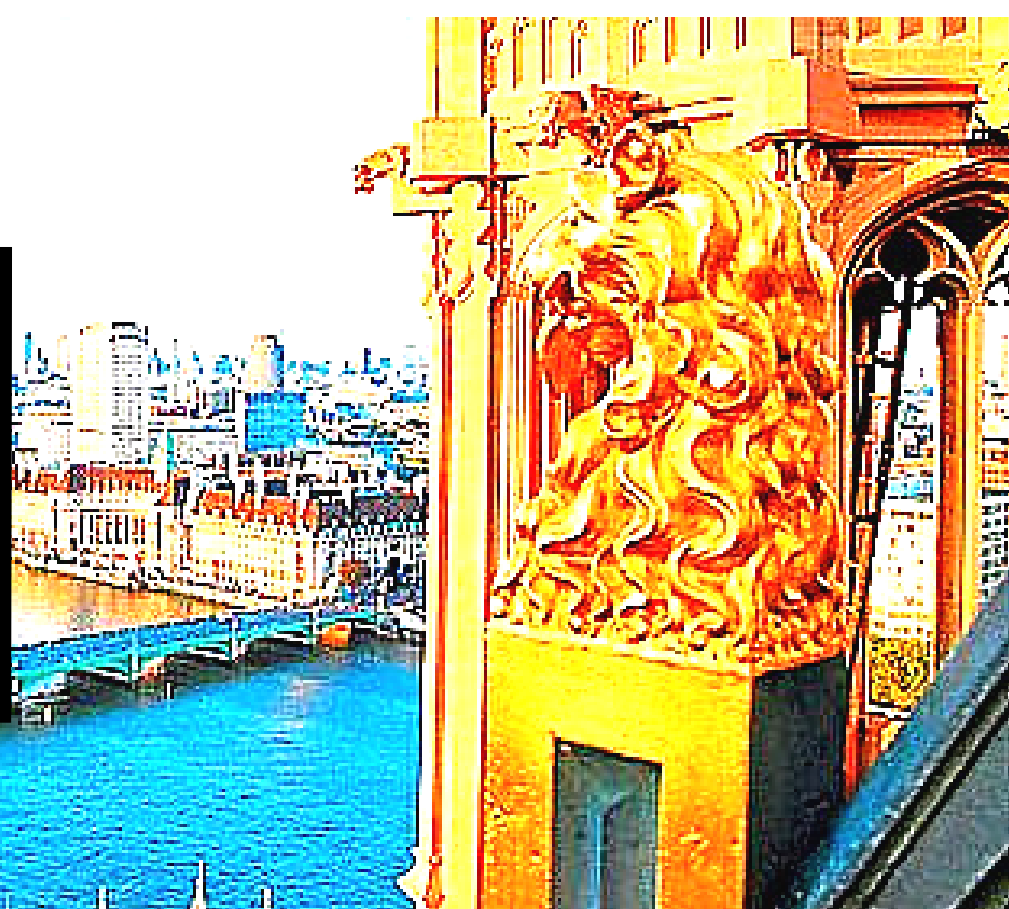


HOW TO:

Create Your 2015 Business Strategy



1

Attend this Webinar on June 10th

2

Join our 2 Week Mastermind Team

LONDON LIVESTREAM
Business Strategy
June 10, 2015 @12pm CT



CEO & COACH

Founder Women CEO Project





WOMEN CEO PROJECT

WHY IS STRATEGY SO IMPORTANT?

MONEY

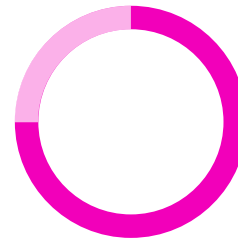
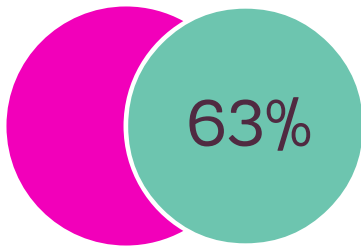
EFFICIENCY

EFFECTIVENESS

ABILITY TO EXPAND

4 LESSONS

BUSINESS STRATEGY



1

Goals

2

Money
Channels

3

Marketing

4

Technology



QUOTE

People who write down their goals make them happen. People who write them down AND get someone to hold them accountable- make them happen FASTER....

JUNE 2015



Power Goal Setting

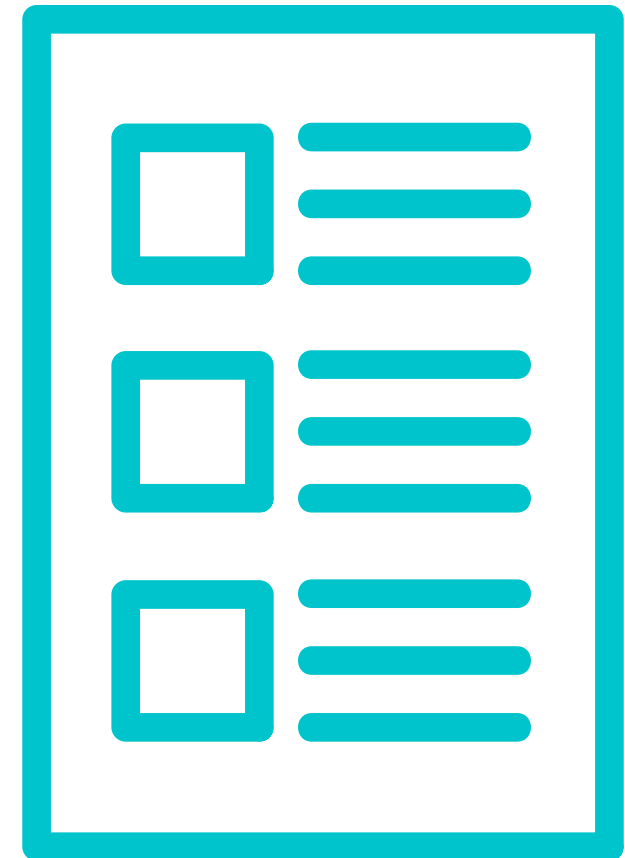
Specificity

Dollar Amount

Accountability

3 Milestones

3 Motivations



2015

Goal Planning

BUSINESS STRATEGY

Goals

- Write down your goals
- Organize and match them to your money goal
- Separate the admin tasks from the Money tasks

Goals- Tasks or To Do's

- Write down your daily & weekly to do's
- What are your TOP 2 daily to do's that get you paid?
- What TOP 2 to do's get your closer to getting paid? (support)

Money Tasks

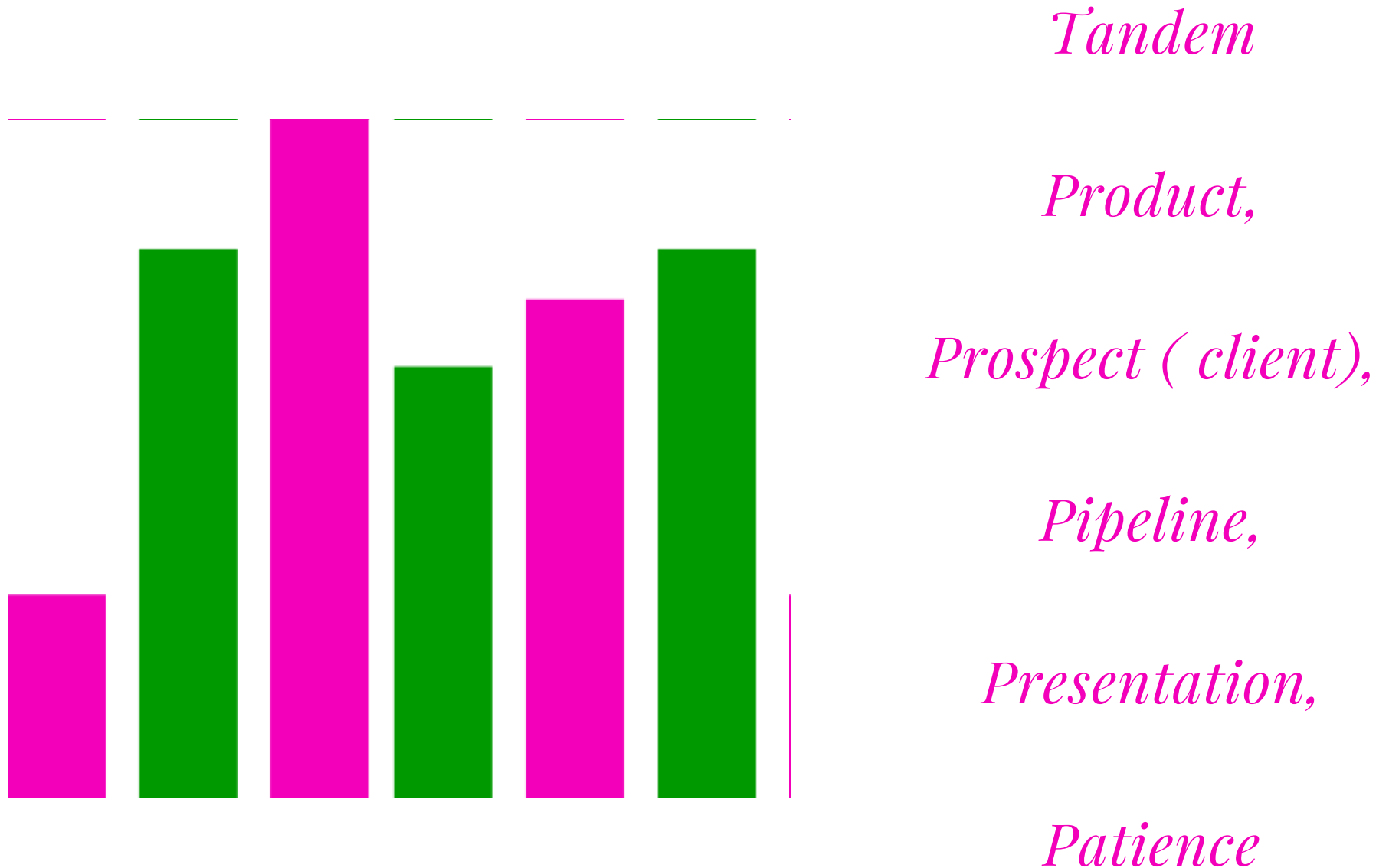
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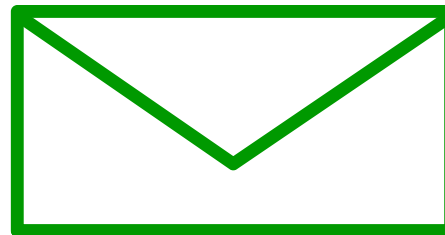
The Channels



01 Marketing Channels

What Channels will you reach your client. How will you get their attention? What are you offering them? How are you measuring it?

Let's build a better mousetrap...



Marketing 101

Marketing Do's

- Plan your marketing (spreadsheet/scheduling software)
- Schedule your marketing
- Think about your audience's schedule
- Use the right content for the marketing channel
- Do test marketing techniques and colors

Marketing Don't's

- Marketing once then done
- Market ONLY on Facebook
- Rely on lazy marketing to pull in results
- Focus on yourself and not your client (biggest pic on the flyer or your website is YOU)
- Let your heart and personal likes override #s

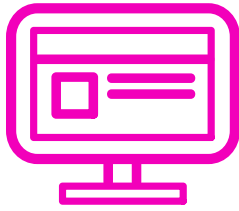
#1 Marketing TIP



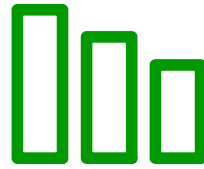
Network

Smarter!!!

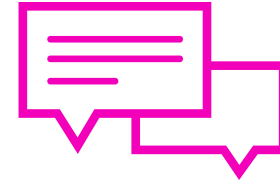
Meetings with check signers ONLY!



Google
Analytics



Google Drive

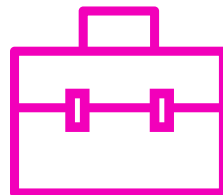


Facebook Insights

TECH TOOLS



Wave Apps



Google
Hangouts



UberConference



Tech Tools

Google Analytics: Measuring (Top words on your site, TOP SM channel)

Wave Apps: Invoicing & Money Tracking

Google Drive : Docs, Presentations, Storage

Google Hangouts: Meetings/Conference/ Creating Courses

Facebook Insights: When is it BEST to market to your audience

UberConference: Conference calling- FREE

2 Week Online Mastermind

July 6th-

19th

What You will Experience:

- Accountability. Not only from the your group but each member is assigned their own accountability partner for the 2 weeks.
- Skill Development. Through our Skill Lessons taught by me each week combined with the knowledge and expertise of the group, you will leave with refined business skills and tangible ways to use them in your business.
- To be Challenged. Be being immersed in a group of highly focused, action-oriented individual all aiming to reach a detailed, written and dated goal.
- Support, compassion, respect and honesty from the privacy of your collective mind-the mastermind.
- High-Level Brainstorming. Each member has a set amount of time, “the floor” to discuss their current business obstacles, goals, and challenges. They will get individual advice from the invited expert, the facilitator and the entire team.

2 Week Online Mastermind

**July 6th-
19th**

What You will Learn:

Ideal Client Breakdown (who you should be working with)

Goal Setting (Financial & Milestone)

Financial Buckets Planning for 1 Year

How to break down your tasks into the MOST profitable ones

How to set a " Money Agenda" for your week

Productivity & Focus Techniques to get the MOST needed Tasks Done!

Developing you TOP 3 Strategic Angles to Grow Your Business

How to reach Clients on the HIGH End of your Packages

What are the TOP 3 Opportunities for your Business & How to Create Them

2 Week Online Mastermind

Week 1 Agenda:

Weekly POW WOW Call & Business Tips

Ideal Client Breakdown (who you should be working with)

Goal Setting (Financial & Milestone)

Financial Buckets Planning for 1 Year

How to break down your tasks into the MOST profitable ones

How to set a " Money Agenda" for your week

2 Week Online Mastermind

Week 2 Agenda:

Weekly POW WOW Call & Business Tips

Productivity & Focus Techniques to get the MOST needed Tasks Done!

Developing you TOP 3 Strategic Angles to Grow Your Business

How to reach Clients on the HIGH End of your Packages

What are the TOP 3 Opportunities for your Business & How to Create Them

Proposal Writing for Business

2 Week Online Mastermind

Bonuses & Worksheets

Ideal Client Template
Marketing, Blogging & Planning Spreadsheet
Business Budget Template
Mastermind Workbook
Proposal Template
30 Day Strategy Plan (Emails, Tips, Scripts & Inspiration)
Daily Tips
Video Marketing Checklist
Profit Plan

TODAY : \$399

(tomorrow..... \$499)

Questions??

www.womenceoproject.com/2week-mastermind