

Biz Foundations

**FOUNDATIONS
ACTION GUIDE**

Flourish
+ GROW TO CEO

FLOURISH.BIZ

**"YOU CAN'T BUILD A GREAT
BUILDING ON A
WEAK FOUNDATION. THE
IMPORTANT THING IS THAT
YOU'VE GOT A
STRONG FOUNDATION BEFO
RE YOU START TO TRY TO
SAVE THE WORLD OR HELP
OTHER PEOPLE."**

RICHARD BRANSON

HEY THERE, WE'RE PAM & JANE!

What if scaling your business wasn't about tricks, tactics or tools? Instead, a successful, growing business is seated firmly on solid foundations.

And that's exactly what we teach established entrepreneurs, so they can breakthrough the growth plateau and get to the next levels.

With over 30 years combined entrepreneurial experience, Pam and Jane are sought-after speakers and trainers in many areas of small business.

When you have solid foundations supporting your business and yourself, it allows you the room and confidence to grow. That's what we help you to do.

Pam & Jane

Co-founders
Flourish & Grow to CEO



Let's get social: [!\[\]\(5361750c22c4e047a52f4eac1ec2d4cc_img.jpg\)](#) [!\[\]\(f276343e5e0d2402c20fdc9e8443c0dd_img.jpg\)](#)

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WELCOME TO THE FOUNDATIONS ACTION PLAN

This Mini Action Plan is designed to help you assess your business, so you understand it better, and so you also recognize the patterns that occur in the places where your foundations are shaky.

Once you are able to determine your problem areas, you will have a clearer idea of which foundations need attention, so they are solid and supporting you. NO more shaking going on; you're on your way to an UnShakeable Business™!

As you go through each Foundation category, work through the exercises provided. By the time you complete the Action Plan, you'll be clear on which areas need to be strengthened in order to push past your current growth plateau and get ready to move to the next level.

INNER GAME

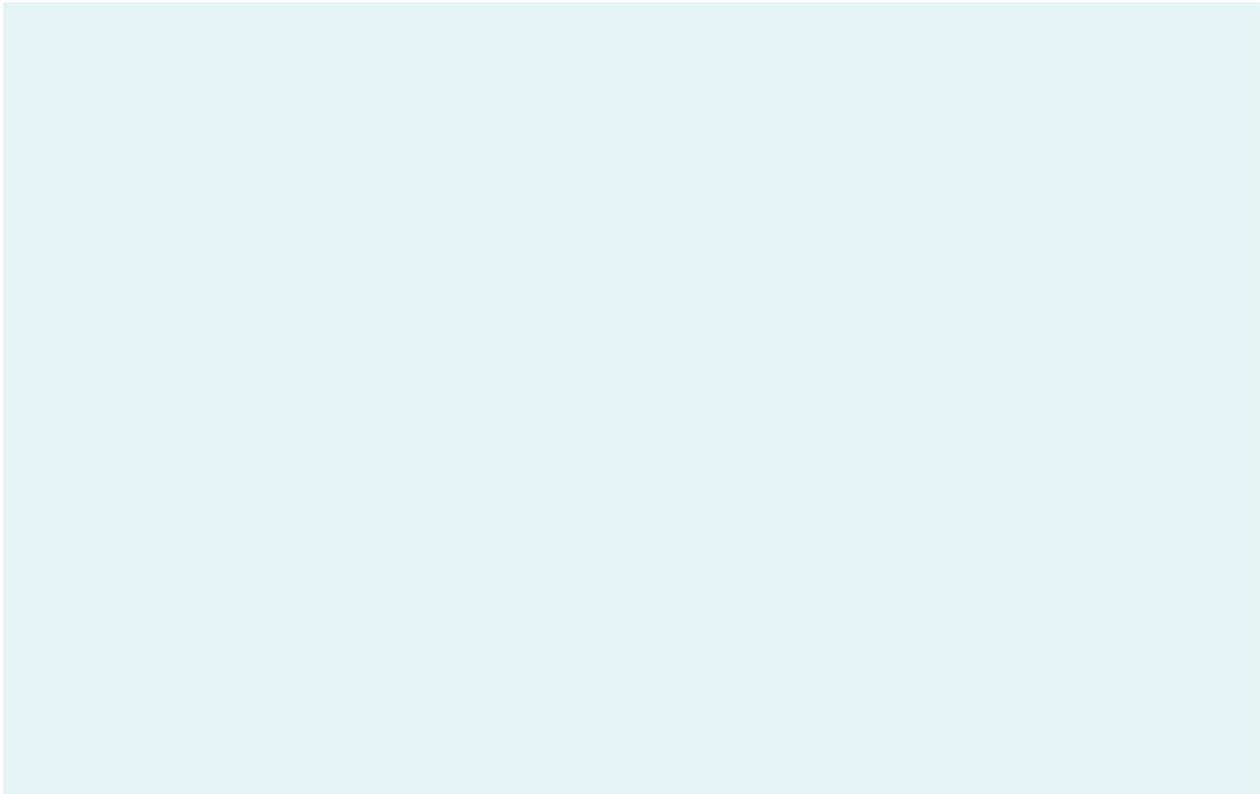
What is going on around you will never impact your business as much as what's going on within you.

That space between your ears is prime real estate so don't let any old thought just hang out there! Being a business owner requires mental resilience. The most successful business owners know that the results they are seeing are less about what they are doing and more about who they are being.

INNER GAME Mini Action Plan

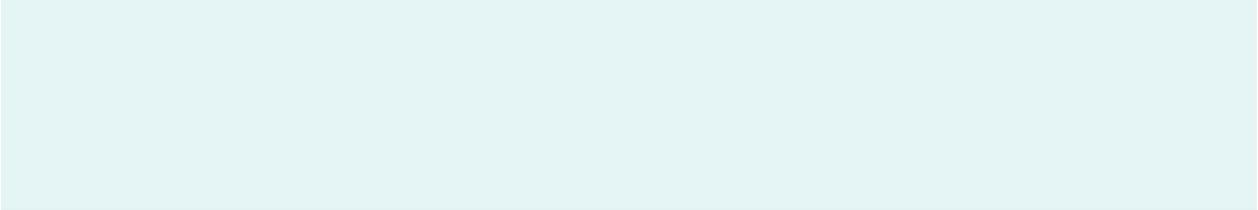
Keep a journal of when you tend to mentally or emotionally get down, suffer from imposter syndrome or in some way, doubt yourself. Ex: In the middle of creating your signature course, you suddenly think, "I don't know why I think I'm going to make money from this. No one will want to buy it."

***WHEN** do you tend to experience doubt, fear or frustration?*

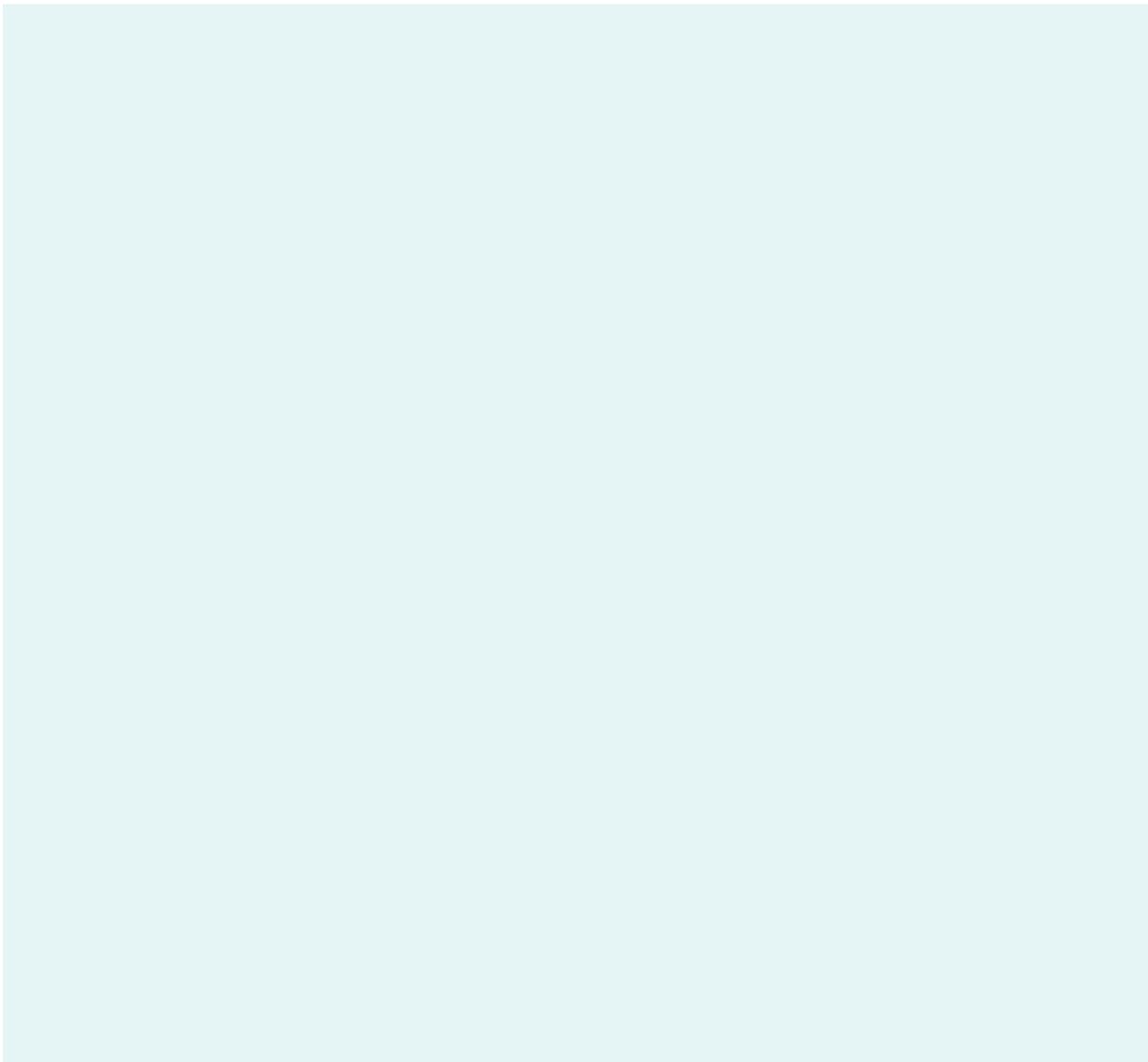


INNER GAME

HOW OFTEN does this happen?



WHAT activities are most likely to cause your inner game to play to the negative?



VISION + STRATEGY



"A vision without
a strategy remains an illusion."

~ Lee Bolman.

VISION + STRATEGY

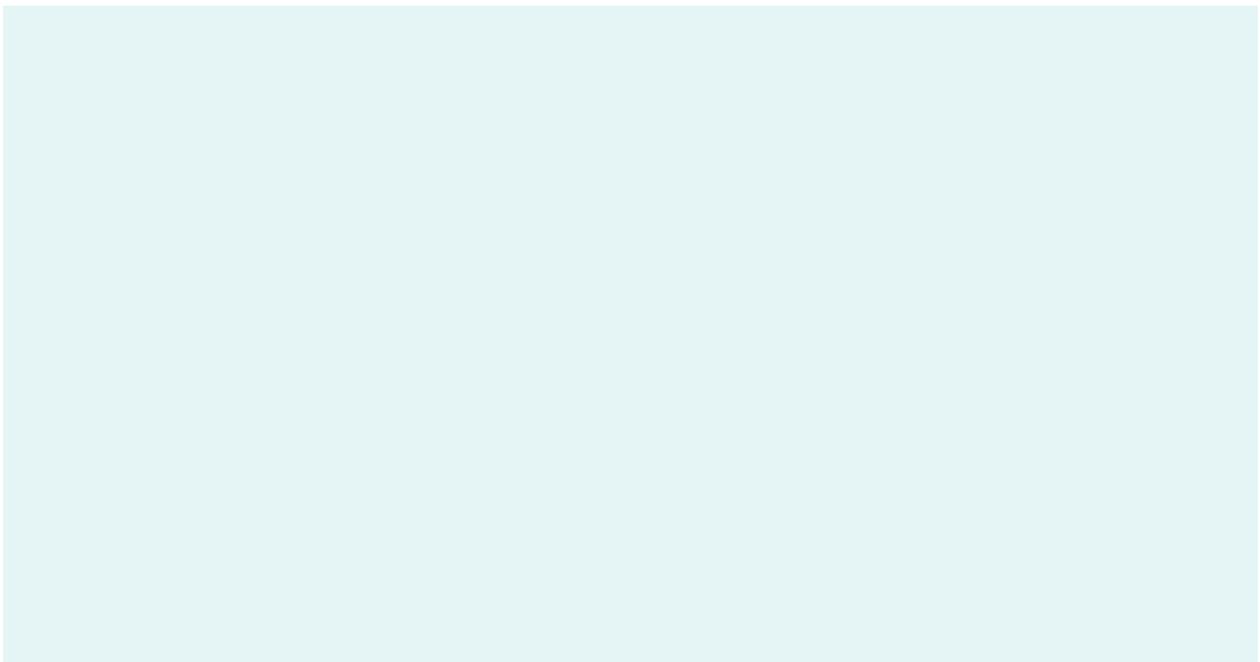
The clearer your vision, the easier it is to create a strategy to make that vision a reality.

Nothing happens without a vision; a strong anticipation of what can be. However, there is a difference between a dream and a vision. Make sure your vision is not just some, “pie in the sky” or an, “It would be nice” but something you truly desire to see accomplished. Once that is firm, you can put a strategy into place that drives every action and decision towards the fulfilment of your vision.

*Here’s your **VISION + STRATEGY** Mini Action Plan:*

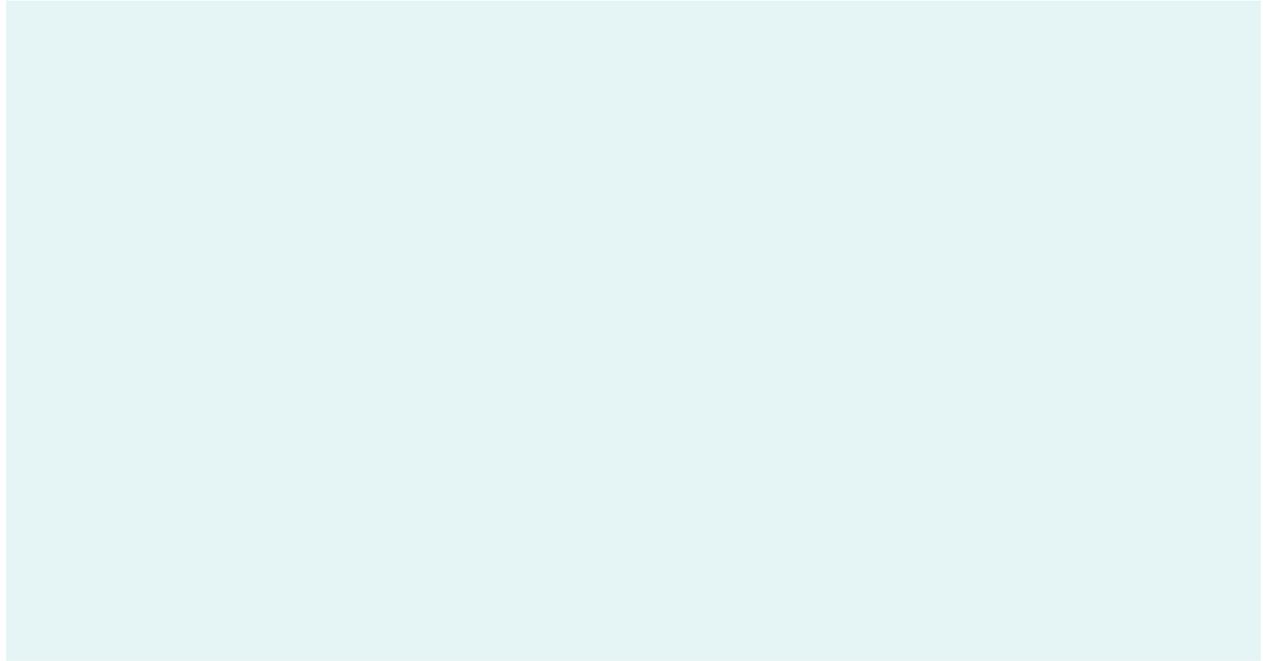
Have you created detailed written overarching goals for your business? Do you have a strategy in place to achieve those goals? If not, take the time to set goals and write down the major activities that you need to take to get you there.

WHAT is your detailed and specific vision for your business and your life as a result of having a successful business (as you define success)?

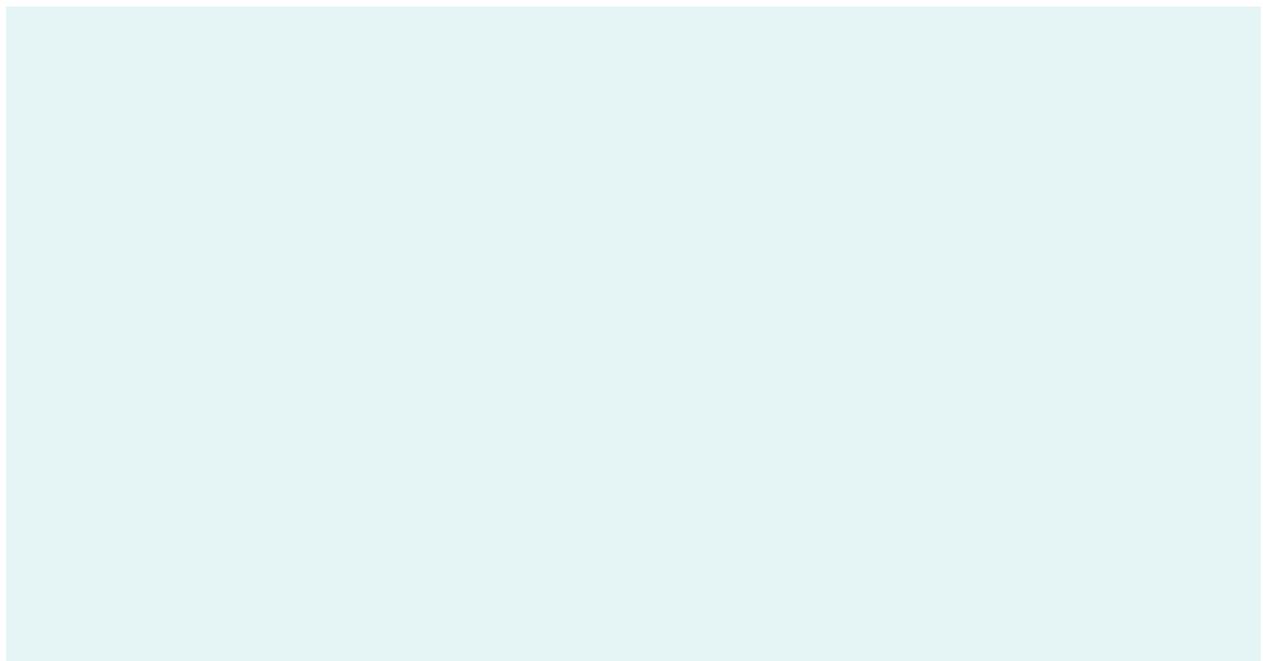


VISION + STRATEGY

WHAT kind of strategy and plan of action do you have to turn your vision into reality?



HOW often do you review your vision (what you want to happen) compared to what is actually happening in your business?



BRANDING + MESSAGING



GOOD OR BAD, WHAT YOU SAY
AND HOW YOU SAY IT IS
AFFECTING YOUR BUSINESS

BRANDING + MESSAGING

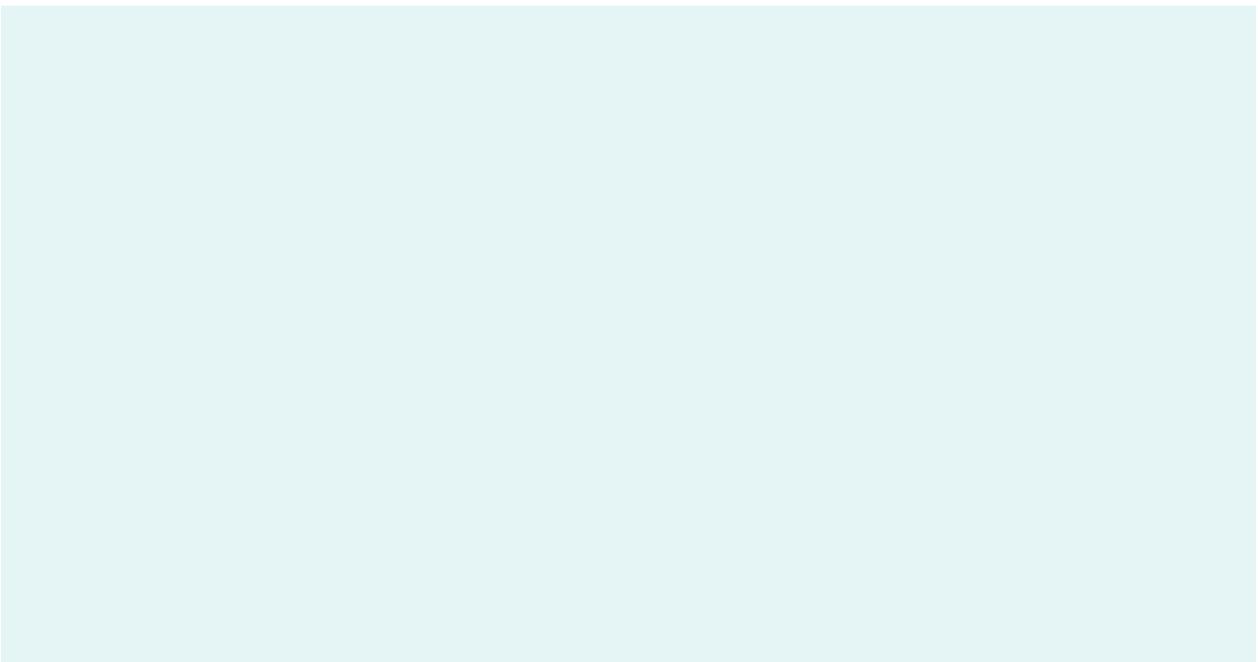
Who you are, what you stand for and why others will be changed for the better as a result of working with you needs to resonate with the people you most want to work with.

Everything that represents you and your business, including visuals, images and the language you use needs to be consistent and congruent. When your branding and messaging hit these marks, your ideal clients immediately want to know more and everyone else fades away. This is the goal! Put this in place and marketing and sales become so much easier.

Here's your **BRANDING + MESSAGING** Mini Action Plan

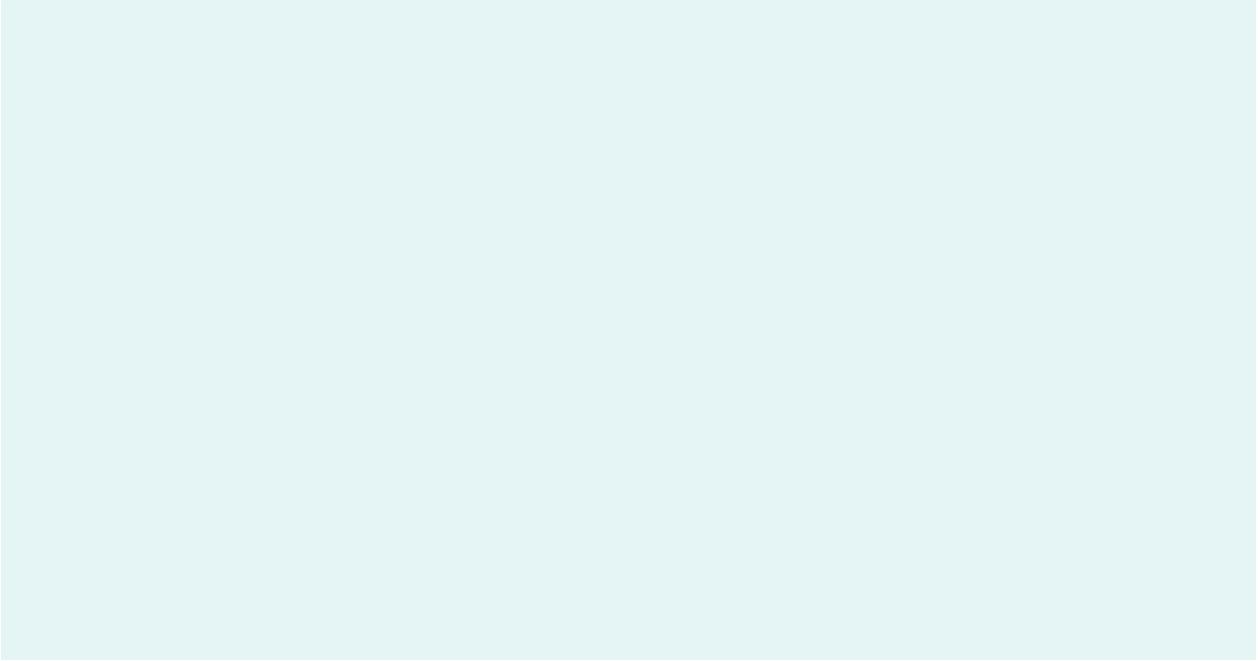
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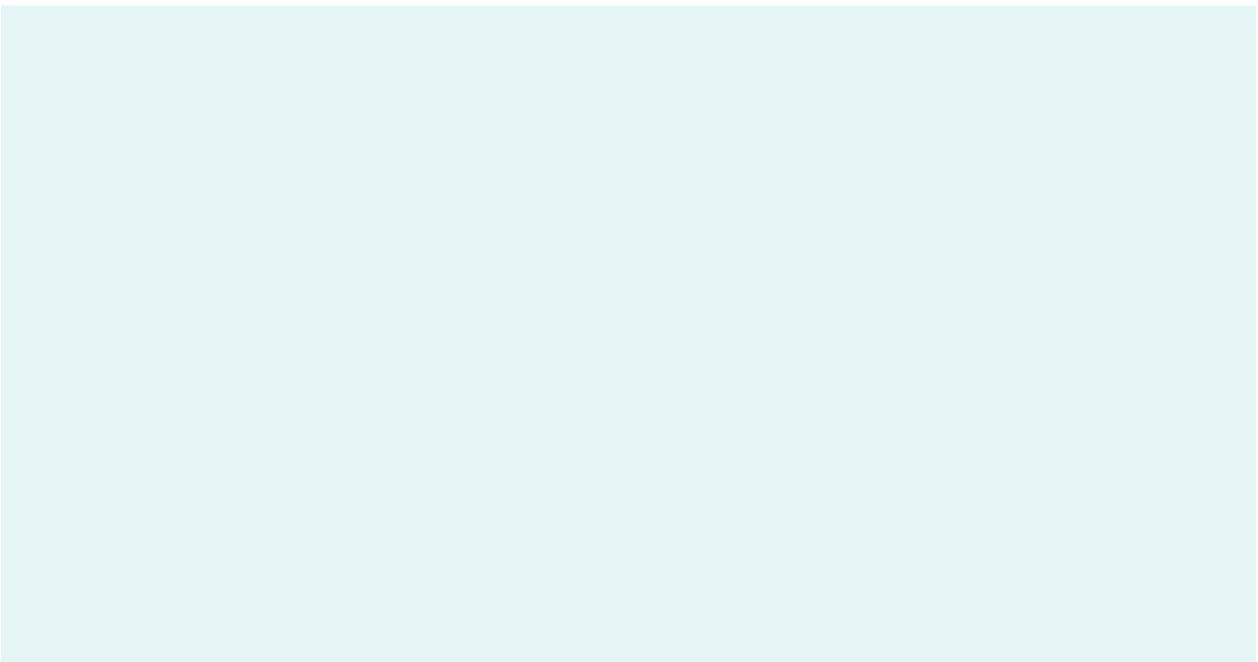


BRANDING + MESSAGING

WHAT kind of strategy and plan of action do you have to turn your vision into reality?



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MARKETING



"Marketing is enthusiasm transferred to the customer."

~ Gregory Ciotti

MARKETING

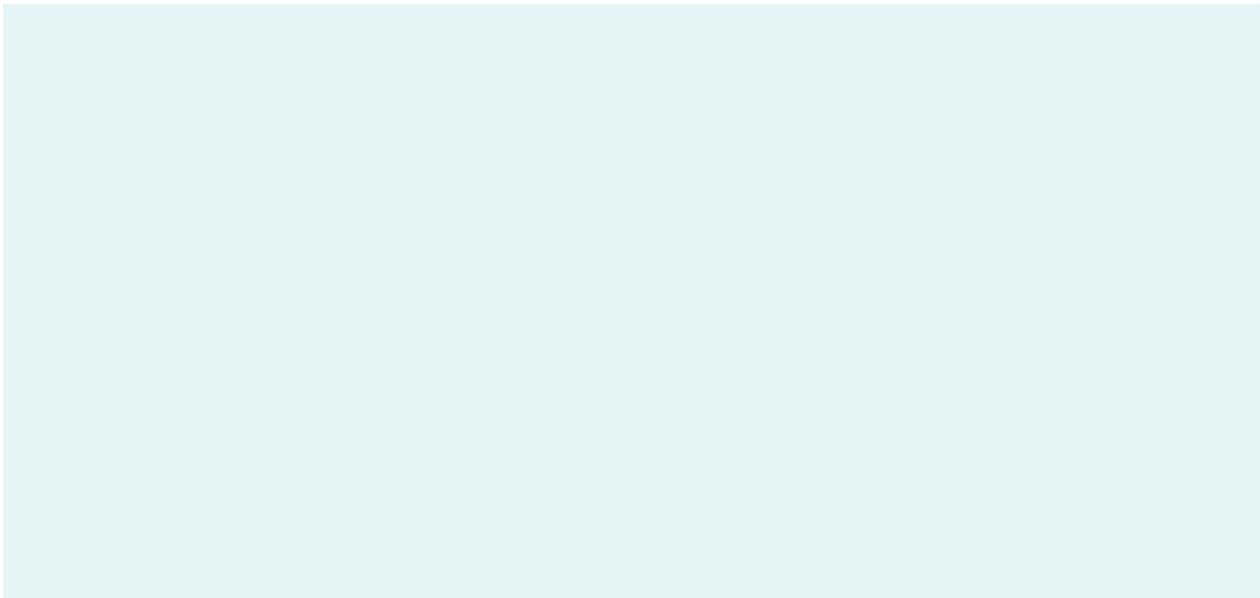
Marketing creates the awareness that a problem exists and speaks to the hope that a solution is available.

Effective marketing builds relationships and compels people to take a next step action. When what you say is relatable, clear and consistent, relationships that are trustworthy are created. When people feel that you understand their situation or problem and can provide the solution, you become a go-to expert, and they want to invest in that solution. Once that happens, your marketing has done its job!

Here's your **MARKETING Action Plan**

Look at how many new leads have come in, how many of those leads turned into further inquiries or conversations and what marketing activities you have engaged in over the last 6 months.

WHAT marketing activities are you doing consistently (or not) that have moved people through your funnels?



MARKETING

WHAT kind of plan do you have or are you marketing by the seat of your pants?

HOW often do you engage in marketing activities?

SALES



"The questions you ask are more important than the thing you could ever say."

~ Thomas Freese

SALES

A business isn't a business unless it's selling something and making money.

The goal of any business is to be profitable and that can't happen unless you are selling! The goal of a sales conversation is not to "close" but to discover what your prospect most wants and needs, and then decide together if you are the best person to help them. The best way to know if you are successful in doing this, is to look at how many conversations you have and how many of those turn into paying clients.

Here's your **SALES Mini Action Plan**

Look at your calendar and assess the number of strategy sessions or discovery calls you typically have. Now make a note of who became paying clients and who didn't (conversion percentage).

HOW many discovery calls have you had over the last six months?

HOW many of those became paying clients? calls have you had over the last six months?

WHAT do you usually hear as the reason for saying no?

OPERATIONS



"In the end, all business operations can be reduced to three words: people, product and profits.

~ Lee Iacocca

OPERATIONS

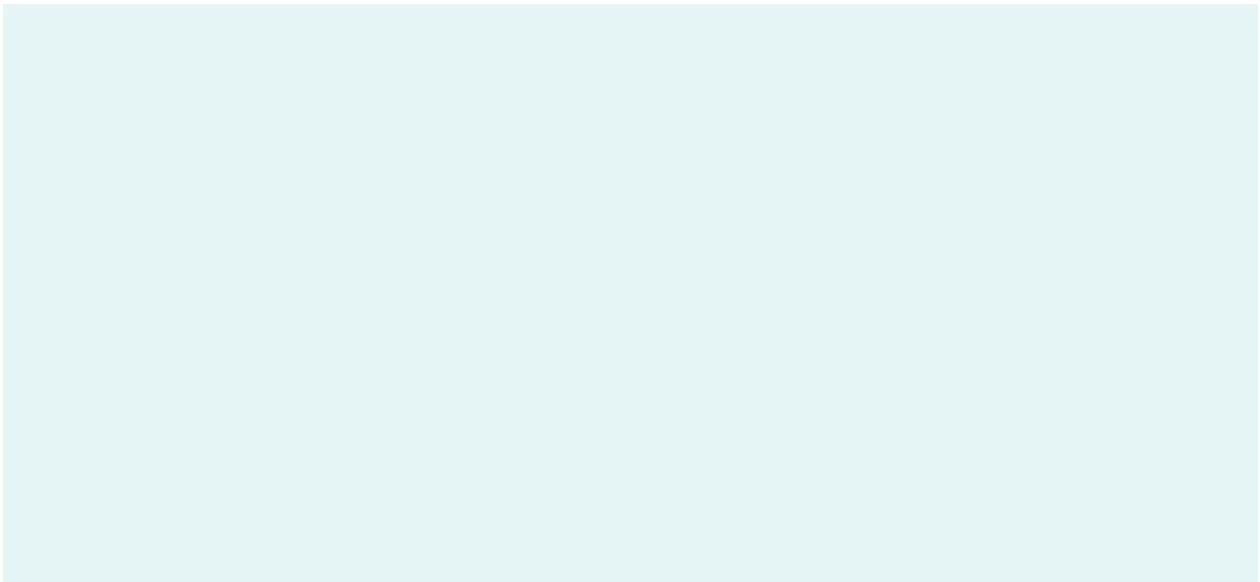
What's going on behind the scenes of your business holds it together, keeps it running smoothly and allows you to scale.

If sales are the lifeblood of any business, Operations is the body that keeps everything going. Well run operations support every aspect of your business and ensure that you keep earning money, as well as seamlessly delivering your products and services. When systems and processes work in conjunction with financial and administration best practices, you, as the business owner, experience consistent income, positive impact and a solid pathway to growth.

Here's your **OPERATIONS Mini Action Plan**:

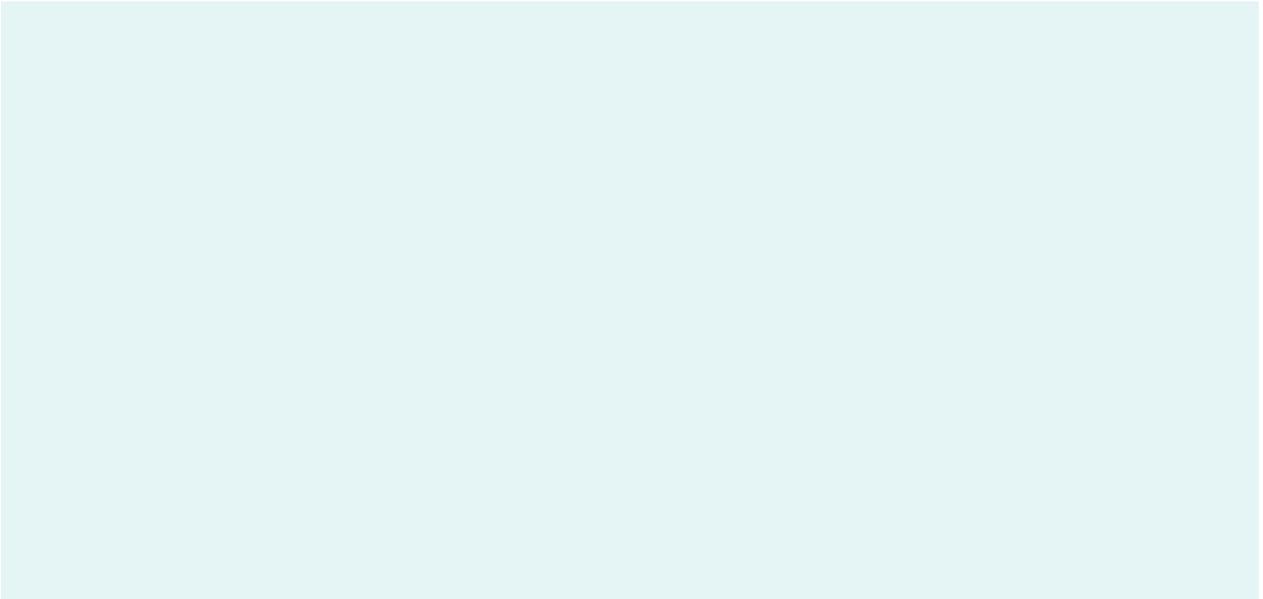
Take an inventory of the detailed step-by-step systems and processes you have on file. What activities do you do repeatedly that need to be streamlined? Is your bookkeeping up to date? Do you have a routine for entering your sales and expenses and reviewing your P&L regularly? No? Get it on your calendar.

WHAT in your business could be or should be put into a system or process (write down everything you can think of. Ex: email automation, payment processing.)

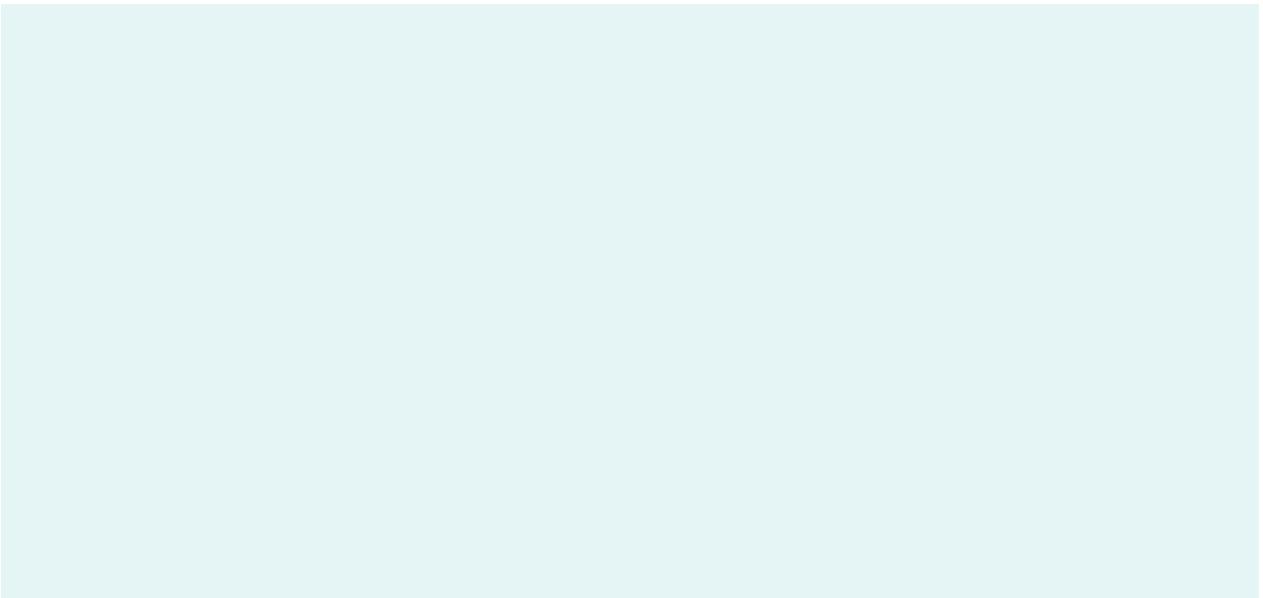


OPERATIONS

HOW much time are you spending on a daily average, working on operational tasks? (Ex: keeping your bookkeeping up to date, social media posting.)



WHAT are you doing yourself that really needs to be outsourced?



FOUNDATIONS FORMULA ESSENTIALS

