

one page business clarity worksheet



LET'S GET CLEAR

When it comes to building your online empire, you don't need to have it *all* figured out, but you do need to be clear on a few things. Answer each question below to get a clear view of what your business is about, who it will serve and how it will make money, honey!

THE PLAN

WHAT ARE YOU SELLING? (YOUR UNIQUE BUSINESS TYPE)

WHO'S BUYING WHAT YOU'RE SELLING?

HOW WILL YOUR BUSINESS TRANSFORM/HELP PEOPLE?

HOW MUCH MONEY DO YOU NEED TO HAVE TO BE SUCCESSFUL?

THE PERSONA

HOW WILL YOU DIFFERENTIATE YOURSELF FROM YOUR COMPETITION?

WHAT'S YOUR VISUAL VIBE & COMMUNICATION STYLE?

WHAT'S YOUR BRAND STORY?

THE PRODUCT

WHAT TYPE OF PRODUCTS WILL YOU SELL?

WHAT LEAD MAGNET WILL YOU CREATE TO ATTRACT YOUR IDEAL PRODUCT AVATAR?

HOW WILL YOU DELIVER YOUR PRODUCTS?

HOW MUCH WILL YOU CHARGE?

THE PLATFORM

WHAT FRONT-END PLATFORMS WILL YOU USE FOR YOUR BIZ? (WORDPRESS,, SHOPIFY, ETSY)

WHAT EMAIL SERVICE PROVIDER WILL YOU USE?

WHAT SOCIAL MEDIA PLATFORMS WILL YOU FOCUS ON TO GROW YOUR COMMUNITY?

THE PROMOTION

HOW WILL YOUR IDEAL PRODUCT AVATAR LEARN ABOUT YOUR BUSINESS?

WILL YOU USE FREE OR PAID MARKETING STRATEGIES TO ATTRACT LEADS?

WHAT'S YOUR CONTENT &. SOCIAL MEDIA STRATEGY/SCHEDULE?

THE PROFITS

HOW CAN YOU MULTIPLY/SCALE YOUR PROFITS? (PRODUCT MAP, UPSELLS, TRIPWIRES, INTRO OFFERS, etc)

HOW MANY CUSTOMERS DO YOU NEED TO HIT YOUR PROFIT GOALS?

DO YOU HAVE A PLAN FOR EVALUATING YOUR METRICS TO OPTIMIZE PROFITS?
