

Pivot to Profit *Workbook*



A Workbook designed for you to get
some clarity on your business pivot plan

@entrepreneurialspirit



AIDA Model

A



Awareness

How will you build a buzz in your community around the shift in your brand/product/service?

I



Interest

How will you re-spark momentum and interest with current clients and potential new clients interested in trying your product/service? What new and exciting opportunities are you presenting?

D



Desire

How will you re-engage with your current clients and potential new clients about this new shift in your product/service? What are you offering that is more alluring than the service you provided before?

A



Action

What action steps can you take to create urgency for them to sample your services or product?

Business SWOT Exercise



<u>Strengths</u>	<u>Weakness</u>
<u>Opportunities</u>	<u>Threats</u>
<p><i>What does your business do well? What unique strengths and talents do you bring to the table that differentiate you from your competition? Why are you proud of your business?</i></p>	<p><i>What could you do better in your business? What areas do you see that could be focal points for growth that you didn't focus on before? What are others doing better than you? What do you need to work on to position your co. in a better financial position in the future?</i></p>
<p><i>Which strengths could you turn into opportunities for your co.? What trends could you take advantage of that you haven't been able to nurture in your current business model?</i></p>	<p><i>What threats could harm you? What is your competition doing? What obstacles do you have to address in order to move forward and thrive?</i></p>

Boost Your Business Strengths



For each of your business' top 3 strengths, ask yourself these questions:

- How can I develop this strength even more in my business?
- How can I turn this strength into opportunity?
- Where can I use this strength to take my business to the next level?
- Where can my business shine, if I really went for it?
- How much money do I want to make?

Top 3 Strengths	Boost The Strengths
<p><i>Review your business SWOT Exercise and pick 3 strengths that you consider most important.</i></p>	<p><i>Brainstorm 3-5 ideas and actions you could take to boost your business and its strengths.</i></p>
<p>1.</p>	<p>.....</p>
<p>2.</p>	<p>.....</p>
<p>3.</p>	<p>.....</p>

OVERCOME YOUR OBSTACLES



Read the 5 Weaknesses-Zapping Strategies below, then identify at least one strategy and action for each weakness.

- Lower your standards. Cutting Corners.
- Design a support system that helps you manage your weaknesses.(mentor, business coach, consultant, financial advisory board)
- Overwhelm the weakness. How can you turn your weaknesses into assets?
- Find a "WHO" to your "HOW" Think of someone who loves doing what you don't
- Get specific and CLEAR on the role this individual will take on to support your vision.

Weakness #1

Strategies :

Actions :

Weakness #2

Strategies :

Actions :

Weakness #3

Strategies :

Actions :