

# QUICK START BUSINESS STRATEGY FORMULA

## 1. Define Your Overall Business Strategy

- Who are your customers?
- What's the problem you're solving for them right now?
- What's in it for them?
- Why is your solution important to them right now?

## 2. Define Your Unique Benefit From The Customers Perspective

- What's the perception you want to convey?
- What model do you want your business to run (service, price, quality etc)

## 4. Check, Test, Review, Refine



- Make sure all Mini strategies are congruent with each other
- Do all the Mini strategies fit with your overall business strategy?
- Do they all relate powerfully with sections 1 & 2?
- Do they all support and build-on your overall business strategy?
- Adjust, fix anything that's out of whack
- What could you add to any Mini strategy to make it more powerful?

## 3. Use Those Answers to 'Reverse Engineer' Your Overall Business Strategy

- Match your customer's wants with what you supply; in a way that is 'meaningful to them'
- Then break it all down into 'Mini' business strategies for delivering/marketing; sales, profit, customer attraction, etc

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