

ONLINE
BUSINESS STRATEGY

elyse tager



They have it. You want it.

**The 7 Secrets of Successful
Entrepreneurs**



Welcome!





Thank You!



**SMALL
BUSINESS
DEVELOPMENT
CENTER**

CONTRA COSTA



Your Turn





Handout

BUSINESS STRATEGY

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From Chaos to Clarity

WANT TO GROW YOUR BUSINESS IN 2018?

As go-getter entrepreneurs, we spend tons of time prospecting, generating new leads, and growing our businesses. But we tend to do a less than stellar job of making sure that our current strategy is taking us in the right direction. Spend a few minutes filling out the activities below and really give some thought to it. Your business will thrive!

Activities:

What are the 3 areas you want to focus on in the next 6 months?

1 _____

2 _____

NOTES



This is for you if...

- You got here with hard work, tenacity, and determination.
- You know from experience that creating a business isn't a walk in the park.
- You're destined for big growth – but profits won't just land in your lap.
- **You get it – What has been working won't get you through the next stage of growth.**



So, who am I?





Online Gurus Don't Want You to Know





Why Are We Here?

- Learn from other's successes.
- Don't waste any more time, energy or money.
- **Focus on what will move the needle.**
- **Strategize to move your biz to the next level.**





The Risk of NOT Having a Strategy





Behind the Scenes





7 Secrets

- There are no silver bullets and no quick fixes.
- **The secrets fall into 3 categories:**
 - Solid Foundations
 - Staying Power For Right Now
 - In it for the Long Haul



7 Secrets – Solid Foundations



#1: Big Picture Mindset

#2: The True CEO

#3: Consistency



#1: Big Picture Mindset



The problem
is not the
problem.
The problem
is your
attitude about
the problem.

Do you
understand?

Captain Jack Sparrow



#2: The True CEO

A True CEO:

- Schedules strategically
- Builds the right team
- Stays focused on growth



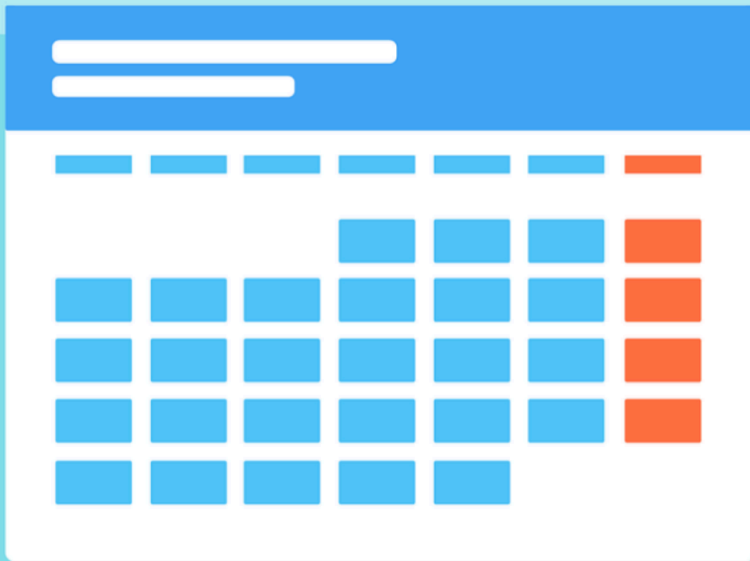


#2: The True CEO

Manage your Calendar

The 4 D's

- Do
- Delete
- Defer
- Delegate

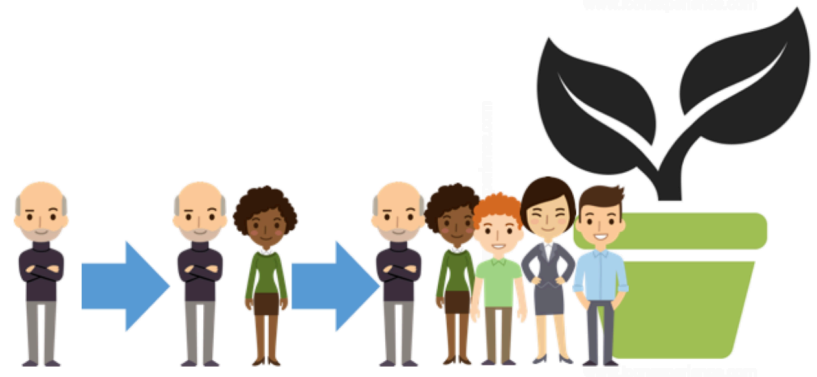




#2: The True CEO

You need a team!

- Don't have one? – Where and how to start.
- Outsource vs. In-house
- Manage your team





#2: The True CEO



Beware of....

- Comparison to your competition
- Bright shiny objects
- Strategy slippage



#3: Consistency





7 Secrets – Staying Power for Now

#4: Self Care

#5: Resilience



#4: Self Care

- Take care of you
- Make it an ongoing practice
- Put it on your calendar
- Endurance will come with the self care





#5: Resilience



“It helps to be thick skinned around here.”

We become the stories we believe in.

- I will fail.
- People will think I am clueless, stupid or less than.

Your new mantra:
Water off a duck's back.



7 Secrets – In it for the Long Haul

#6: Personal Growth

#7: Positive Money Mindset



#6: Personal Growth

No one does this alone.

Don't be afraid to invest
in your own growth.

Make strategic
investments.





#7: Positive Money Mindset





7 Secrets Recap

- **Solid Foundations**
 - Big Picture Mindset
 - The True CEO
 - Consistency
- **Staying power for right now**
 - Self Care
 - Resilience
- **In it for the Long Haul**
 - Personal Growth
 - Positive Money Mindset



Put Your Plan into Action





Homework!





What brought you here today?

- Are you happy with the number and qualities of leads you are getting every month?
- Do you have a consistent, predictable source of revenue?
- Is your email list growing consistently?
- Is your REVENUE where you want it to be?

NO??



Can I Help You?

Schedule

your private one-to-one session

Let's dive deep

into your biz to identify what is and isn't working.

BOOK YOUR FREE DISCOVERY CALL

bit.ly/tagercall



Feedback Form



Session Feedback

Name _____

Email Address _____

Business Name _____

The most valuable idea I learned today and how I'll apply it:
