

# the SAVVY BUSINESS Roadmap

An easy step-by-step guide helping you create or grow a business with your smarts + your heart.

## CHECKPOINT #1: THE HEART OF YOUR BUSINESS



Your heart is the beat of your business. Whether it is beating rapidly from excitement and happiness or overwhelm and exhaustion, you need this check-in. New in business? **Use this worksheet** to construct your mission, vision, core values and goals for your company. Not a newbie? We are about to find out if the mission, vision, values and goals that you first set out still align.

[DOWNLOAD NOW](#) ◆

## CHECKPOINT #3: STREAMLINE WITH SYSTEMS



Workflows got you down? Or are you shouting “What the heck are workflows?” and feeling like you are spinning in a vicious cycle of chaos? **Download my tips** for getting your business in order.

[DOWNLOAD NOW](#) ◆

## CHECKPOINT #5: PROMOTE YOUR OFFERING



Feel like you are doing everything, but no one is listening? Launch a service or product and then hear crickets? Girlfriend, let's change that immediately with **this download** all about how to promote your offering and have everyone hittin' that BUY NOW button!

[DOWNLOAD NOW](#) ◆



## SAVVY START

You may have some twists and turns along the way, but I've got your back and am here to guide you. I am sharing my six checkpoints which will allow you to stop, take a breather and assess your biz right away. Whether you are a new entrepreneurial gal or already rockin' and rollin' in business, this journey will help keep your biz and yourself on the road to success!



## CHECKPOINT #2: PRESENT YOUR BRAND

Are you presenting your brand in its best light? Do your visuals, copy and overall voice of your brand represent the vision of your business? **This checklist** will help you make sure your brand screams YOU, sista friend.

◆ [DOWNLOAD NOW](#)



## CHECKPOINT #4: KNOW YOUR MONEY

You are screaming in your head “Show Me The Money”, right? I've got you boo! **Here are my tips** for creating a PROFITABLE business. Yes, let's talk pricing, budgeting and all things dolla, dolla bills y'all!

◆ [DOWNLOAD NOW](#)



## CHECKPOINT #6: BUILD YOUR DREAM TEAM

Ready to build your dreamy team, don't know where to start? Let me show you in **this worksheet** how to grow your team + scale your business together.

◆ [DOWNLOAD NOW](#)

## THIS IS NOT THE END, ONLY THE BEGINNING

New here? **Get to know us in the free FB group**  
Ready to uplevel? **Join us in The Savvy Community.**



## CHECKPOINT #1:

# the heart of your business

Your heart is the beat of your business. Whether it is beating rapidly from excitement and happiness or overwhelm and exhaustion, you need this check-in.

**New in business?** Use this worksheet to construct your mission, vision, core values and goals for your company.

**Not a newbie?** We are about to find out if the mission, vision, values and goals that you first set out still align.

### YOUR MISSION IS:

- ◆ your why (Why does your business exist?)
- ◆ for your team + external community
- ◆ present-based
- ◆ short + sweet
- ◆ memorable

Suggested Reading: ***Start with Why* by Simon Sinek** or **watch the TED talk here.**

### EXAMPLES OF MISSIONS

**Jet Blue:** to bring humanity back to air travel

**The Honest Company:** to inspire and empower people to live a healthy life

**Asana:** to help humanity thrive by enabling all teams to work together effortlessly

**Kickstarter:** to help bring creative projects to life

**The Savvy Community:** to encourage female business owners to create, connect, communicate and collaborate

**TAKE ACTION:** craft your mission statement

## **YOUR VISION IS:**

- ◆ what you see for the future of your business + where you see your company going
- ◆ for you and your team but can be used to show clients/customers where you are headed
- ◆ future-based
- ◆ 3-4 paragraphs
- ◆ actionable and gives direction

Most people will have you create a vision statement. I think that becomes too confusing with a mission AND a vision statement. So instead, I encourage you to create a vision story.

## **IT SHOULD INCLUDE:**

- ◆ what does your company look like in 3, 5 or 10 years
- ◆ how big or small is your business
- ◆ what is your company known for
- ◆ how do you measure success
- ◆ what are the 3 most important things you offer your clients/customers
- ◆ what is your role in the business
- ◆ how do you find new clients/customers
- ◆ who will you hire and what will they do

**TAKE ACTION:** create your vision story

## **CORE VALUES ARE:**

- ◆ the things that are important to you
- ◆ the values that you and your team will follow
- ◆ written down and include 5-10

## **EXAMPLES OF CORE VALUES**

**The Savvy Community:** dream big, communicate openly, create community, have fun + hug, share your smarts, work as a team, be grateful, focus on what matters, take risks, do it with heart

**Build-A-Bear:** reach, learn, di-bear-sity, colla-bear-ate, give, cele-bear-ate

**The Honest Company:** create a culture of honesty, make beauty, outperform, service matters, sustain life, be accessible, pay it forward, fun

**TAKE ACTION:** create your core values