

# 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 #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.

### DETERMINE YOUR BRAND VOICE

#### Who are you chatting with?

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Location: \_\_\_\_\_

Income: \_\_\_\_\_

Marital Status: \_\_\_\_\_

Occupation: \_\_\_\_\_

Education Level: \_\_\_\_\_

### HOW TO DETERMINE THESE THINGS:

- ◆ interview customers
- ◆ survey them
- ◆ pay attention to them on social media
- ◆ ask your team members

### SAVVY TIPS:

1. Start thinking about what your customers most value and keep track of keywords you hear repeatedly from them.
2. Not sure here or just starting out and don't know. Look at a direct competitor's audience on social media. Who is active and comments? You can gain a lot of information from Instagram and Facebook about your audience and their needs.

## **WHAT ARE YOU TALKING ABOUT?**

(remember, it is about the client/customer, not you)

What lights your ideal audience up?

Why would your audience buy your product or service?

What is the void that you fill?

## **WHAT IS YOUR PERSONALITY?**

Since your website will most likely be your first impression, how can you show the personality of your brand? Your brand should tell a story that moves your customers in some way.

What is your story?

Once you determine your story, tell it over and over again.

## **CREATE YOUR BRAND VISUALS**

- ◆ Keep it Simple Sweetheart (Don't overdue it here. Choose colors, fonts and images that fit you and your business.)
- ◆ Be consistent. (Always use the same fonts, sizes, colors, and image types.)

- ◆ Make it easy to understand. (Someone should know within 30 seconds of landing on your website what you do.)
- ◆ You should have a Brand Guide that includes your logo, fonts, and colors.

**Need help with your brand visuals? Irene of Magnoliahouse Creative** is my superstar brand and website designer. She offers **Brand Audits**, can create a **custom brand** for you or you can get a **fast, fun and fresh design from her shop here.**

## **DISCOVER YOUR BRAND COPY**

Your brand copy communicates the personality and qualities of your product or service to customers and clients. Your copy should be in line with your core values, your mission + vision, your brand voice, and your brand visuals.

Not sure what your mission, vision and core values for your company are? **Download this worksheet now.**

## **YOUR MISSION, VISION AND CORE VALUES SHOULD BE APPARENT VIA YOUR COPY ON:**

- ◆ your website
- ◆ social media
- ◆ emails
- ◆ collateral material

## **DOES YOUR COPY SPEAK THE RIGHT LANGUAGE?**

The core of your copy will always be the same, but it may change some based on where it is.

**On your website:** inform and sell

**On social media:** get people to your website so you can inform and sell. Each platform has a different purpose though, so make sure you know the purpose of each and use the appropriate copy.

**Facebook:** build community + educate so they will share with friends

**Instagram:** engage + communicate + visually illustrate so they will read blog/website or engage back

**Pinterest:** get advice + help so they will repin or click to website

**YouTube:** educate + help so they will subscribe and share

Need help with your brand copy? Ashlyn of **Ashlyn Writes** is my go-to copy gal. She offers **courses and education, done-for-you website messaging, and done-for-you launch copy.**