

# 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 #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!

### LET’S FIRST TALK ABOUT PRICING.

The conversations around pricing usually go one of two ways:

**I can’t charge that much!** OR  
**I want to make more money!**

### THERE ARE 6 MAIN PRICING STRATEGIES + A PRICING TACTIC THAT I WANT TO SHARE.

**Cost-Plus Pricing:** You see this mostly with product-based businesses.  
Material + labor costs + overhead costs + markup percentage = price

**Competitive Pricing:** This pricing strategy uses competitors pricing to determine what you will be pricing your product or service. This type of pricing is often used for products that are similar.

**Luxury Pricing:** This strategy is the opposite of competitive pricing. This model uses premium pricing compared to a much lower pricing for similar products.

**Rate-based Pricing:** With this model, you trade time for money. Pricing is set per hour, so to earn more money you have to spend more time. A lot of people start their businesses with this pricing structure. This can work well if you are just getting started and are not sure how much time it will take.

**Value-based Pricing:** This strategy is based on what value the customer or client gives to your product or service. You will need to determine and show the value of your offering. You won’t base the price on the time spent, but instead will base it on the perceived value. This is what more experienced business owners do. They have learned what value they give to their client, are good at communicating that value and can ultimately charge more.

**Project-based Pricing:** You will decide up front what the scope of the work and pricing is for this strategy. The challenge is making sure that both parties have a mutually understanding of what the scope of the project is.

**Pay What You Want Pricing:** With this strategy, the customer pays what they want. This strategy can work for some, but this is usually a temporary pricing model. The seller sets a minimum or suggested price. The positive is that this pricing method can help you understand what value your buyers give to your offering.

**Tiered Pricing:** This is more of a pricing tactic that you can layer on the other options. You could give three options for your offerings. The middle option is the one the majority of consumers will purchase, but you can also give them a lower introductory rate + offering for those that are not ready for the main offering and with the higher priced option you can make more money to make up for the difference of the lower priced option.

**TAKE ACTION:** determine and write down the pricing strategy you use or want to use.

## PRICING TIPS

1. **Reframe your mind around selling.** If selling makes you feel icky, change your mindset. Instead of saying you are selling something, realize that you are meeting real people with real needs whom you can help.
2. **Know your supply and the demand.** Greater demand and lower supply allow you to charge more for your services and products.
3. **Know your audience.** Determine what motivates them to buy.
4. **Make it easy to buy from you.** Ways to do this: create package levels, be really clear + concise on what you are offering, and make sure you have a call to action for them to purchase.
5. **Instead of giving discounts:**
  - ◆ Bundle your offerings
  - ◆ Increase value
  - ◆ Show Your Value
  - ◆ Offer Free Trial or Money Back Guarantee

## ANOTHER MONEY TOPIC THAT IS CONSISTENT AMONG MY STUDENTS AND CLIENTS IS BUDGETING.

Here are some quick tips for budgeting correctly for your business:

1. **Actually take the time to sit down and create a budget.**
2. **Make a list of your income sources.** Knowing how much money you will bring in monthly helps you make wise buying decisions.

3. **Determine your fixed costs.** You know you will have these costs every month, so plan on them.
4. **Determine your variable expenses.** These may change month to month, but knowing your average will help you stay in budget.
5. **Predict once only expenses.** You may only have to purchase them once, but you will need to make sure you have the money to be able to purchase them when you need to.

**REMEMBER:** Knowing your numbers gives you the power to make wise decisions in terms of your business investments.

**MONEY TIP:** Make sure that you have a good bookkeeping program (we use Quickbooks) so that you can see your numbers monthly. Analyze those numbers to determine what products or services to keep and which ones to get rid of as well as what expenses to cut back on or how much more revenue you need to bring in.

**TAKE ACTION:** create a budget for your business.

**Last but not least, let's talk about profitability.** I am not going to sugar coat this: if you are not profiting, you don't have a successful business. You might LOVE what you are doing, but it won't pay the bills. You need to keep a close eye on the profitability for your business.

#### **QUICK EASY TIPS TO PROFITABILITY**

1. Decrease expenses wherever you can.
2. Increase revenue with a new product or service.
3. Adjust your pricing strategy in order to make the amount of money you want to make.
4. Set boundaries in your business. More time doesn't always equal more profits.
5. Cut out products or services that are not making money.

**TAKE ACTION:** write down and schedule a date in your calendar every month for a money date.

Update any bookkeeping, look at your profit + loss statement, check-in with your budget and see how much you are actually profiting and determine what changes need to be made to have a higher profit margin.

Now, go make that money, Savvy gal!