

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.

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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!

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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 #6:

build your dream team

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

Are you tired of doing #allthethings and wish you had a team to support you? First, let's talk about the 5 dysfunctions of a team. You want to avoid these!!

Suggested Reading: **The 5 Dysfunctions of a Team**

FIVE DYSFUNCTIONS

1. **Absence of Trust** (You have to trust your team and they have to trust you.)
2. **Fear of Conflict** (You must communicate with your team and don't be fearful of conflict.)
3. **Lack of Commitment** (You must commit to them and they must be committed to them.)
4. **Avoidance of Accountability** (Both parties must be accountable to each other.)
5. **Inattention to Detail** (Both have to be able to pay attention to details.)

KEYS TO BUILDING YOUR DREAM TEAM

1. **Clearly define the position. Include:**

- Title
- Short description
- What they will be doing
- Who they will be working with
- You are a good fit if...
- Benefits
- How to apply

Great Example: **Content Manager position for Biddy Tarot**

2. **Fit company vision + core values**
Not sure on your mission, vision and core values? **Download this worksheet here.**
3. **Use their strengths**
Suggested Reading: **Strengthfinders 2.0**

4. **Communicate**
Have a set way to communicate openly with your team.
5. **Manage, don't micromanage**
6. **Measure success**
Set expectations, communicate them and then let them know how you will measure their success.
7. **Reward**
Everyone has a different workplace appreciation language. Know what it is and reward them accordingly.
*Suggested Reading: **The 5 Languages of Workplace Appreciation***

WHERE TO FIND PEOPLE TO HIRE:

Upwork
The Savvy Community
LinkedIn

THINGS I HAVE LEARNED ABOUT GROWING YOUR TEAM OVER THE YEARS:

1. **Hire slow, fire fast.**
Take your time when you are hiring someone to make sure you get the right person. But, don't keep someone on your team for 6 months if they are not working out. Make sure you adhere to employee laws about hiring and firing.
2. **Hire for the things you don't like to do.**
Start with the thing you least like to do and is the most important to your business.
3. **Find a system to communicate with and manage your team.**
We use **Slack** for communications and **Asana** for project management.
4. **Leverage the talent of your team to grow your business**
By hiring people for things I don't like to do and who are really good at doing those things, we get a lot more done than I ever could by myself.
5. **Adapt + Evolve to scale your business**
For example, I went from 1:1 coaching to a course to a group business program to a conference to a membership community. Hiring team members allowed me to evolve and scale my business.