

**Business Strategy Tips for Business Growth by Design book
8 Simple Steps Every Business Owner Can Follow to Gain Business Transformational Success
Workbook**



Introduction

This PDF Form supports each chapter of “Business Strategy Tips for Business Growth by Design”. Read each chapter and then fill in the matching workbook questions for your business.

The Workbook PDF Form can be filled in and saved online or printed.

Business Strategy Maps

The end of Business Strategy Maps chapter shows a Checklist for Business Health and Business Strengths. There are 2 checklists to consider for the high-level view.

The final link shows Business Strategy Planning Checklist with 9 categories and 8 subcategories. Each industry will have certain attributes that are critical for them. Many other attributes can be ignored.

What are your critical business strategy attribute strengths?

What are your critical business strategy attribute weaknesses?

This builds up your business strategy map. Address the weaknesses for more business success.

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Business Model Transformation

The end of Business Model Transformation shows 4 examples of Business Model Canvas. Based on the diagram which attributes can be applied to your business?

Try to include both business and technology attributes. Have values for each category.

If you have multiple customer segments then you need to have multiple Business Model Canvas.

- Value Proposition _____
- Customer Segment _____
- Channel _____
- Customer Relationships _____
- Key Resources _____
- Key Activities _____
- Partners _____
- Costs _____
- Revenue _____

Once a Business Model Canvas is built, each attribute needs to be validated.

Once Business Sustainability is achieved, Business can then scale.

Business Models can be refined leveraging world best practice organisations.

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Marketing Plan Refresh

The chapter discusses the attributes of a Marketing Plan. Fill in your Marketing Plan ideas.

- Target Market _____
- Target Message _____
- Media Used _____
- Lead Capture System _____
- Lead Nurture System _____
- Sales Conversion Strategy _____
- World Class Experience _____
- Increase Customer Lifespan Value _____
- Create More Referrals _____

Once all the Marketing Plan attributes are in place and operational then your business has an automatic growth cycle.

Need Help?

<https://www.consultancydd.com/first-business-breakthrough-session/>

<https://www.consultancydd.com/product/business-basics-business-success/>

Kindle <https://www.amazon.com.au/dp/B0B2Z9VX6N>

Paperback <https://www.amazon.com.au/dp/B0B31V29JK>

<https://www.matthewb.id.au/business-strategy-book/workbook.pdf>

<https://www.consultancydd.com/>

<https://www.matthewb.id.au/>

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Skills Analysis Defined

The chapter discusses existing skills and desired skill to implement your business strategy.

Existing Organisational Skills High Level

Existing Organisational Skills in Detail Level

Missing Desired Skills for your Strategy

What is your Plan to address the Skill Shortfall?

- Internal Training

- Documenting Systems and Cross Train

- Hire new staff

- Outsource Activities

Here is the link to 1500 IT Skills can be used to complete your Strategy skill needs.

<https://itjobsformula.com/jobs/> Make a shortlist.

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Online Business Baseline

The chapter discusses your business position online compared with your competitors.

Use <https://www.matthewb.id.au/customers/>

Enter the following for Perform Customer Research.

Your Business name _____

Your Biggest competitor's business name. Note which other business names show up in results.

Your major product or services.

Build Up a Customer Segment Definition for Your Business

Customer Segment Name: _____

Customer questions: _____

Customer mistakes: _____

Customer tools: _____

Customer videos: _____

Customer trends: _____

Customer groups: _____

Customer articles: _____

Competition products: _____

Competitors online: _____

Competition books: _____

Customer keywords: _____

Does your business show up in Top 10 rankings? This will indicate how much effort is required in business development. The more rankings you have the more business comes to you online.

This workbook will also help you.

<https://townsvillewebsiteseo.com/seo/product/new-customer-secrets-framework-workbook/>

Kindle <https://www.amazon.com.au/dp/B0B2Z9VX6N>

Paperback <https://www.amazon.com.au/dp/B0B31V29JK>

<https://www.matthewb.id.au/business-strategy-book/workbook.pdf>

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Keyword Research Domination

This chapter follows on from your research in the last chapter. The resource provided is:

<https://townsvillewebsiteseo.com/seo/townsville-industries/>

This shows 12 industries for 1 city. There are results for keywords and top 10 competition.

The top 10 shows the size of the industry on a local and national scale. Note the total search volume per month. See how local and national competitors work in the same industry space.

Note how each industry has 100's of keyword phrases. Most phrases do not have exact match web pages. This is an opportunity for new traffic to your business. Make a list.

What is the size of your industry based on search volume?

What are the keywords you want to add to your business website / social media / ads...?

Need Help?

There are 5 Billion Google Searches per day. Which keywords are relevant to your industry and city/country?

<https://townsvillewebsiteseo.com/seo/product/keyword-research-domination/>

<https://townsvillewebsiteseo.com/seo/product/top-10-competition-analysis-for-competitive-advantage/>

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Sales Copywriting Domination

This chapter discusses the Customer Journey to the sale. There is different copywriting needed for the journey. What content do you have for these parts of the customer journey?

- Awareness _____

- Interest _____

- Consideration _____

- Evaluation _____

- Purchase _____

Here is extra information about the Customer Journey. <https://www.matthewb.id.au/journey/>

Here is a list of copywriting types. <https://www.matthewb.id.au/copywriting.pdf>

Once you see the copywriting required consider,

<https://townsvillewebsiteseo.com/seo/product/copywriting-business-growth-for-website-owners/>

Kindle <https://www.amazon.com.au/dp/B0B2Z9VX6N>

Paperback <https://www.amazon.com.au/dp/B0B31V29JK>

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5 Pillars for The Supply Chain

This chapter discusses getting your business ready for larger projects and the Global Supply Chain.

Here is the main resource plus the 5 Pillars. Take notes from each Pillar.

Big Project Supplier <https://www.consultancydd.com/big-project-supplier-3/>

Work Health Safety <https://www.consultancydd.com/work-health-safety-whs/>

Finance <https://www.consultancydd.com/financial-literacy-decoded/>

Capabilities <https://www.consultancydd.com/your-business-capability/>

Capacity <https://www.consultancydd.com/your-business-capacity/>

Insurance <https://www.consultancydd.com/your-business-insurance/>

Extra Resources

<https://consultancydd.com/big-project-supplier.pdf> 5 Pillars and Examples

<https://www.matthewb.id.au/Townsville/> 17 Resilient Large City Projects

Kindle <https://www.amazon.com.au/dp/B0B2Z9VX6N>

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Conclusion

I hope you enjoyed the book and workbook activity.

Did it raise new projects to complete?

Do you want business transformation now?

First meeting free. (\$997 value)

<https://www.consultancydd.com/first-business-breakthrough-session/>

Business Basics to Business Success in 90 Days

<https://www.consultancydd.com/product/business-basics-business-success/>

Contacts

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