

DEFINING YOUR BUSINESS STRATEGY

This form was designed for use by participants in Dr. Michael Hudson's Business Growth Academy. It is intended to guide the process of defining your business strategy and is designed as a fill-in-the-blanks form with each cell having a fixed length for the response to force focus and clarify thinking. Before using this form you will find it helpful to invest some time thinking about each area and considering how it relates to your business, your vision of your business, and the knowledge, skills, and experience that you bring to your business. You will also want to consider the market you serve, the needs of your customers, and what differentiates your business from others in your market space.

Owner	<p>Name: Michael Walker</p> <p>Location: Las Vegas, NV USA</p> <p>Reason for Starting the Business: To have freedom to work whatever schedule I want or need to so I can spend more time with my wife and my baby son (currently I only get to see my wife for one hour a day). To make money for myself & my family instead of some cold, heartless corporation.</p>
Business	<p>Business Name: Shy Planet Productions</p> <p>Website: see list below</p> <p>Description: Provide creative services in writing, content and coaching. www.ThorneSmith.net (small niche content site) www.Zentimental.com (Coaching site not created yet) and www.MonkeyNoodle.net (Children's site not created yet)</p>
Values	<p>Value #1: Respect Description: Help and/or entertain others in a respectful manner</p> <p>Value #2: Quality Description: Provide honest quality content, no B.S. or hype</p> <p>Value #3: Description:</p> <p>Value #4: Description:</p> <p>Value #5: Description:</p>
Mission	<p>To use my writing, creativity and personal success skills to create entertaining and informative web sites (such as www.ThorneSmith.net) while also creating/offering web sites and services for training and coaching people who want to create breakthroughs in their personal and professional lives. www.Zentimental.com will be a site geared for adults while www.MonkeyNoodle.net will be focused on teaching this to children.</p>
Vision	<p>Each of my sites will eventually become completely automated and not require any day to day input from me. My time will eventually be best utilized doing one-on-one training/coaching or with small groups. Ultimately, I'd like to create either an internet broadcasting network or a cable program offering special programming from not only myself but others (Mark Joyner-Simpleology TV show, Anthony Robbins programs, etc) for those who cannot afford to travel to train one on one. Also, special outreach programs would be implemented in inner cities for disadvantaged youth.</p>
Audiences	<p>Anyone who wants to learn more skills to enhance their life.</p>
Approach	<p>Start out creating an online presence and branch out from there.</p>
Uniqueness	<p>People constantly ask me for financial, personal, & professional advice knowing my unique careers in the military, radio (#1 disc jockey), hi-tech industry (Boeing & Lockheed Martin), music industry (worked on Grammy nominated recordings) and cutting edge entertainment (Cirque du Soleil) will result in a proven solution.</p>

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Visit www.BusinessGrowthAcademy.com/StrategyForm to download this form.

Indicators

Indicator #1: Traffic

Indicator #2: Traffic conversion to opt-ins

Indicator #3: Size of list

Indicator #4: Opt-in conversions to Sales

Indicator #5: Testimonials (satisfied customers)

Indicator #6: Joint Ventures