

Your *Ramp Up Business Map*

INTRODUCTION

Welcome to Your Ramp Up Business Map!

In **Your Ramp Up Business Map** you are going to be mapping out your business basics. By business basics I mean – what do you do, who is for, why are you different, what are you selling, how to you pitching what you have for sale, plus your lead generation strategy.

This is a form of business plan, but rather than it being a rigid and formal we are creating this knowing it will evolve with us.

I'm making the assumption that you know most of this already but if you need support reach out in the Facebook Community or come to a Coaching & Mentoring Session.

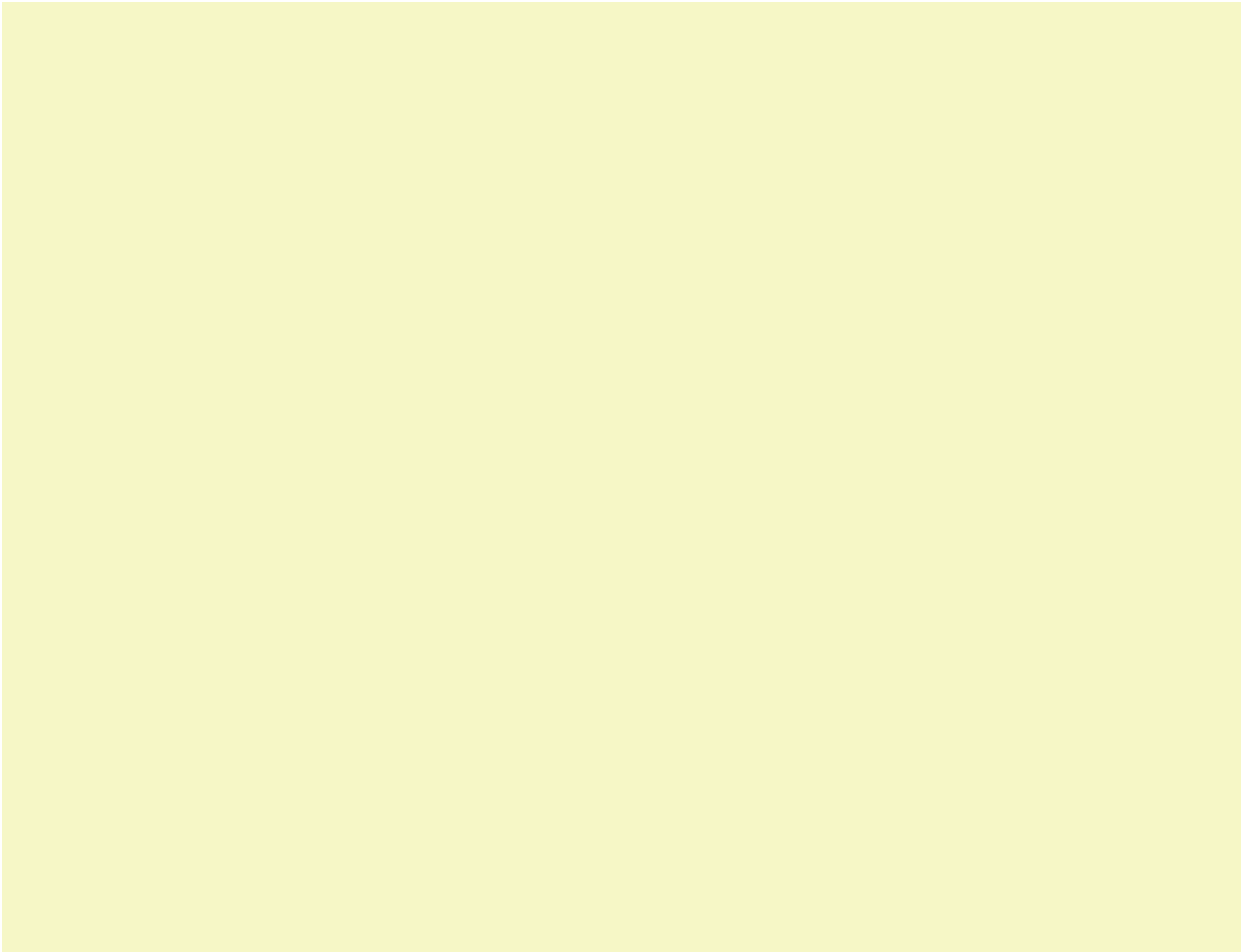
It's important to have this information one place because over time you are going to refine your positioning, adjust your offers and tweak your client getting sales pitch as you get feedback from yourself and your prospective clients. When you make changes we want to have it all in one place so you continue to focus in and feel solid in your business as you grow.

Your Brand Promise

This is a statement of what you do and who it is for. This is the very core of what you do in your business.

Your Unique Value Proposition

Here you are adding in three to six points on what makes you the right person to solve this problem for your ideal client.



Your Ideal Client

Write the most relevant things you know about your ideal client. These can be demographic or psychographic.



Your Offers

Add in your current offers in the field below including what they get, the issue it is designed to solve and the current pricing.



Your Pitches

Write below how you currently explain or pitch each of your offers in a sales conversation.

A large, empty yellow rectangular area intended for writing. It occupies the majority of the page below the instruction, providing a space for the user to describe their sales pitches.

Your Lead Generation Plan

Write in the actions that you plan to take, the intention behind them and the frequency you plan to do them with.

If you are an **Ignition** or **Accelerator** client you may already have a **Lead Generation Plan**. Whether you do or not I encourage you to complete **Your Money Matrix** to calculate the number of conversations you need to hit your sales goals.

If you need any help with this section please reach out in the group or in a Coaching & Mentoring Session.

Action	Intention	Frequency

Great! That's it for Your Ramp Up Business Map

Remember to come back and adjust as you make changes.

This is a living document and isn't 'paperwork' it serves you as a grounding mechanism to check that everything lines up and you are focusing in and improving.