

MILLION DOLLAR WOMEN **ACCELERATOR**

Strategy - Overview

Main Take-Aways

1. A CEO should focus on three things
2. Look for clues
3. Plan the dive and dive the plan

Homework

- Find your BHAG
- Set Revenue Goals with Projections Calculator
- Work on strategy with MDW One Page Strategic Plan
- Create a 90 Day Plan to Stay Organized

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Find your BHAG

Big Hairy Audacious Goals (BHAGs) have four characteristics:

- They're big and ambitious.
- They will take several years to achieve.
- You won't yet know the details of how to accomplish the goal when you set it.
- The goal is specific enough that everyone will know if you achieve it.

What is yours?

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MDW One Page Strategic Plan

[Click here to access this as a Google Sheet \(you will be prompted to make a copy\)](#)

MDW One Page Strategic Plan				
<div> <div> </div> <div> </div> </div>				
SWOT				
Strengths of organization 1 2 3 4 5	Weaknesses of organization 1 2 3 4 5	Opportunities to exceed plan 1 2 3 4 5	Threats to making plan 1 2 3 4 5	Trends to watch 1 2 3 4 5
Core Values/Beliefs	Purpose (Why) 10-30 Years	Targets (Where) 3-5 years	Goals 1 year	Actions (How) Quarter
	<div> <div> Future Date Revenue Profit </div> <div> Year Ending Revenue Profit <small>use other metric (cash on hand or # signs up to your list, with side notes, etc)</small> </div> </div>	<div> <div> "Sandbox"/ Year Market </div> <div> Key Moves/Capabilities 3-5 Year Priorities </div> </div>	<div> <div> Key Moves/Capabilities Annual Priorities </div> <div> Key Moves ("Rocks") & Accountability Quarterly Priorities (Who / When) </div> </div>	<div> <div> Key Moves/Capabilities Annual Priorities </div> <div> Key Moves ("Rocks") & Accountability Quarterly Priorities (Who / When) </div> </div>
	<div> <div> Actions To Live Fishes, Purpose, BHAG </div> <div> Check box when assigned </div> </div>	<div> <div> KPI's (Key Performance Indicators) </div> <div> Brand Promise </div> </div>	<div> <div> KPI's (Key Performance Indicators) </div> <div> Elevator Pitch </div> </div>	<div> <div> KPI's (Key Performance Indicators) </div> </div>
	<div> <div> BHAG Big Hairy Audacious Goal </div> </div>			

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PROJECTIONS

Get out your income statement from your last full year in business and fill out the [MDW Projections Calculator](#) (when prompted, make a copy and save to your computer).

TIP: If you are comfortable in Google Sheets and Excel, doing this worksheet should be a cinch. If you are not great with these, you might want to do this with someone who knows basic Google Sheets or Excel.

This spreadsheet is to help you think about which of your products or services are the most scalable so you can earn higher revenues faster, and keep scaling up

Let's say in the last full year you made \$200,000

For your Service 1 you had 5 clients who bought a total of 10 Half Day Workshops (the "Service") at \$3,000 per Workshop.

$10 \text{ Workshops} \times \$3,000 = \$30,000$

To find out what percentage of your total revenue that is, divide the Service 1 total by the amount you made in the last full year.

$\$30,000 / \$200,000 = .15$

Half Day Workshops = 15% of your income.

- After filling out the Spreadsheet, read the below questions and write up your conclusions in the Take-Aways section.

Note: bring your questions to Business Breakthrough or book a session with a Mentor

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PROJECTIONS

Questions to consider:

Ask yourself how many products/services would you need to sell in order to get to your desired revenue goal for THIS year? And next year? Can you reach your goals with these services/products? Do you need to make changes?

Frequent outcomes of look at which product or services are scalable:

1. Raising prices (by simply raising them OR by adding extra value to existing products/services and then charging more, OR by creating a higher value product/service you can charge more for).
2. Discontinuing products/services that have low margins, are hard to deliver, have a low repeat rate and/or do not make you and your team happy when doing the work.
3. Deciding to focus on your highest margin product/service so you can scale faster.
4. Deciding to turn an off-line, in-person offering into a more scalable on-line, delivered via the Internet.

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Strategy - Execution

Main Take-Aways

1. You can do anything but not everything
2. Delegating is essential and allows for scaling
3. Fall in love with your systems

Homework

- Fill out Delegate Your Way to the Top spreadsheet and see what you can outsource
- Use the 90 Day Plan or your own version
- Hire Virtual Assistant for minimum two weeks
- Start creating SOPs

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EXERCISE | DELEGATE YOUR WAY TO THE TOP

Delegate Your Way to the Top Tool ([click here](#))

DELEGATE YOUR WAY TO THE TOP TOOL				
What is the 5% of what you do every day that you are best at and only you can do? This sheet will help you divide up what you do into categories so you can start outsourcing tasks not in the 5%.				
Instructions:				
1) replace all the numbers in blue with how many minutes you spend on each task (it's fine to guesstimate!)				
2) add your own tasks to replace where it says "Other" and add rows if need be				
The formulas are set to calculate automatically.				
This tool will help you find what you can start outsourcing to a virtual assistant or team member.				
MINUTES SPENT				
	Per Day	Per Week	Per Month	Priority (1,2 or 3)
TASKS				
Admin/Management				
Answering emails to clients	120			1
Look at/answer emails not about clients	180			3
Meetings with potential clients	10			1
Meetings with team	10			2
Other:	5			
Other:	5			
Other:	5			
Subtotal	335	0	0	
Sales/Invoicing				
Finding/vetting events where I can meet clients	10			1
Scheduling appointments with clients	30			3
Accounting/billing	30			1
Working on client satisfaction (surveys, calls, etc)	10			2
Other:	5			
Other:	5			
Other:	5			
Subtotal	95	0	0	

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EXERCISE | 90 Day Plan

Use the [MDW 90 Day Plan Tool](#) to determine your top four priorities for the next 90 days. Below is an example but I recommend you fill this out in Google Sheets or Excel. Fill out your team if you have one. Assign responsibilities to staffers, part-timers or VAs. Use this document to check in weekly on progress (hang near desk!). Write 'Done' or 'Not Done' in the appropriate cells.

A great tool for getting lots done and keeping everyone focused on the same priorities. Just update the dates as needed for the 90 days you are working on!

90 Day Plan																
January 1 - March 30, 2024																
Top 4 Priorities																
Priority 1:	Create New Wellness Coaching	Owner:														
Metrics:	4 new clients															
	10 conversations with potentials															
Key Moves:	<table border="1"> <tr><td>1</td><td>Come up with a great value prop</td></tr> <tr><td>2</td><td>Reach out to new clients via marketing</td></tr> <tr><td>3</td><td>Great web site copy</td></tr> <tr><td>4</td><td></td></tr> <tr><td></td><td></td></tr> </table>						1	Come up with a great value prop	2	Reach out to new clients via marketing	3	Great web site copy	4			
1	Come up with a great value prop															
2	Reach out to new clients via marketing															
3	Great web site copy															
4																
				30 Day	60 Day	90 Day										
Action Steps:	1 talk to prior clients	Owner:	valerie	x												
	2 look at competitors	Owner:		x												
	3 take coaching best practices and create tools	Owner:				x										
	4	Owner:														
	5	Owner:														
Priority 2:	Launch Group Fitness Program	Owner:														
Metrics:																
Key Moves:	<table border="1"> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </table>						1		2		3		4		5	
1																
2																
3																
4																
5																
				30 Day	60 Day	90 Day										
Action Steps:	1	Owner:														
	2	Owner:														
	3	Owner:														
	4	Owner:														
	5	Owner:														
	6	Owner:														
	7	Owner:														

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EXERCISE | Outreach Chart Template

There are easy to use CRM tools (Customer Relationship Management) that allow you to track your contacts, like Hubspot, Constant Contact and Salesforce. OR you can go old school and create an Excel or Google Sheet with your contacts like the one below. The important thing is to track who you are meeting with, set up next steps, and follow up consistently. You can have your VA draft emails and help remind you to reach out to people. Set aside time each week (even if it's just one hour on Friday mornings!) to reach out to the people who will help you grow your business.

Outreach Chart ([click here](#))

Company	Contact	Sector	Priority (1 - highest, 3 - lowest)	Email	Recent Contact	URL	Next Steps	Notes
Edu-Can	Steve Doe	Ed-Tech	1	steve@educan.com *	2.14.23 drafted email follow up for John 1.31.23 introduced by Mark Paul via email on	www.edu-can.com	Talk to Sheila, CEO of company they invested in	
Delnot	Melanie Farmer	Consumer	2	has access to angel investors	11.12.23 had lunch meeting at The Smith 9.6.23 sent email asking to go to lunch	www.delnot.com	send another follow up email with Exec Summary and ask for introductions to other angels	they always go to GEC conference - see them there?
Green Company	Robert Teen	Ed-Tech	2	met at the event Marjorie threw on 4.18.23	11.12.23 had lunch date 9.6.23 Drafted elaunch email	www.greencompany.co	ask Marjorie to drop him a note	don't forget to mention we have Larry Parker in common
Lala Education	Hillary Varter	Consumer	3	met through my alumni network	11.12.23 had lunch date 9.6.23 Drafted elaunch email	www.growtheducation.com	send her invitation to our upcoming event	

SOP Example

STANDARD OPERATING PROCEDURE

FACEBOOK LIVE

Preparation	Julia/Laura
Event Creation	Abigail/Nicole/Laura
Promotion	Abigail/Alli/Nicole/Laura
During the Live Event	Julia/Laura
After the Live Event	Nicole/Laura

1. Preparation:

- Make sure dates and times are correct
- Have all necessary things for the FB live (mic, comp, light, etc)
- Topics/Questions
- Book/Blog referral (Have books ready)
- Have links that will be posted in chat ready
- Book giveaway?

2. Event Creation:

- Julia and Laura to pick date, time, title and description
- Abigail/Nicole/Laura – Login to Julia’s personal FB account and create a FB Event.
 - Facebook Live with Julia

3. Promoting the event:

- Abigail/Nicole/Alli/Laura – Post Event to FB/IG. Refer to it in Newsletter and then after the livestream, share the video to the page (?)
- Julia – Email contacts (Daring women group, WeNYC, etc)

4. During the Live Event (Laura):

- Right before the live event, prepare by:
 - Check settings on computer for mic, camera, lighting, etc.
 - Login to FB on one device/browser as Julia (for step B below)
 - Login to FB on a different device/browser as you (for step C below)
- Embed FB live to other pages
 - Once the stream has started, from Julia’s personal FB account ‘Share’ in order to share stream to each of these locations:
 - Million Dollar Women Masterclass
 - Female Founders Going Big
 - Julia Pimsleur personal page (?)
 - Double check each page to ensure the stream is posted on each
 - Close out of the account

- From the device/browser where you logged in as you, viewing the original live stream (e.g. from her personal page)
 - Share to your timeline, and any other groups, pages, etc that you have permission to log on
 - React to video (like, love, laugh)
 - Post a 'Hello' style comment
- Throughout the stream
 - Post question if there is one for the book giveaway several times during the live stream in case people didn't join in the beginning
 - Post hashtags in the comments if they apply
 - Watch and listen closely and post fitting JP website links as she speaks about them e.g.
 Julia Pimsleur blog (insert link)
 MDW MC website(insert link)
 Webinar(insert link)

5. After the Live Event (assign person here)

- Download the video from FB, and upload it to the Vimeo account (insert account info here)
- Upload to YouTube (?)
- Add FB video description and choose thumbnail (if necessary)
 - To access videos: log in to Julia's account > More (upper right of profile page)
 > Videos > Your videos (note: this option is currently greyed out. For now, go to photos
 > albums > videos > edit video in right corner of video thumbnail)

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Execution

Take Aways

Notes