

VIP CENTER  
*for Business Women*



## Strategy Mapping for Women Entrepreneurs

[www.vipcenter.works](http://www.vipcenter.works)

### TODAY'S FOCUS AREAS

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- Define your **business vision** and **create a roadmap for success**.
  - Identify key marketing & visibility strategies to attract the right clients.
  - Develop a **business development and sales** plan to grow revenue consistently.
  - Map out **social media strategies** that align with your brand and audience.
  - Learn how to **package and price** high-value offers for maximum profitability.
  - Walk away with a **personalized strategy map** to stay focused on what truly matters.
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# BUSINESS VISION \_\_\_\_\_

**Opening Discussion: Reflect on your pre-work:**

- *What did your pre-work reveal about your biggest opportunities for growth in 2025?*
- *Which area of your business seems to be the biggest challenge?*

**On a scale of 1-5, where are you on the CLARITY scale in terms of your business where you are going with it (vision)?**

- 1: No clear direction**
- 2: Uncertain**
- 3: General ideas**
- 4: Focused but strategy needed**
- 5: Total clarity**

## CREATIVE EXERCISE: "WHAT'S YOUR SIGN?"

**\*Refer to your Strategy Map Page 1 to fill in the blanks.**

Activity Notes

PROFITABILITY\_\_\_\_\_

**\*Refer to your PROFITABILITY Strategy Map Page 2 to fill in the blanks.**

Profitability Activity Notes

## Checklist: General Best Practices for a Profitable Action Plan

- Set Clear Profit Goals**
  - Define specific, measurable targets for the year.
  - Break them into monthly and quarterly milestones.
- Focus on High-Profit Streams**
  - Prioritize offerings with the highest profit margins.
  - Eliminate or revamp low-performing products or services.
- Understand Costs and Margins**
  - Calculate all costs (direct and indirect) for each offering.
  - Ensure profit margins align with your goals.
- Know Your Ideal Customer**
  - Identify your target audience's needs, preferences, and pain points.
  - Tailor offerings to align with their priorities.
- Track Progress Regularly**
  - Monitor key metrics like revenue, profit margins, and conversions.
  - Adjust strategies monthly to stay on track.

VISIBILITY\_\_\_\_\_

**\*Refer to your VISIBILITY Strategy Map to fill in the blanks:**

VISIBILITY Activity Notes

Walk through the checklist and checkmark the potential areas of focus that you would like to implement:

## Marketing Activities Checklist

### 1. Build Your Online Presence

- Create a professional, user-friendly website.
- Optimize website with SEO (keywords, meta descriptions).
- Optimize social media profiles (Instagram, LinkedIn, etc.).

### 2. Brand Identity

- Define mission, values, and unique selling points (USPs).
- Develop a cohesive logo and visual identity.
- Establish a consistent “tone and voice”.

### 3. Content Marketing

- Write blog articles addressing audience pain points.
- Create videos/tutorials for platforms like YouTube or Instagram.
- Send regular email newsletters.

### 4. Networking & Community Building

- Attend or host networking events.
- Join online communities or forums.
- Collaborate with complementary businesses or influencers.

### 5. Social Media Marketing

- Post consistently on social media.
- Engage with followers via comments, DMs, and polls.
- Run targeted paid ads on Facebook, Instagram, or LinkedIn.

### 6. Lead Generation

- Offer free lead magnets (e.g., eBooks, templates).
- Build high-converting landing pages.
- Use email nurture sequences to guide leads.

### 7. Referral System

- Offer incentives for customer referrals.

### 8. Analyze & Optimize

- Track performance using analytics tools and refine strategies based on data.

### 9. Testimonials & Reviews

- Collect and showcase customer testimonials.

Encourage reviews on Google, Yelp, or industry platforms.

**10. Advertising**

Run Google Ads for targeted searches.

Use social media ads to expand reach.

Set up retargeting ads for previous website visitors.

**11. Events & Webinars**

Host workshops, webinars, or open houses.

**12. Public Relations**

Speak at events or appear on podcasts.

Guest blog for industry sites or publications.

## SOCIAL MEDIA FORMULA\_\_\_\_\_

### **BONUS TOOL! THE 3-1-1+2 SOCIAL MEDIA STRATEGY**

Notes about what to post for 7 days:

# SALES AND BUSINESS DEVELOPMENT \_\_\_\_\_

**The Purpose Business Development and Sales Strategy:** Drive business growth by building strategic relationships and converting opportunities into paying customers.

This requires priority focus if you want to sustain and grow your business! Your focus is two-fold:

1. Expand the business through partnerships, collaborations, and new markets.
2. Driving revenue through direct interactions with prospects and effective sales processes.

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**Key Business Development Activities:** Check the areas that you need to prioritize this year to develop business.

- Opportunity Identification:** Pursue growth opportunities such as partnerships, collaborations, or entering new markets.
- Relationship Building:** Establish and nurture long-term relationships with key stakeholders, clients, and strategic partners.
- Networking:** Engage with potential clients and partners through events, online communities, and direct outreach.
- Pipeline Management:** Build and maintain a sales pipeline to track and manage prospects effectively.
- Lead Engagement:** Conduct discovery calls, demos, and presentations to understand client needs and showcase solutions.
- Negotiation and Closing:** Identify mutually beneficial terms, negotiate contracts, and close deals.
- Customer Retention:** Foster strong relationships with existing clients to encourage repeat business and referrals.
- Exploration of New Opportunities:** Identify untapped business areas such as new product lines or geographic expansions to fuel growth.

BD and SALES TIPS!

**NOTE: 60 SECOND INTRODUCTION SHOULD INCLUDE:**

1. Who you are
2. What you do
3. What value you bring



## BONUS SALES TOOL:

### THE SALES CONVERSATION OVERVIEW

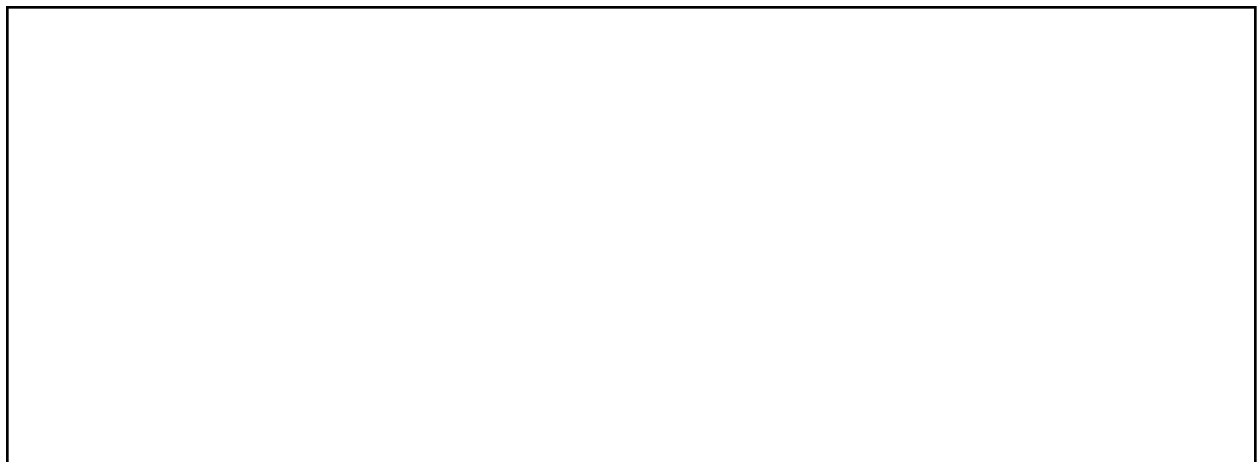
#### OVERVIEW

**30 minute sales conversation**= 15 minutes of them talking through their challenge; 15 minutes of you presenting your service/package.

**60 minute sales conversation**= 30 minutes of them talking through their challenge, with you diagnosing and prompting questions; 30 minutes of you presenting your service/package.

#### SALES SCRIPT PROCESS SUMMARY

1. *Set the Stage (Introduction).*
2. *Their introduction and why they connected with you.*
3. *Listening Coach© to Diagnose.*
4. *Summarize and Transition.*
5. *Briefly share your methodology and your story if appropriate. (Here's how I work with clients and what results they get. (add Freedom statements here.)*
6. *Introduce the investment.*
7. *Lead them to payment.*
8. *Answer questions and "Let's get started."*



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**Sign up for Business Membership Today and you'll get a free 1:1 Strategy Session + Access to all the tool videos and worksheets from today's session PLUS our top tips for using ChatGPT to Kickstart your profitability!**

**Register Here: [www.vipcenter.works/business](http://www.vipcenter.works/business)**

*Online • Interactive • Results Focused*

<p><b>Business Coaching and Mentorship</b></p>  <ul style="list-style-type: none"><li>• Monthly group coaching sessions with expert business mentors.</li><li>• Personalized support to overcome challenges and achieve breakthroughs.</li><li>• Guidance and DIY instruction on branding, pricing, sales strategies, and more.</li></ul> 	<p><b>Exclusive Business Tools and Resources</b></p>  <ul style="list-style-type: none"><li>• Access to templates, guides, and workbooks to streamline your operations.</li><li>• Proven frameworks for profitability, marketing, and visibility.</li><li>• Resources to help you align your business goals with your mission.</li></ul> 	<p><b>Networking, Collaboration, and Events</b></p>  <ul style="list-style-type: none"><li>• Connect with high-performing women Christian entrepreneurs in our private community.</li><li>• Attend networking events and member-only workshops to grow and scale your business.</li><li>• Enjoy exclusive discounts on VIP-hosted intensives and transformative business events.</li></ul> 
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