

# Business Core Strategy *Workbook*



A Workbook designed for you to get  
some clarity on your business plan.

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# AIDA Model

A



## Awareness

*How will people get to know about your brand/  
product/service?*

I



## Interest

*How will you get potential clients interested in  
trying your product/service?*

D



## Desire

*How will you get potential clients want to try  
your product/service?*

A



## Action

*How will you get potential clients commit and  
purchase your product/service?*

# Business SWOT Exercise

<u>Strengths</u>	<u>Weakness</u>
<i>What do you do well? What unique strengths and talents do you have? Why are you proud of your business?</i>	<i>What could you do better? What are others doing better than you? What do you need to face up to?</i>
<u>Opportunities</u>	<u>Threats</u>
<i>Which strengths could you turn into opportunities? What trends could you take advantage of?</i>	<i>What threats could harm you? What is your competition doing? What obstacles do you have coming up?</i>

# Boost Your Business Strengths

For each of your business' top 3 strengths,  
ask yourself these questions:

- *How can I develop this strength even more in my business?*
- *How can I turn this strength into a huge opportunity?*
- *Where can I use this strength to take my business to the next level?*
- *Where can my business shine, if I really went for it?*

Top 3 Strengths	Boost The Strengths
<i>Review your business SWOT Exercise and pick 3 strengths that you consider most important.</i>	<i>Brainstorm 3-5 ideas and actions you could take to boost your business and its strengths.</i>
1. ....	..... ..... .....
2. ....	..... ..... .....
3. ....	..... ..... .....

# Overcome Your Weaknesses

Read the 5 Weaknesses-Zapping Strategies below, then identify at least one strategy and action for each weakness.

- Lower your standards. Stop expecting so much of yourself.
- Design a support system that helps you manage your weaknesses.
- Overwhelm the weakness. Be good at something else.
- Find a partner. Think of someone who loves doing what you don't and you love doing what they don't - and swap.
- Stop doing it! Why try so hard at something you're not good at?

Weakness #1

Strategies :

Actions :

Weakness #2

Strategies :

Actions :

Weakness #3

Strategies :

Actions :