

Love Business

STRATEGY WORKSHEET

For our powerful strategy conversation, the following questionnaire will focus on the areas of business that need the most attention right now – your customers, your partnerships and your markets. Starting here will create a strong foundation for your roadmap. Looking forward to our chat.

Company Name	
Industry	

BUSINESS BEFORE COVID-19

Customers – Describe your customer base. List key characteristics to paint the picture of your customer profile.

Products/Services – What were your best-selling products and services in 2019?

Partnerships – Describe any existing partnerships – either with other companies, brands or people.

Distribution Channels – Outline how you deliver your products/services.

BUSINESS DURING COVID-19

Customers – How are your customers doing? How have their behaviors changed? Have you checked in with them?

Products/Services – What products/ services are relevant today? Which ones are not relevant?

Partnerships – List 3 ideal partnerships that would be a game-changer for your business.

Strategy – How can you innovate by using online, selling, product, and partnership strategies?

BUSINESS AFTER COVID-19

I developed 12 Playbooks to grow your business at any stage and in any market. Identify 3 Playbooks you would like to work on immediately. We're planning workshops for the most in demand playbooks and will make sure you get an invitation.

- Advisory Board Playbook
- Brand Playbook
- Co-Marketing Playbook
- Government Playbook
- Innovation Playbook
- Investor Playbook
- New Market Playbook
- Partnership Playbook
- Philanthropy Playbook
- PR Playbook
- Signature Event Playbook
- Top 10 Customer Playbook

MY TOP 3 PLAYBOOKS ARE: