

The Ultimate  
**BUSINESS DO-OVER**  
*Workbook*

*Liz Tigg* BOUTIQUE AGENCY





# hey, you!

Ever wish you could turn back time and re-do part of your business?

You aren't the first (and far from the last) business owner to have this wish. Just because time travel doesn't exist, it doesn't mean that you can't reinvent your business!

This guidebook brings together several important lessons I've learned from running two successful businesses and helping other small business owners do the same! So pull up a chair, put on your thinking cap, and let's work together on reinventing your business!

Here if you need me,

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# WHAT'S HOLDING YOU BACK?

You started your business with a goal in mind. Now you've hit a roadblock.

What's holding you back?

- Confusing branding
- Website design
- Lack of an action plan
- Particular tasks (list them here!)
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Internal business communication
- External business communication
- Anything else:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

WHAT ARE SOME WAYS TO OVERCOME THESE ROADBLOCKS?

# BRAIN DUMP

Now that you've identified some of your roadblocks, retrace your steps to when you started your

Why did you start your business?
What do you LOVE about your business?
What do you DISLIKE about your business?
Where are you struggling in achieving your business goals?
Where are you struggling in achieving your business goals?
What is your ideal business model?
What are some business aspects that you would like to reinstate? What aspects do you want to remove or change?

Retracing your steps can provide clues on how to overcome your business's roadblocks and get you back on track to achieving your goals!

# SOMETIMES GOING FORWARD MEANS WORKING BACKWARDS...

Let's take a step back to reinvent your business!

Look at your business and its workflow. What changes need to be made?

- 1** Visualize your outcome.  
How will reinventing your business help you achieve your business goals?
- 2** Create a list of goals and actions to achieve them.  
Jot down a step-by-step plan on how you will achieve your business goals
- 3** Restructure your pricing/service delivery model.  
Where are some areas your business can save money and make more money?
- 4** Rethink your client love process  
How do your customers/clients know that you care about them?
- 5** Assemble your dream team.  
How will you hire, train, and retain your dream team?
- 6** Decide what tasks can be delegated.  
As a business owner, you have a lot on your plate. Which tasks can be passed to other members of your team?
- 7** Create a system for delegating tasks.  
Create a workflow that makes it easy to delegate tasks and make them accomplishable!

These 7 initiatives are a major step towards reinventing your business and achieving your goals!

# ESTABLISH YOUR BUSINESS'S CORE VALUES

\_\_\_\_\_ Mission Statement  
[Your Business Name Here]

At \_\_\_\_\_, we're on a mission to help \_\_\_\_\_  
[Business Name] [Client]

accomplish  
[specific outcome]

through \_\_\_\_\_  
[the services that set you apart]

By the end of \_\_\_\_\_, \_\_\_\_\_ will \_\_\_\_\_  
[Goal Year] [Your Business Name Here] [meet this overarching goal/make this specific difference in the community]

by \_\_\_\_\_  
[taking these actions]

## CREATE A LIST OF YOUR BUSINESS'S CORE VALUES:

## WHAT MAKES THESE CORE VALUES IMPORTANT TO YOUR BUSINESS? WHY DO THEY MATTER TO YOUR CLIENTS? HOW WILL YOU MAKE DECISIONS ACCORDING TO THESE CORE VALUES?



*Let's Reinvent Your Business Together!*

As a business owner myself, I understand the number of roadblocks that come with running a business. However, I have helped numerous clients achieve their goals by reinventing their brands. I would love to help you do the same!

Take the first step towards reinventing your business and reaching your business goals today.

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# CONNECT!

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