

7 Strategic Questions for My Business

1. What is my product or service?

Who will buy it? Is this something I would buy myself? How does my product create value for my customers?

2. Who is my target audience?

Be specific regarding who you will share it with.

3. What is unique about my product and about me (the way I do business)?

Make sure that you are able to clearly identify, communicate, and “live” with passion the value that your business creates for others.

4. What excites me about my product or service?

How do I find fulfillment in sharing my products with others. This will create and perpetuate the passion you need to stay focused and work through the challenges of business.

5. Am I effective in communicating my business with others? Am I using and developing the tools that help me better communicate my business?

Are you continually learning and discovering more effective ways to communicate MYTV Phonebook? This is the learning of experience that comes from thinking about and working on your business everyday. Give time to your business everyday by attending calls, sharing your business, studying your business demographic. I assure you all of these activities will create growth in your business.

6. What do I want to happen in my business?

This is the “Build Belief/Brochure” part of your business. What does success in your business look like? Paint the picture so that you can build toward that outcome.

7. What one single action can I do for the next 30 days that will move me closer to my business goal?

Remember, if you improve one area of your business, you will improve your entire business. You will also create momentum that will help you to improve other areas of your business.