**Strategy Day Preparation Checklist**

**In preparation for your half-day strategy session with me, please have prepared the following items.**

**Please send ahead of time, via email:**

* **Brand Story documented**
* **Outline & Title of Free & First Paid Offering**
* **Prioritized Jobs, Pains, & Gains**
* **Notes from Validation Conversations**

**Be prepared to have for the session, the following:**

* **Company Name**
* **URL**
* **Audience Story**
* **Value Proposition Work**
* **Results of Research into Market & where they hang out**
* **Anything else that you have documented through the process**

**Strategy Day Agenda**

**Audience Overview 45 mins**

* **Review definition**
* **Look at J, P, G addressed**
* **Where you find them**
* **Who else they follow**

**Vision 30 mins**

* **Why**
* **Perfect Average Day**
* **1 year from now**
* **3 years from now**

***15 min break***

**Product Pathway 90 mins**

* **Free & 1st Paid Product**
* **Expand products & deal with pricing**
* **Lay out a revenue model**

**Message to Revenue Map 60 mins**

* **Marketing strategy developed for the revenue model**
* **Guidance on next steps (messaging finalization, website copy, etc.)**
* **First dollars strategy & timing**

**Wrap Up/Final Items 30 mins**