



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