

BUSINESS in BLUE JEANS

How to Have a Successful Business
on Your Own Terms, in Your Own Style

The Packaging Workbook

Susan Baroncini-Moe

© Copyright 2013—Susan Baroncini-Moe

All rights reserved. This book is protected by the copyright laws of the United States of America. This book may not be copied or reprinted for commercial gain or profit. The use of short quotations or occasional page copying for personal or group study is permitted and encouraged. Permission will be granted upon request.

Sound Wisdom

167 Walnut Bottom Road

Shippensburg, PA 17257

This book and all other Sound Wisdom books are available at bookstores and distributors worldwide.

ISBN 13 TP: 978-1-937879-22-8

ISBN 13 Ebook: 978-1-937879-21-1

For Worldwide Distribution, Printed in the U.S.A.

1 2 3 4 5 6 7 8 / 17 16 15 14 13

INTRODUCTION	7
TWO KINDS OF PACKAGING	7
SECTION 1: GETTING YOUR DUCKS IN A ROW	8
<i>Newbies:</i>	8
SECTION 2: WRITING A MISSION STATEMENT	10
SECTION 3: DRAWING A LINE IN THE SAND	12
<i>Newbies</i>	12
<i>Existing Business Owners:</i>	13
SECTION 4: DEFINING YOUR TARGET MARKET	14
<i>Newbies</i>	14
<i>Existing Business Owners:</i>	19
SECTION 5: UNDERSTANDING YOUR TARGET MARKET	21
SECTION 6: UNDERSTANDING YOUR PEERS.....	24
SECTION 7: ANALYZING YOUR PEERS.....	26
SECTION 8: PRODUCT AND SERVICE DEVELOPMENT	28
<i>Newbies:</i>	28
<i>Existing Business Owners:</i>	32
SECTION 9: YOUR BUSINESS MODEL.....	35
SECTION 10: PERSONAL VS. CORPORATE BRAND.....	41
SECTION 11: THE WORDS THAT REPRESENT YOUR BRAND	42
<i>Newbies:</i>	42
<i>Existing Business Owners:</i>	43

SECTION 12: NAMING YOUR BUSINESS	46
<i>Newbies and Re-branding Existing Business Owners:.....</i>	<i>46</i>
SECTION 13: YOUR BRAND STYLING AND INTEGRATION	48
<i>Newbies:.....</i>	<i>48</i>
<i>Existing Business Owners:.....</i>	<i>50</i>
YOU DID IT!	53
ABOUT THE AUTHOR.....	54

Introduction

This is your workbook for the "Packaging" chapter of the book, *Business in Blue Jeans: How to Have a Successful Business on Your Own Terms, in Your Own Style*.

I'm super-impressed that you're already into the third workbook. Amazing!

Two Kinds of Packaging

First we're going to focus packaging your fire and expertise into a business model, then we're going to talk about packaging everything into an awesome brand that draws in your ideal customers and clients. So here we go!

Section 1: GETTING YOUR DUCKS IN A ROW

Newbies:

Assemble the information from the exercises in your previous workbooks. Look for patterns and themes in your responses and list them:

[illegible]

Existing Business Owners:

Does your existing business work within the patterns and themes you've identified as important to you?

[illegible]

Can your business reach the profitability that you require for the lifestyle and dreams you identified?

Section 2: WRITING A MISSION STATEMENT

Looking back over the values that you identified that you wanted embodied in your business (“Discovering the Heart” exercise in the Fire workbook), for each value that you chose, what action can you take to express that value?

Here’s an example of what I did for Business in Blue Jeans:

VALUE	ACTION
<i>Independence</i>	Teaching entrepreneurs and small business owners to create businesses that are structured to make their dream lifestyles possible.
<i>Prosperity</i>	Showing entrepreneurs how to grow their businesses.
<i>Joy of being</i>	Helping entrepreneurs to create businesses they love.
<i>Authenticity</i>	Taking a public stance against cookie-cutter “gurus,” “one-trick ponies,” and get-rich-quick scam artists.

Here’s a chart for you to complete:

VALUE	ACTION

Then, translate the information you collected into a single mission statement.

Here's an example of what I did for Business in Blue Jeans:

The mission of Business in Blue Jeans is to teach entrepreneurs and small business owners how to authentically create and grow businesses that they love and that are structured to make their dream lifestyles possible.

Now write your mission statement:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Section 3: DRAWING A LINE IN THE SAND

Newbies

Are you interested in taking a stance?

Does it make sense to your brand?

What are the possible consequences of taking this stance?

Existing Business Owners:

Have you taken a stance with your brand?

Could adding some industry-related controversy help your business gain visibility or market share?

Section 4: DEFINING YOUR TARGET MARKET

Newbies

Who do you love working with?

[illegible]

Who wants what you have to offer (what's in that sweet spot of your business)?

[illegible]

[illegible]

[illegible]

[illegible]

Existing Business Owners:

Who's in the top twenty percent of your client base?

[illegible]

Is your target market defined well enough? If not, work on improving your target market definition.

[illegible]

Section 5: UNDERSTANDING YOUR TARGET MARKET

Write out a thorough description of your target market that brings together all of the information you've gleaned from them.

[illegible]

[illegible]

[illegible]

Section 6: UNDERSTANDING YOUR PEERS

Make a list of your current peers.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Section 7: ANALYZING YOUR PEERS

Use the information in the Packaging Chapter to do your “detective work” and research your peers. Then assemble the data you’ve compiled about your peers into a comprehensive report. What are your findings? Summarize what you’ve learned. What did you learn that you liked? What did you learn that you didn’t like?

[illegible]

[illegible]

Section 8: PRODUCT AND SERVICE DEVELOPMENT

Newbies:

Begin brainstorming products and services that you can offer in your business.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Do you want to create a product of your own or sell items others have created?

If you want to create your own product, is it a tangible product (something your customers can touch) or a digital product?

If you want to sell items that others create, what kinds of things do you want to sell?

Do you want to offer services?

What kinds of services do you want to offer?

Are there other outside-the-box ways to deliver the services that you want to offer?

[illegible]

Existing Business Owners:

Examine your existing product and service offerings. How can you expand on what you're already delivering?

[illegible]

[illegible]

[illegible]

Section 9: YOUR BUSINESS MODEL

Describe your business model in its entirety:

[illegible]

[illegible]

Where will you find your customers and clients?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

How will they find you?

What's the best way to deliver your products and services?

How do you charge your clients and customers?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Are there ways to innovate on what your industry currently does?

[illegible]

Section 10: PERSONAL VS. CORPORATE BRAND

Which do you choose, personal brand or corporate brand? Which makes the most sense for your business and for attracting your target market?

[illegible]

Section 11: THE WORDS THAT REPRESENT YOUR BRAND

Newbies:

Come up with a list of words that represent your business. Even if the words seem like they're in disharmony, include them on the list.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

Existing Business Owners:

Come up with a list of words that represent your business:

[illegible]

[illegible]

[illegible]

SECTION 12: NAMING YOUR BUSINESS

Newbies and Re-branding Existing Business Owners:

Add to the list of words that you began in the last section. Now you're adding words that coming from your target market.

[illegible]

Take all of the words you've written down and transfer them to 3x5 cards. Mix and match these cards to come up with various combinations. Play around and come up with

options that you like. Mess with the 3x5 cards until the words lose all meaning and you can just work with sounds and the way the words look together.

What did you come up with?

[illegible]

SECTION 13: YOUR BRAND STYLING AND INTEGRATION

Newbies:

What is the style of your brand? List adjectives that describe your brand.

[illegible]

Conduct an inventory of yourself.

[illegible]

Do you represent your business appropriately?

Existing Business Owners:

Check your brand style. Does it match up with the visual aspects of your brand?

Do you and your employees represent your brand well? Conduct a full inventory.

50

[illegible]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

You Did It!

You did it! You made it to the end of the third workbook. Congratulations! You're doing so well!

By now, you should have packaged your business into a solid business model and a brand that attracts the right people.

Don't stop! Keep making progress toward your goals by reading the rest of the book and doing the "homework assignments" that I've put throughout the book. Remember, the longer you wait to make progress, the more momentum and motivation you'll lose toward achieving your goals. Make it your mission to do one thing every single day to start or grow your business, and before you know it, you'll be closer than ever before to living the life you've imagined.

Don't let anything get in your way. As my mom used to tell me, "You can do anything you put your mind to." And you, my friend, *absolutely* can.

* If you found this section to be particularly challenging, remember...walk away when you need to. And if you find that you need some help, visit <http://businessinbluejeans.com> and find out how I can provide expert guidance to you and your business through this process.

About the Author

Susan Baroncini-Moe is a business and marketing strategist who consults with companies to help them gain visibility, improve the way their businesses are run, and train their staff to implement key marketing strategies.

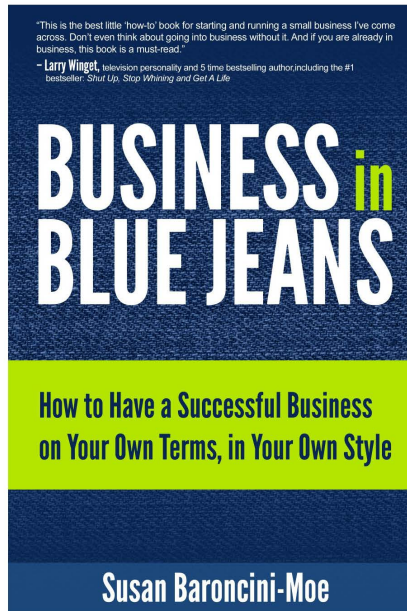
She regularly speaks to audiences of all sizes, and has shared the stage with business giants like Michael E. Gerber, David Meerman Scott, Chris Brogan, and many other business and marketing bestselling authors, celebrity entrepreneurs, and thought leaders.



Susan and her businesses have been featured in Redbook Magazine, USA Today, American Express Open Forum, Social Media Examiner, Investor's Business Daily, and Yahoo Finance, as well as many other online and offline publications.

Susan holds the Guinness World Records® title for the world's longest uninterrupted live webcast and has tried over 100 hobbies in her lifetime. She lives in Indianapolis, Indiana with her Uruguayan rockstar husband, Leo, with whom she travels the globe.

You can find out more about Business in Blue Jeans at <http://businessinbluejeans.com> and you can follow Susan's blog at <http://susanbaroncini-moe.com>.



amazon

BARNES & NOBLE

BAM!
BOOKS-A-MILLION

amazonkindle

nook™
by Barnes & Noble

Available on the
iBookstore