



Your Business Blueprint Worksheet



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VIDEO 1

Build Your Foundation

 What does being an entrepreneur mean to you?

 Who are you? What unique qualities and experiences do you bring to the table?

 Why are you doing this? What drives you to work on your business?
**This is the heart of your business message!*

 Summarize the story of what brought you here in three words:

1|

2|

3|

 List five key components of a winning mission statement:


1|

2|

3|

4|

5|


 What values, emotions, and/or goals would you like your mission statement to convey?


 Write your Mission Statement here:



VIDEO 2

Curate Your Online Presence

 Explain your business in a few sentences. This will become your elevator speech.

 What are best practice tips for using social media to extend your online presence?

1| _____

2| _____

3| _____

4| _____

5| _____

Use the following checklist to pick out 1-2 action steps to take this week to begin building out your online presence.

SOCIAL MEDIA CHECKLIST

Social media is an essential part of marketing your business expertise online in a creative and authentic way. Diving into the world of social media can feel overwhelming at first, but it doesn't have to. Start with one platform, and expand to others when you feel ready to do so.



FACEBOOK

Basic Profile Set-Up Tips

- Visuals: Add a profile picture and cover photo that are visually pleasing and in alignment with what you do and offer as a Health Coach.
- Create a short bio, including information about yourself, your passions, and your business services. Make sure to include your specialty if you have an area of focus.
- Include links to all of your social media platforms to ensure that people know where to find you.

Advanced Set-Up Tips

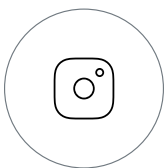
- Link your other social media accounts – such as Twitter, Instagram, LinkedIn, Pinterest, and YouTube – directly to your Facebook page so fans can view those platforms seamlessly.
- Use the events tab to share news about any events that you're hosting (webinars, cooking classes, fitness classes, workshops, speaking events, etc.).

Posting Tips

- Make sure you're consistent and active in your posting, but don't overshare. Remember: Social media requires a lot of experimentation to find the right balance for your individual audience and to figure out what volume and style of content will best engage them!
- Try to address every question, comment, or message you receive on your page to build a genuine connection with your followers and to strengthen your network of potential clients. Responding to engagement in a timely manner will establish trust within your community.
- In every piece of content that you share, keep your audience in mind. What can you share that will bring value to their lives?
- Developing your brand voice will take time, so use trial and error to determine what feels best to you and how that will ultimately help you connect with your followers on a deeper level.

What to Share

- Experiment with different types of content (in the form of photos, videos, long and short captions, links, etc.) to find out what your audience likes best.
- Be sure to take note of what posts are top-performing on a weekly and monthly basis. Use these analytics to inform what types of content you should share more and less of. Of course, it's important to keep things interesting by switching up the style and design of your content every now and then.
- Ask your audience questions to start a conversation and get feedback about your page. For example, ask your followers what type of recipes they would like to see more of on your blog.
- Download your page insights (on the Admin Panel) to see what is working and what's not.
- Cross promote with like-minded brands and other individuals in the health and wellness space to develop relationships and increase visibility.



INSTAGRAM

Basic Profile Set-Up Tips

- Upload a profile picture (Note: If you are active on your other social accounts, i.e., Twitter and Facebook, we recommend that you choose the same profile picture across all accounts to ensure consistency across platforms).

- Create a short bio, including information about yourself, your passions, and your business services. This can be a simplified version of what you share on Facebook. Set up a ‘link in bio’ account through one of the various free services on Google. You can refer to this ‘link in bio’ whenever you would like to link to something outside of Instagram. For example, if you want to share a recent blog post with your audience on Instagram, you can include it in your bio and say “Click on the link in my bio to read more.”
- Be sure to follow other like-minded people in your community and engage with them by commenting on and liking their posts. This is how you will organically grow on social media and increase brand awareness for yourself.

Posting Tips

- Create content! Instagram is a visual platform so post both video and static imagery that is not only beautiful to look at but also relevant for your business strategy and the message that you are conveying. For example, sharing recipes is a great way to produce your own content and utilizing video in particular is a great way to demonstrate a recipe as opposed to just having a static image. Be sure to share the recipe in the caption of your post or reference the link in your bio if you are driving people to a blog post recipe.
- Similar to all social platforms, use trial and error to discover the right amount of posting for your specific audience and what will engage them the most.
- Utilize hashtags in your post to increase your visibility among community members with similar passions and interests.



PINTEREST

Basic Profile Set-Up Tips

- Less is more - Instead of creating many boards on multiple topics with few pins, create a few boards with broader ranges (aim for 10, and choose unique cover photos for each to draw people in).
- Create boards that are relevant for your brand, such as gluten-free recipes, fitness tips, or clean beauty ideas.

Posting Tips

- Use keywords. Pinterest's search function allows user to search by keywords, pins, pinboards, and users.
- You can take advantage of this feature by including keywords in all of your descriptions. Clear and concise descriptions also increase re-pins from other users.
- Participate actively by contributing to other group boards, commenting on other users' pins, and always reply to the comments on your pins with thoughtful replies.
- Like other pins, repin a few things per day, and follow users that have similar content.
- Follow the rules. There has been a lot of controversy around Pinterest's policies. To be safe, always include the source of the images that you are pinning, especially with items and graphics that have copyrights.

Promote Your Presence

- Sharing Pinterest boards or pins on other social media sites is a great way to expand your reach.
- Sharing these visuals also encourages your followers on your other social media platforms like Facebook and Twitter to follow you on Pinterest as well.
- Utilize buttons and widgets to increase engagement through Pinterest and drive traffic back to your site.



TWITTER

Basic Profile Set-Up Tips

- Upload a profile picture and header image (Note: If you are active on your other social accounts, i.e., Instagram and Facebook, we recommend that you choose the same profile picture across all accounts to ensure consistency across platforms).
- Create a simple bio, including what you do and what you tweet about in 160 characters or less. This can be a condensed version of what you have on Instagram, Facebook, etc.
- Include a link to your other social media platforms.

Posting Tips

- Be a resource. Share news articles, content from your favorite sites, and other useful information to connect with your community.

- Don't spam your followers with only your blog links and personal thoughts.
- Don't limit your tweets to text or links. Photos and videos perform well too; use Instagram, Pinterest, and YouTube to share posts that you create and content from other people that you find of value to your audience.
- Search by hashtag to find trending conversations that you can contribute to, such as #vegan, #glutenfree, or #holistic.
- Join a Twitter chat and share your blog posts (when relevant).
- Find out when your target market is online and when it's best to tweet using internal analytics.
- Use a dashboard like Hootsuite or Tweetdeck to schedule tweets in advance to stay on top of your posting.

Measure Your Success

- To understand how your posting strategy is performing, review analytics to see which posts people retweeted or clicked on.
- Tweriod, Hootsuite and Tweetdeck all offer analytics, or you can use a site such as Crowdbooster, or Commun.it to keep track.
- Continue to share content that performed well to foster a stronger connection to your community.



VIDEO 3

Create an Abundant Mindset

Creating abundance starts by embracing new opportunities and taking action to achieve your goals. You can create a career you love that pays well if you put your mind to it. When you can align what you're good at with something you love that also allows you to earn a good income, your business and personal life will thrive.

Brainstorm ideas about your ideal career in the space below.

What I love	What I'm good at	What pays well

One of the easiest ways to attract more financial abundance is to set an annual income goal. After all, you need to know what number you're targeting in order to reach it. Once you have an annual income goal, you can break it down into smaller incremental goals. As you calculate your income each week and month, you will know if you're on track to meeting your annual goal.

My annual income goal is: \$ _____

 Weekly To-Do List:

1| _____


2| _____

3| _____

4| _____

5| _____

 What are your biggest goals?


 Where would you like your company to be in...

6 months _____

1 year _____

3 years _____

5 years _____

 How will you hold yourself accountable?

 What are five common roadblocks that entrepreneurs face?

1|

2|

3|

4|

5|



Thank you!

We hope you have an amazing experience as a student at IIN. If you need anything throughout the program we are here for you. You can reach out to our Student Advisor Team at advisor@integrativenutrition.com for assistance.