

Business Clarity and Growth Workbook

Introduction

This workbook provides a structured set of prompts to clarify vision, strengthen offers, and accelerate business growth. Each section includes a focused question to guide reflection and action. Use the final tip to implement these insights consistently.

Vision and Direction

Prompt: What future is being built in the next 12 months, and what 3 milestones will prove progress is on track?

Action: Define measurable outcomes such as revenue goals, product launches, or team growth.

Ideal Customer Clarity

Prompt: Who is the best customer right now, what urgent problem are they trying to solve, and where are they already paying for help?

Action: Identify customer segments, pain points, and existing spending patterns.

Offer Fit

Prompt: Which offer solves the clearest pain for the best customer, and what proof can be added this week to increase trust?

Action: Add testimonials, case studies, or data-backed results.

Differentiation

Prompt: What are 3 reasons someone should pick this business over alternatives, and how can those reasons be shown on the homepage and offer page?

Action: Highlight unique value, process, or results visually and in copy.

Value Proposition Test

Prompt: If the core offer had to be explained in one sentence to a stranger, what would be said, and what result and timeline would be promised?

Action: Refine messaging for clarity and confidence.

Pricing Confidence

Prompt: Where is pricing leaving value on the table, and what tier or anchor price can be tested to better match perceived value?

Action: Experiment with pricing tiers or bundled offers.

Fast Validation

Prompt: What is the smallest experiment that can be run in the next 7 days to validate a new idea before investing more time and money?

Action: Create a quick test such as a landing page, ad, or pilot offer.

Focus Filter

Prompt: Which projects generate 80 percent of results, and what 1 project will be paused or deleted for the next 30 days to protect focus?

Action: Prioritize high-impact work and eliminate distractions.

Revenue Math

Prompt: What is the current monthly revenue, average order value, and close rate, and which single lever will be improved first?

Action: Track metrics and identify the most effective growth driver.

Pipeline Health

Prompt: How many qualified leads are needed each week to hit the sales target, and what daily actions will create them?

Action: Build consistent lead generation habits.

Magnetic Messaging

Prompt: What words do customers use to describe their pain and desired outcome, and where will those words be mirrored in copy?

Action: Use customer language in marketing materials.

Credibility and Proof

Prompt: Which 3 testimonials, case studies, or data points best demonstrate results, and where will they be featured this week?

Action: Update website, proposals, and social proof assets.

Content That Converts

Prompt: What single topic would make the ideal customer say “this is exactly what I need,” and how will it be turned into a post, email, and short video?

Action: Repurpose one strong idea across multiple formats.

Offer Ascension

Prompt: What is the clear next step after the core offer, and how will buyers be invited into it within 7 days of purchase?

Action: Design an upsell or continuity offer.

Delivery Excellence

Prompt: Where does the client experience slow down, and what one automation, template, or checklist will remove friction?

Action: Streamline onboarding and delivery processes.

Retention and Referrals

Prompt: What wow moment can be created in the first 7 days for new clients, and how will referrals be requested at the right time?

Action: Build a memorable welcome and referral system.

Systems and SOPs

Prompt: Which recurring task consumes time, and how will it be documented with a simple 3-step SOP and a screen recording?

Action: Create repeatable systems for efficiency.

Team Leverage

Prompt: What outcome is being delayed that a contractor could do 80 percent as well, and what budget and brief will be assigned?

Action: Delegate effectively to free up focus.

Financial Clarity

Prompt: What are the top 3 expenses and top 3 profit drivers, and what decision will improve margin by 5 percent today?

Action: Review financials and adjust spending or pricing.

Risk and Resilience

Prompt: What single point of failure exists in the business, and how will a backup process, vendor, or channel be added?

Action: Strengthen business continuity.

Personal Energy

Prompt: When is the best deep work time, and how will a 90-minute block be guarded every workday next week?

Action: Schedule focused work sessions.

Learning Loop

Prompt: What was tested last week, what was learned, and what will change in the plan for the next 7 days?

Action: Review experiments and iterate weekly.

Leadership and Culture

Prompt: What behavior should be modeled for clients and collaborators, and how will it be reinforced with one explicit standard?

Action: Define and communicate cultural expectations.

Faith and Integrity Check

Prompt: What decision needs to align with values today, and what is the most honest next step to take?

Action: Ensure choices reflect core principles.

One Thing Now

Prompt: If only one task could be completed today to move revenue or impact, what would it be, and when will it be done?

Action: Commit to one high-impact action daily.

Tip to Implement

Pick 1 prompt per week. For each prompt:

1. Write a 3-line answer.
2. Name one metric to track.
3. Schedule one 30-minute action block on the calendar.