

# What the heck is “Strategic Planning” anyway?



*Virtually Debbie*



You're Super Busy, But  
Are You Actually  
Growing?



Most solopreneurs  
feel stuck because  
they don't have a  
**clear plan.**

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# Meet Emma, a new Virtual Assistant

(but this applies to ANY business owner!)



- ✗ She was overworked, underpaid, and stressed.
- ✗ She had no clear focus or strategy for her business.



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# Here's What Changed...



She worked with an  
online business manager  
like me to create and  
implement a  
**90-day strategic plan**  
that helped her work  
**SMARTER.**

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# Emma's 90-Day Growth Plan



## Month 1:

### Clarify & Set Up Systems

- ✓ Define her niche  
(ex: tech VAs for online coaches)
- ✓ Set up a simple, repeatable client onboarding system
- ✓ Create a portfolio or case study from a past project
- ✓ Update her LinkedIn & website to attract her ideal clients

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# Emma's 90-Day Growth Plan



## Month 2:

### Attract Ideal Clients

- ✓ Start posting helpful content on LinkedIn & Instagram
- ✓ Network in online communities where coaches hang out
- ✓ Offer a free resource (like a checklist) to start building leads
- ✓ Refine her service packages & pricing

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# Emma's 90-Day Growth Plan



## Month 3:

### Scale & Stabilize Income

- ✓ Pitch her services confidently based on her new niche
- ✓ Implement a retainer model for predictable income
- ✓ Automate repetitive tasks to save time
- ✓ Evaluate what's working and adjust the strategy

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## **End Goal:**

By the end of 90 days,  
Emma isn't just busy—  
she's built a sustainable,  
growing business with  
clear direction



**Yay Emma!**

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## **Without a clear strategy, Emma would still be:**

- ✗ Saying yes to everything, instead of focusing on her ideal clients.
- ✗ Scrambling for work each month instead of creating stable income.
- ✗ Spending time on tasks that don't actually grow her business.

## **But with a strategic plan, she now:**

- ✓ Has a clear focus (tech VAs for coaches).
- ✓ Knows exactly how to find and attract better clients.
- ✓ Has a step-by-step plan for scaling without burnout.

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# How I Can Help You Do the Same

If you're feeling like Emma—stuck in the hustle, working hard but not seeing real progress—I can help.

Want to stop feeling stuck and start growing?

✉ DM me or book a FREE 30 minute Discovery Call session to get started!



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