

# Quickstart Ideas for Strategies

## Fill-in-the-blanks

How will we build this business? What will make it successful over time?

<u>Strategy</u>	<u>Suggested One Page Phrasing</u>
Growth	Grow business by _____, _____, _____.
Positioning	Become nationally known for _____.
Revenue Model	Generate revenues by _____, _____ & _____.
Markets	Focus on _____, _____ & _____ markets.
Products	Core product offerings are _____, _____ & _____.
New Products	Use New Products(Services) to _____, _____ & _____.
Add-on Products	Use Add-on Products (Line Extensions) to _____.
Line Extensions	
Client/Customer Acquisition & Management	Build client base by _____, _____ & _____. Retain client base by _____, _____ & _____.
Pricing	Key pricing strategies are _____, _____ & _____.
Initial trial	Promote initial trial of products by _____, _____ & _____.
Add-on revenues & repeat sales	Generate repeat sales by _____, _____ & _____. Create Add-on sales by _____, _____ & _____.
Staffing	Attract & retain key employees by _____, _____ & _____.
Internet	Use Internet to _____, _____ & _____.
Technology	Use Technology to _____, _____ & _____.
Strategic Alliances, Business Partners	Use strategic alliances to _____, _____ & _____.
Infrastructure	Develop _____ infrastructure to _____, _____ & _____.
Culture	Foster _____ culture by _____, _____ & _____.
Management Style	Develop _____ mgt style to _____, _____ & _____.
Change	Change _____ by _____, _____ & _____.
Exit	Exit business by _____, _____ or _____.