

The Strategy Template

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This Strategy template will help you clarify and design the core strategy for your business. It's important to remember that a Strategy is NOT a set of objectives, goals, or actions. A Strategy consists of three core elements:

1. A diagnosis of the situation
2. The formulation of an overarching approach
3. A coherent set of actions

Each section of this template contains a concise set of key questions to help you think strategically in that essential area of strategy.

The Purpose of The Diagnosis

is to understand what's going on in the situation, not to solve it. The important thing at this stage is to attain true insight into the core problems and obstacles that need to be overcome.

The Goal of The Overarching Approach

is to come up with a comprehensive way to overcome the obstacles that have been identified in the diagnosis. It should employ your strengths and advantages, identify and focus resources on the most critical point, and take into account the possible reactions of others.

The Coherent Set of Actions

are a set of actions, resources, and policies that work in harmony together and create a continuum of effectiveness. They should be coordinated using timing and sequencing. It is especially important to know what NOT to do, and what to say NO to, so that the most important elements of your strategy get done consistently.

This template is in no way comprehensive, but it is a good way to begin formulating an overall strategy. It can lead to profound breakthroughs and realizations.

Internet Strategy

Once you have created a general business Strategy using this template, you can create a more effective Internet Strategy. An effective Internet Strategy includes:

- Mindset for online success – motivation, instruction, attitude**
- Researching your niche**
 - Keywords
 - Competitors
 - Creating an avatar
 - Knowing your customer's pains, problems, and motivations
- Branding and positioning your produces and your company**
- Choosing the optimum online revenue model(s)**
 - Vendor
 - Affiliate
 - Online store, ad channel, webinars, other
- Products and services - offline, digital**
- Your value proposition and USP**
- Sales funnel**
 - Front end, middle and back end product conversion sequences
 - Pricing, upsells, down-sells, point of sale offers, and more
 - Click through paths and improving conversion architecture
- Email marketing**
 - Capturing email addresses
 - Using autoresponders and emailing your list consistently
 - Copywriting
 - Lead generation magnates, gifts, quiz-funnels, etc.
- Traffic – free and paid**
- Using social media**
- Content creation**
- Analytics - collecting and using data, always be testing**
- Outsourcing and joint venturing**
- Solving technical problems**
- Scaling – horizontally and vertically**

I. Diagnosis

Q. What is going on in this situation? What is the challenge?

Q. What aspects of the situation are most critical?

Q. What's an entirely different way of viewing this situation?

Q. What's a good metaphor that represents this situation?

Q. What are the underlying root causes of the current situation?

II. An Overarching Approach

Q. What is the best way to overcome the obstacles identified in the diagnosis?

Q. How will the critical aspects of the situation be dealt with?

Q. What reactions may occur from implementing our approach?

Q. What is the pivotal and decisive point in this situation?

Q. Where will you concentrate time, money, energy, and action?

III. A Coherent Set of Actions

Q. What one key objective is worth going for and is attainable?

Q. What actions are essential for implementing the overarching approach?

Q. Which actions should be done repeatedly?

Q. When should certain actions be performed?

Q. In what sequence should actions be carried out?

Additional Strategic Factors To Consider

- ❖ What is your central overriding objective? Are you totally committed to it?
- ❖ What is your value chain and how can you make it more unique?
- ❖ What are your strengths and how can you best use them to advantage?
- ❖ What weaknesses are holding you back? How can you manage around them?
- ❖ How will you get into momentum and keep it?
- ❖ How will we measure the progress and results of your strategy?
- ❖ Where do you need to economize in order to mass your resources?
- ❖ How do you gather information about the market and your competitors?
- ❖ What are your multiple simultaneous paths to victory?
- ❖ How will you exploit your success and maximize it?
- ❖ What people and organizations can best help you?
- ❖ What is the best way to reach out to and connect with those people?
- ❖ What handful of things can multiply the effectiveness of your efforts?
- ❖ What can you do that is unexpected?
- ❖ Do you have an internet strategy?
- ❖ What is the indirect path to your goal?
- ❖ Do you really understand the critical factors in the situation?
- ❖ Strategy is the #1 essential for all business owners and entrepreneurs.

To receive a complimentary strategy session over the phone, or learn more about how we can help you formulate an effective business and internet strategy, please contact us.

I wish you much success in your business and with your Strategy!

Alexander Van Buren