
Business *Wrap*



Module 3

Your suite of products and services

WHAT DO PEOPLE BUY FROM YOUR BUSINESS?

Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for.



In this module, you will reflect on your 'offerings' - products and/or services that you have for sale.

There will be plenty of opportunities in the My 15 Minutes - Small Business program to work on developing your current suite of products/services. This module is a chance to reflect on what is currently working well, what isn't, and what you might do differently in the future.

Which product or service currently accounts for most of your revenue?

(Divide the annual revenue from each product by your entire annual revenue and multiply by 100 to determine the percentage of revenue for each product or service).

Why do you think your top offering performs better than the others?

WHERE IS YOUR HEART?

Some offerings steal our 'heart' - we lose ourselves while delivering this thing, and it feels like 'play'.

Rate your top 5 most commercial offerings based on 'passion' - from your 'hottest', most 'loved' offering to the one with which you're least engaged...

1.

2.

3.

4.

5.

What is it about your top offerings that means this much to you?

Is there something else that you would LOVE to do, and haven't yet? What is it? (For the purposes of this exercise, forget 'would it work?' Just ask 'what would I love to do?')

WHAT ISNT WORKING

Has anything 'flopped' over the last 12 months? What was it, and why do you think it didn't catch on?

What feedback did you receive about what you can change or develop to improve your products or services?

Where do you feel under-confident, or under-qualified? Is there anywhere in your offerings where you are self-sabotaging in any way?

What could you do to fill the gap between your current qualifications/confidence and where you need to be to deliver these offerings well?

If you could take a red pen and slash any offerings that aren't working, or that you don't enjoy delivering - what would get the chop? Why?

OFFERING	REASON FOR DITCHING IT

YOUR BIG DREAMS

What is the insanely 'out of reach', bold, audacious offering that you'd **LOVE** to deliver if you had 'all your ducks in a row'? Describe it.

What would you realistically need to change/do/have in order to achieve this?

GOALS

Thinking now of the next 12 months - what are your top 3 goals in terms of your offerings

	GOALS
1	
2	
3	

Notes