

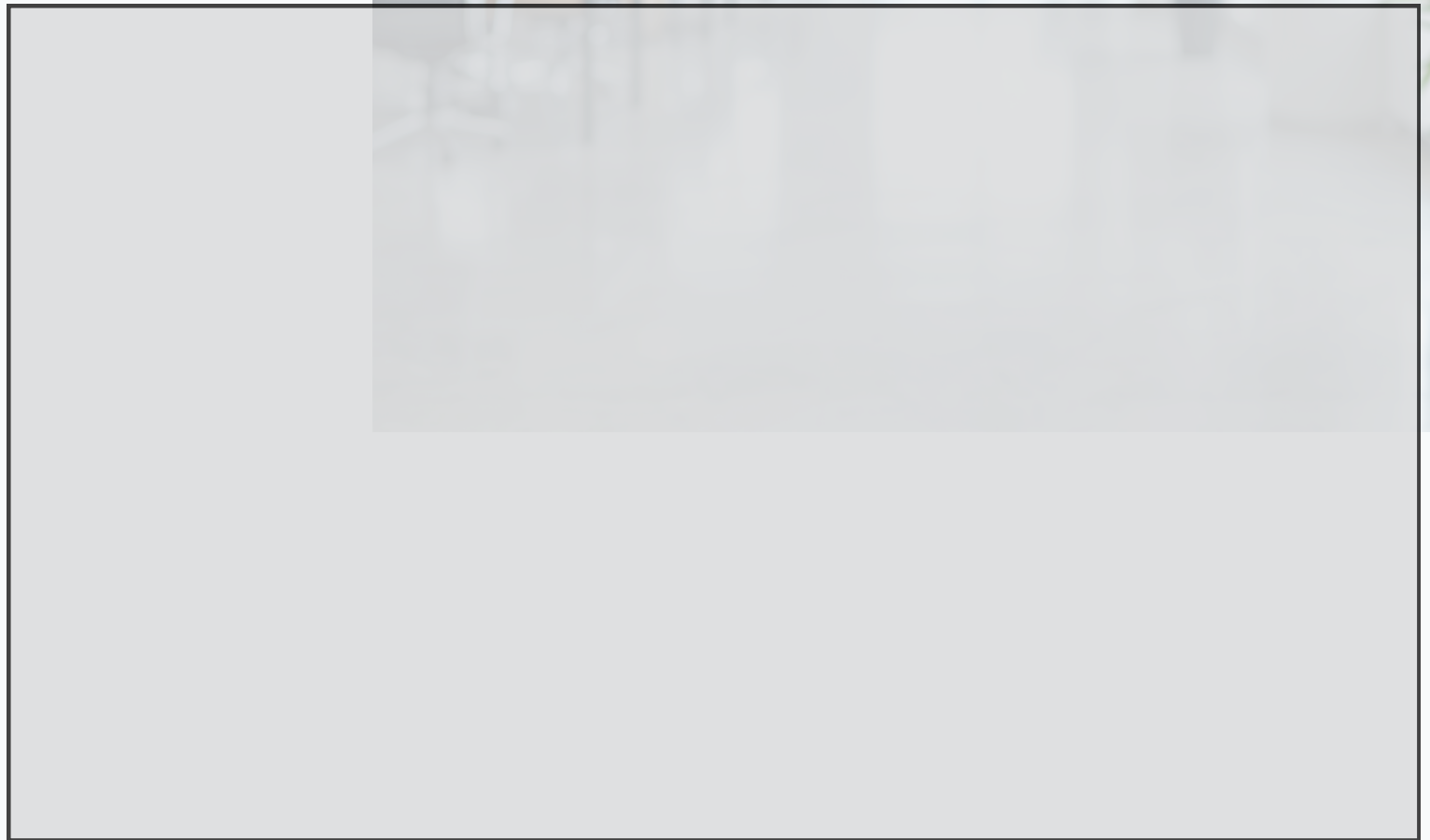


PIVOT GUIDE

From Idea to Execution

LET'S TALK ABOUT YOUR BUSINESS

What service/product does your business provide?
How long have you been in business?
Who does your business serve?

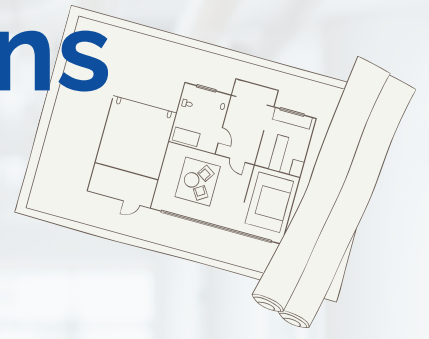




What was the initial dream/purpose of the business?

How has that dream/purpose expanded and why?

Pivot Foundations



1 What do you feel the next phase/chapter of your business looks like?

2 What new problems have you discovered about your audience?

3 What has been common feedback/questions from your clients? #hiddenopportunities

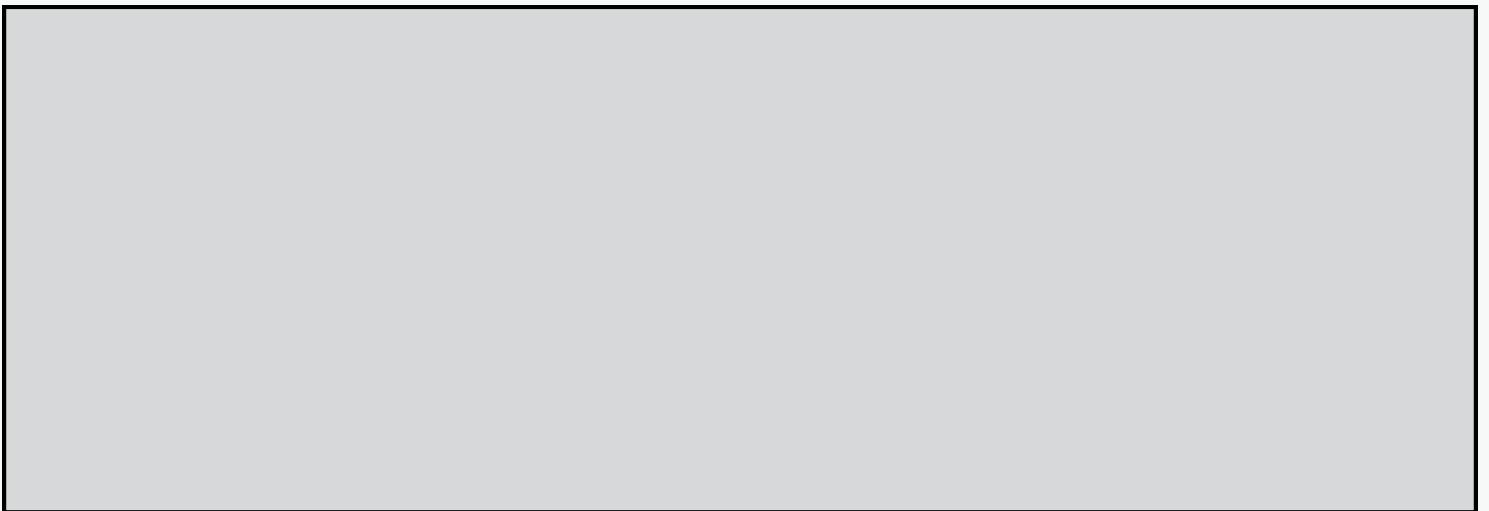
4 What skills have you sharpened since running your business? Are you proficient in a new area?



Looking at your Pivot Foundations, what new business ideas come to mind? Write them all down below...



Select the top two ideas you can take action on this month and write them below



Building the Pivot

Once you have identified your *Pivot Idea*, it is time to turn your attention to how to execute it.

What are my necessary resources? (individuals, strategic partnerships, etc...)

Logistically, how is this new service rolled out to the public?
(new website, marketing campaign, live stream, etc...)

Branding: How does this idea tie in and align with your current business?
What new messaging will it entail? How does it showcase your deeper call to serve?

Collateral: Course work with set modules, new website copy, new merch?
What needs to be produced from your end to bring this idea to fruition?

Technology & You

We live in a hyper technological age and it is something we must embrace to stay relevant and push our businesses forward. With that said your pivot may need to rely on a particular platform, program, or software. Do you know how to use what you need?

Now remember, A.I. is your friend, it is certainly a tool that can fill in gaps of what you are thinking. The true genius still lies within you, don't forget. Feel free to run some thoughts through ChatGPT or another program to get your wheels turning.

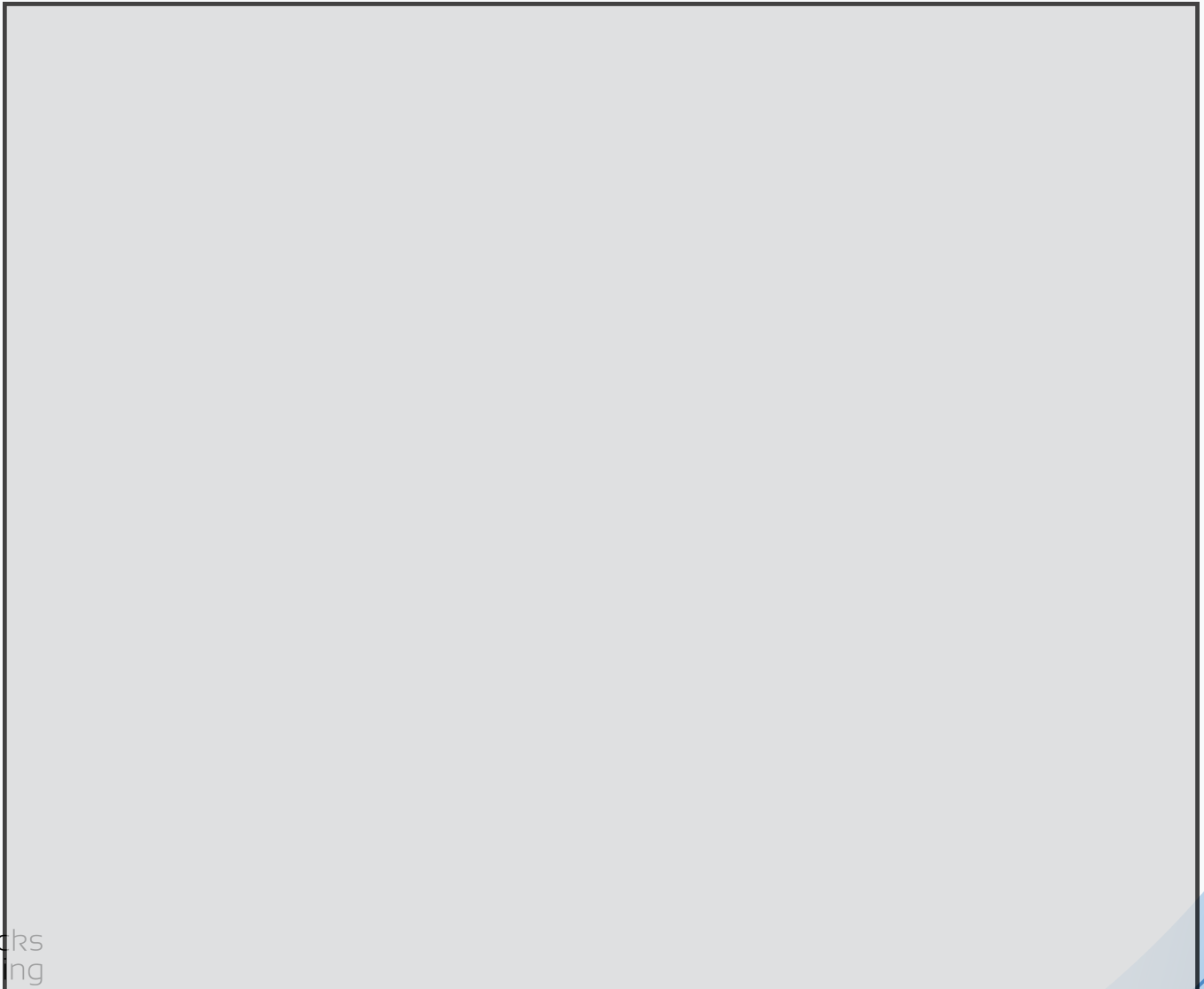
With that in mind, do you need to learn anything to bring your pivot idea to fruition? Write them down below. Research tutorials, online trainings, free workshops, etc...

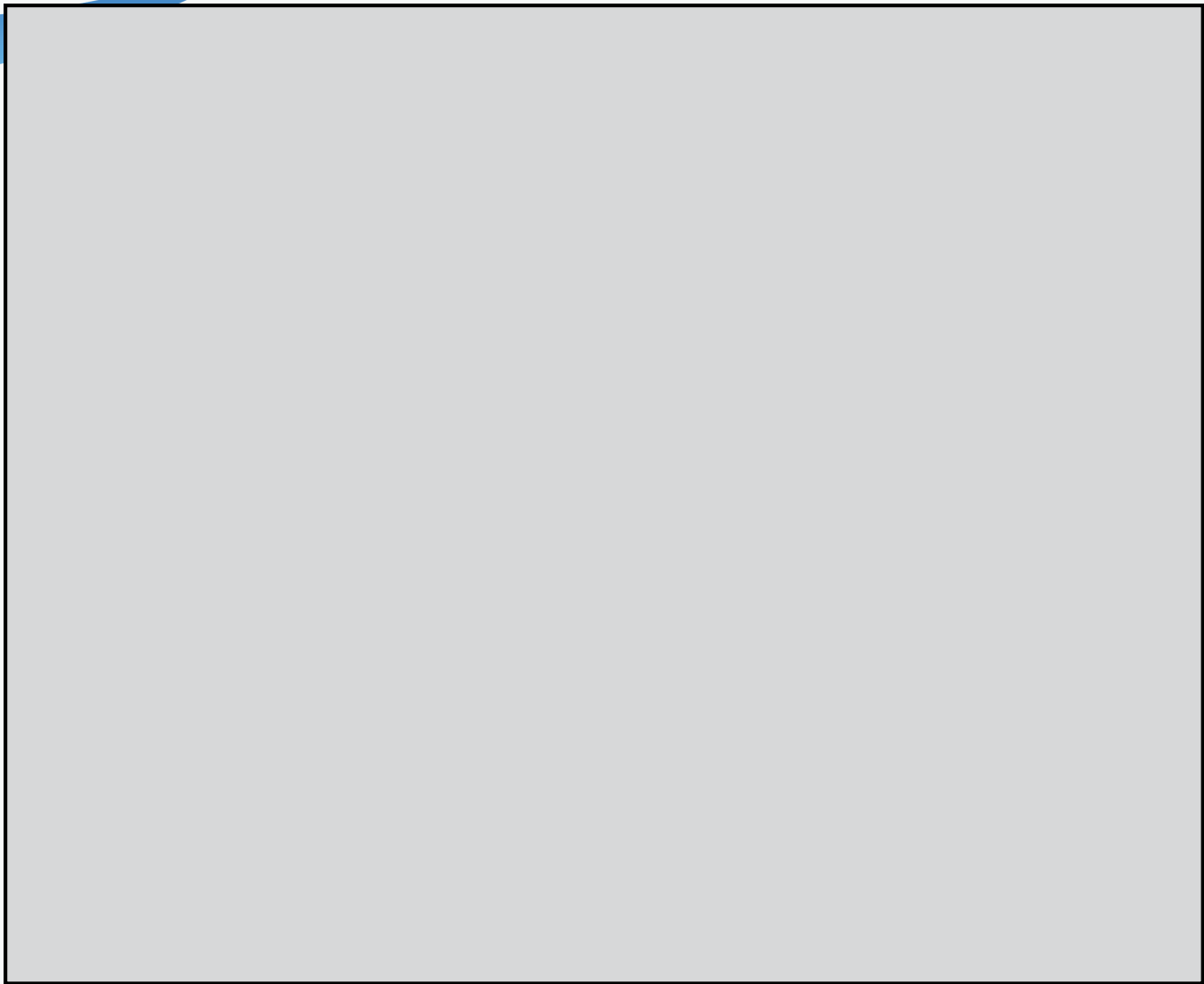


The Finale

Write a full treatment for your *Pivot Idea*.

- What's the idea?
 - Who are you connecting with to execute it?
 - What's the projected launch date, how are you presenting it to the world?
 - What is the potential messaging surrounding the pivot and how does it expand your business?
 - List all the skills you'll need to learn and how you are going to obtain them.
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You now have a **written blueprint** and **actionable steps** to execute your PIVOT. Hold yourself accountable and share your pivot idea with a trusted person to keep you on track.

Reach out to me at **andre@barracksbranding.com** or click on the Calendly link to set up a discovery call. I would love to work with you and see your Pivot Idea go from idea to implementation