

## Elicing the Business Pie:

4 Areas of Your Business That Need Attention (Warning: All slices are not created equal)



Kim Steadman www.TheReFeatheredNest.com

© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved

#### **Kim Steadman**



- Wife, Mother, NEW Grandma, Writer, Teacher and TEXAN my highest callings
- Sales Operations Manager -Electronics Recycling Company (14 years / from 3 to 200, from part time secretary to Management Leadership)
- ✓ Founder of *The ReFeathered Nest*, where mom can learn to repurpose and redesign her life after the kids leave the nest
- Empty Nest SurTHRIVER



© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved

### What You'll Learn Tonight



Slicing the Business Pie
The Basic 4 Activities of your Business That
Needs Your Attention

© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved

## Slicing the Business Pie Empty Nest SurThriver





Pay the college bills, have "grown up" fun, travel on dream vacations, do some home improvements, build a financial and personal legacy

All of those goals took \$\$\$\$\$\$\$

© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved



- Working outside the home
- Network marketing business
- Branding online with a personal business website
- (Became an entrepreneur)

© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved



I found myself sometimes unsure of myself, scared and wondering if could I really make my income goals work..

© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved



Do you struggle each day with wondering how you're going to get all your business activities completed?

© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved



Do you lack clarity on knowing what business actions should take priority and when you should be doing them?

© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved



#### **Basic Business 101**

You want a profitable business?

Develop The Mindset Of A

Successful

**Think Strategically** 



© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved



### What is thinking strategically?

- > Solid Foundation and Plan
- Creating a Formula that makes your activity easier the next time you do it or need it



© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved



### Think Strategically



© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved



If your business activities were a pie, How many pieces would you have?



© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved



# Business Pie Slice 1 Make Money Now





© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved



# Business Pie Slice 2

Make Money Later





SaraLeeFoodService.com

© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved

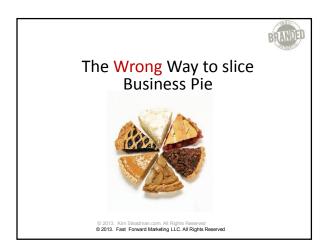


# Business Pie Slice 3 No Money (Funny Money)



© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved









#### The **Business Pie Worksheet**

Make Money	Make Money	Funny	Make No
Now	Later	Money	Money
What can you sell right now to make money? Product? Services?	What can you prepare for your sales and marketing funnel? Write? Bookings? Emails?	Organize & Systematize What's taking you too much time? Where are you disorganized?	Limit Your Time

© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved

If You



& I Win...



Visit the kitchen to learn from a
Tomato
Grocery List
Cook Book

© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved

If You



& I Win...



Look at some productive "old school" business strategies to <u>organize</u>, <u>systematize</u> and <u>prioritize</u> those 2 smaller pieces of pie!



© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved

$\boldsymbol{c}$	nn	oct	۱۸	/i+h	Me
			1/1	<i>,</i> , , , , ,	IVID



http://Facebook.com/TheReFeatheredNest

www.TheReFeatheredNest.com





© 2013. Kim Steadman.com. All Rights Reserved © 2013. Fast Forward Marketing LLC. All Rights Reserved.