



THE BUSINESS YOU MEANT TO BUILD

HOW TO GET YOUR BUSINESS OFF THE GROUND EVEN IF IT'S ALREADY MID-FLIGHT

Course Syllabus

Six sessions, built on the book. Each session has tools and activities you complete to guide you through thinking about your business in ways you haven't before or just haven't had the time to. That work leads into a facilitated session where we dive deeper, think creatively and make sure the workload you're signing up for is achievable, realistic or needs a second look. Each session feeds directly into the next so the work compounds instead of piling up.

You get your own copy of the book before session one. The 36 questions in it aren't a quiz, they're the map of what these six sessions close.

Session 1. Why the Hell Are You Doing This

Starts with the real reason the business exists, not the elevator pitch version, and whether that reason would still hold if you weren't the one running it. Includes a leadership and behavioral insight debrief leveraging the DISC assessment framework anchored to how you actually behave under pressure, it's not a personality quiz but will strengthen how you work with others, how you motivate them and makes our working sessions stronger by understanding how you prefer to receive feedback.

On top of this we look more deeply at how the business currently fits in your life and if it's impacting parts of your life you might not realize. This doesn't become a therapy session but it ensures the work done for the rest of the course is going to move the needle in the direction you care about most. Which could be more growth, income, time with family, and/or better health. You can't run The Business You Meant To Build if it doesn't feed the life you want.

Session 2. What Does Your Business Actually Cost

Every business owner wears more than one hat. But that doesn't mean we're just a bookkeeper, janitor, customer service rep or sales associate. It means we're the CEO,

CFO, COO, CMO and everything else on top of that if we haven't brought on the right support system to take that over.

In this session we break down how you're showing up to run your business, we define how you spend your time as a Tactician, Manager and Entrepreneur. We then look at what your business is costing you. Not an intensive financial investigation but making sure we understand your burn rate properly and aren't forgetting anything. Giving you deeper insight to where your money is going each month and what you are working on to earn it or lose it. We also touch on compliance as an issue with business. It's not something all business owners love but it's a key thing to make sure you understand so a sudden "uh-oh" doesn't pop up and weaken your success.

You leave with your real hourly rate and a clear read on what's actually profitable, so you can start the first steps to building a plan to ensure you can pay that hourly rate and better define your business model.

Session 3. Numbers You Can Actually Use

Instead of tracking everything, you build the five to seven numbers that actually tell you how the business is doing, tied to whether you're healthy enough to grow right now or need to fix how things run first.

You don't need to pick numbers your accountant is asking you to look at. You look at the numbers that you know you can track and you can execute against week over week that are tracking to a larger vision. This is the first step into building a 90 day plan that will hold you accountable for building The Business You Meant To Build.

You leave with a different perspective on how to measure your business and a working understanding of what goals you want to put in place as the sessions continue.

Session 4. Who Is Your Customer and How Do They Actually Find You

Every business owner can describe their customer. But if you took a real look at what they're saying about their business, how deeply do they understand the friction and challenges they have with purchasing a product or service like you offer?

This session is designed to train you to think more deeply about your ideal customer profiles. The ones you WANT to sell to, not the ones that show up and have a wallet.

We define who they are in more detail based on everything you know about them but haven't slowed down to write down.

Then you learn how to map their buying journey so you can think of new opportunities to engage them. It could be marketing and advertising needs, it could be service improvements, it could be completely new revenue streams. But the point is you're not building a solution for everyone, you're building for the customers that bring you the most joy to show up for every day.

You leave with a real customer journey map, not a guess.

Session 5. Your Marketing Reality

Small business owners typically can't afford a full time agency to strategize what are the best channels to reach their audience. And while some may be good at social media they may lack skills in other advertising opportunities where your core customer is.

This session does not make you a marketing expert overnight, but it makes you think more deeply about the marketing opportunities out there and if you're missing the real growth funnel your business has been looking for.

Every channel you're using, have used or have thought of using gets placed at its real stage in the marketing funnel, so you can see what's working and what's just activity, freeing up your time and budget for the channels or strategies that will produce a better result.

You leave with two or three channels you can actually sustain, and when you see real success, you turn it into a process, delegate it, and move to the next channel.

Session 6. Close the Loop and Build the Plan

This course is designed to take you through a lot over a short period of time. The previous five sessions give you enough context to form a more intentional business model, understand your customers, understand how you get them to come to your business, and move towards a business you're building intentionally not reactively.

You'll know it so well, by the last session, you'll present your 90 day operating plan that will hold you accountable for the next 90 days to see the growth you're looking for.

What you walk away with

Two things you own outright. The Business Workbook, the full record of who you are, what the business does, and where it's going. The 90 Day Operating Plan that allows you to get to work with confidence the next day.

The tools and activities folder is yours, and we don't delete it. Every worksheet, every session's work stays there for you to come back to whenever you need it. A full session to work through it again is available too, that's just not part of what you already paid for.

Format

Runs as a small group or one on one, same six sessions either way. Pacing flexes, some run it across weeks, some compress it into two days.

What people who've done this say

"I've heard a lot of business advice. This was the first time someone mapped out exactly where I was stuck and why. I left with a plan instead of just inspiration."

- Britt Higgins, Owner, The Nail Bar Collective

"Frank doesn't sugarcoat it. He asked the questions I'd been avoiding and made it feel like the obvious next step instead of a confrontation."

- Cherrie Sludock, Owner, Cherrie Darling Beauty

Before you commit

The fastest way to know if this is right for you is to be in a room for 90 minutes first.

Check out my website for upcoming in person and local workshops you can attend: thebusinessyoumeantobuild.com

Already know you want to talk about it directly? frank@iwillbefrankwithyou.com