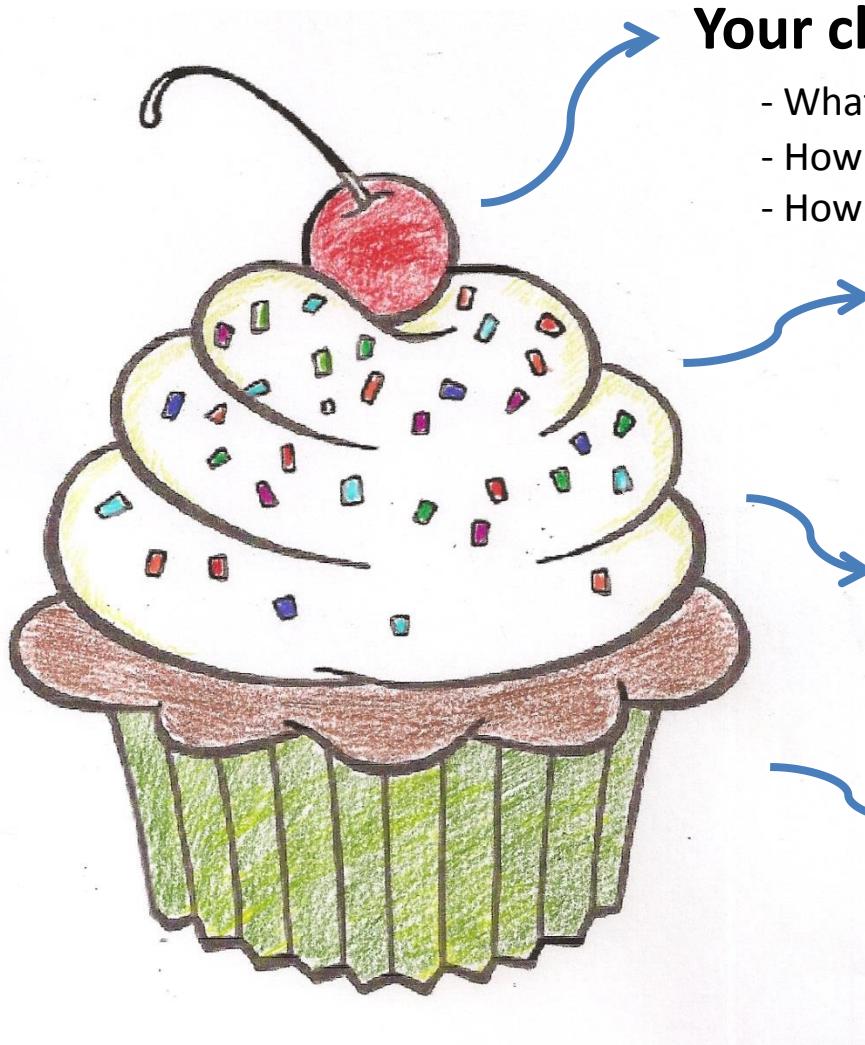


# What's your cupcake strategy to grow your business?



## **Your cherry on top**

- What attracts clients to you?
- How are you visible and valuable to them?
- How do you stay in the fronts of their minds?

## **Your sprinkles**

- What's your 3rd highest profit center?
- What do customers request of you often, but they don't pay you a lot of money for, and that can lead to more cake and frosting opportunities?

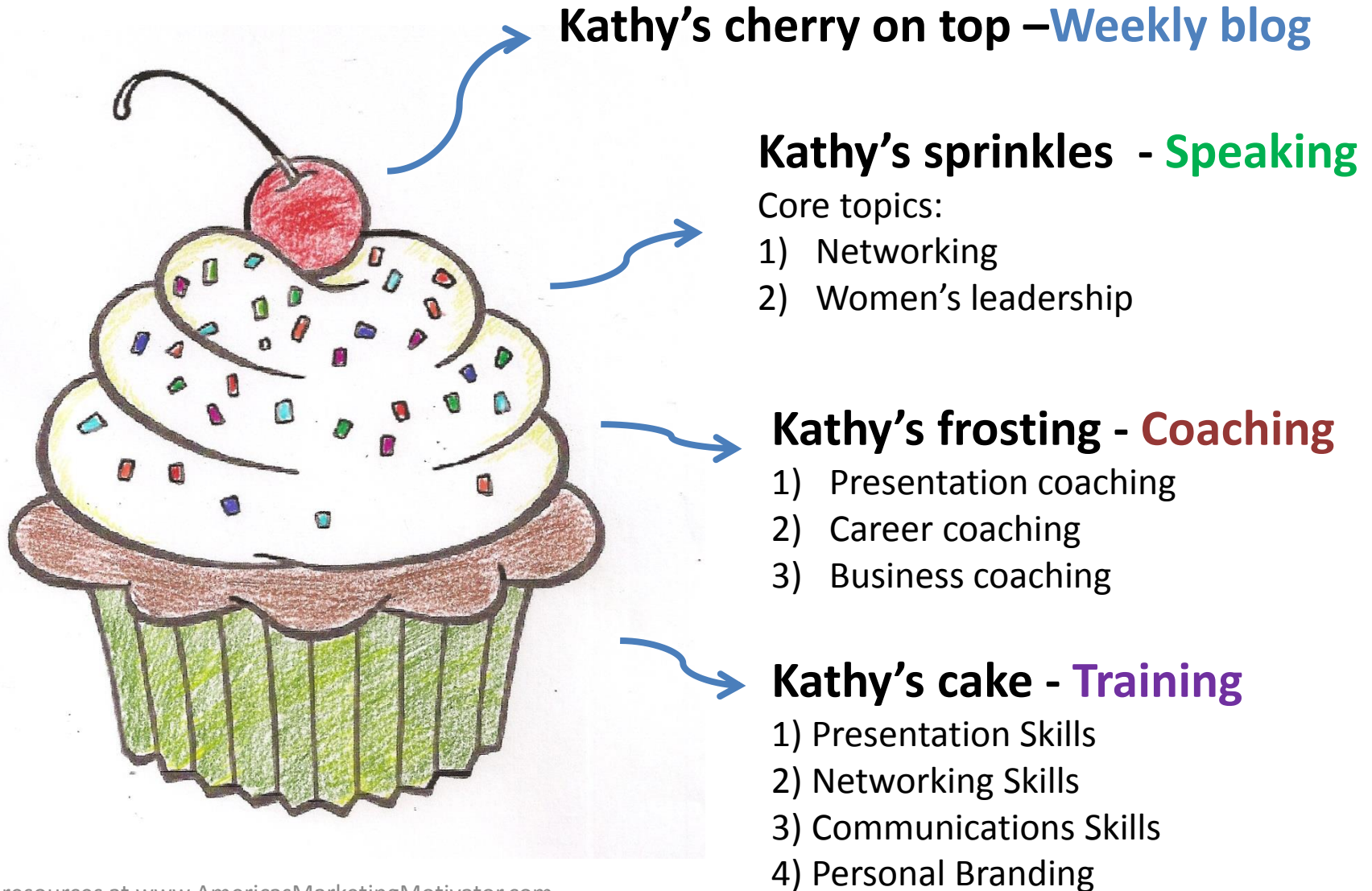
## **Your frosting**

- What's your 2<sup>nd</sup> highest profit center?
- What "flavors" does it come in?

## **Your cake**

- What's your primary profit center?
- Where do you make the most money?
- What "flavors" does it come in? Think menus of services or core offerings.

# Kathy's Cupcake Strategy

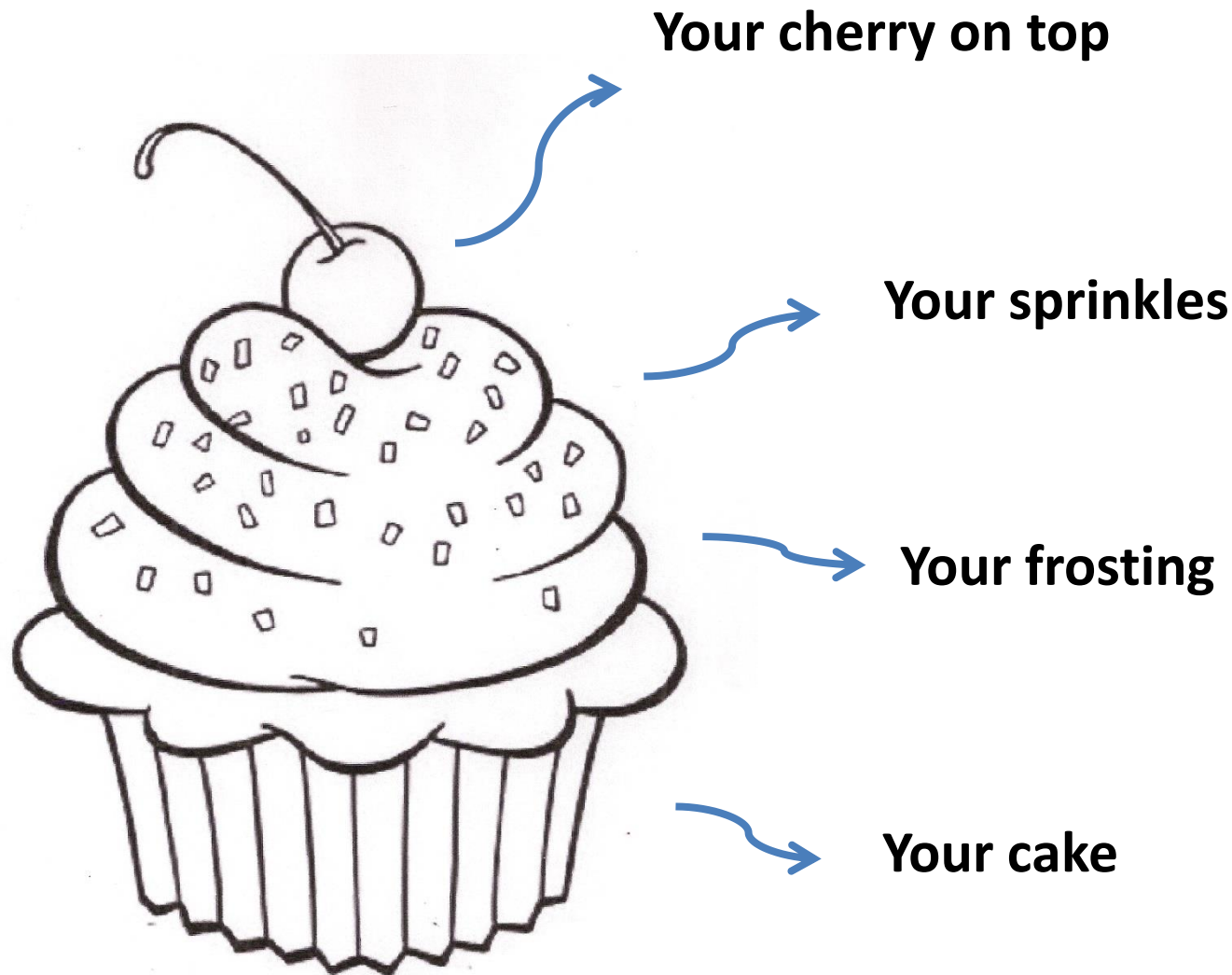


# *Go Ahead → Create your own cupcake strategy*



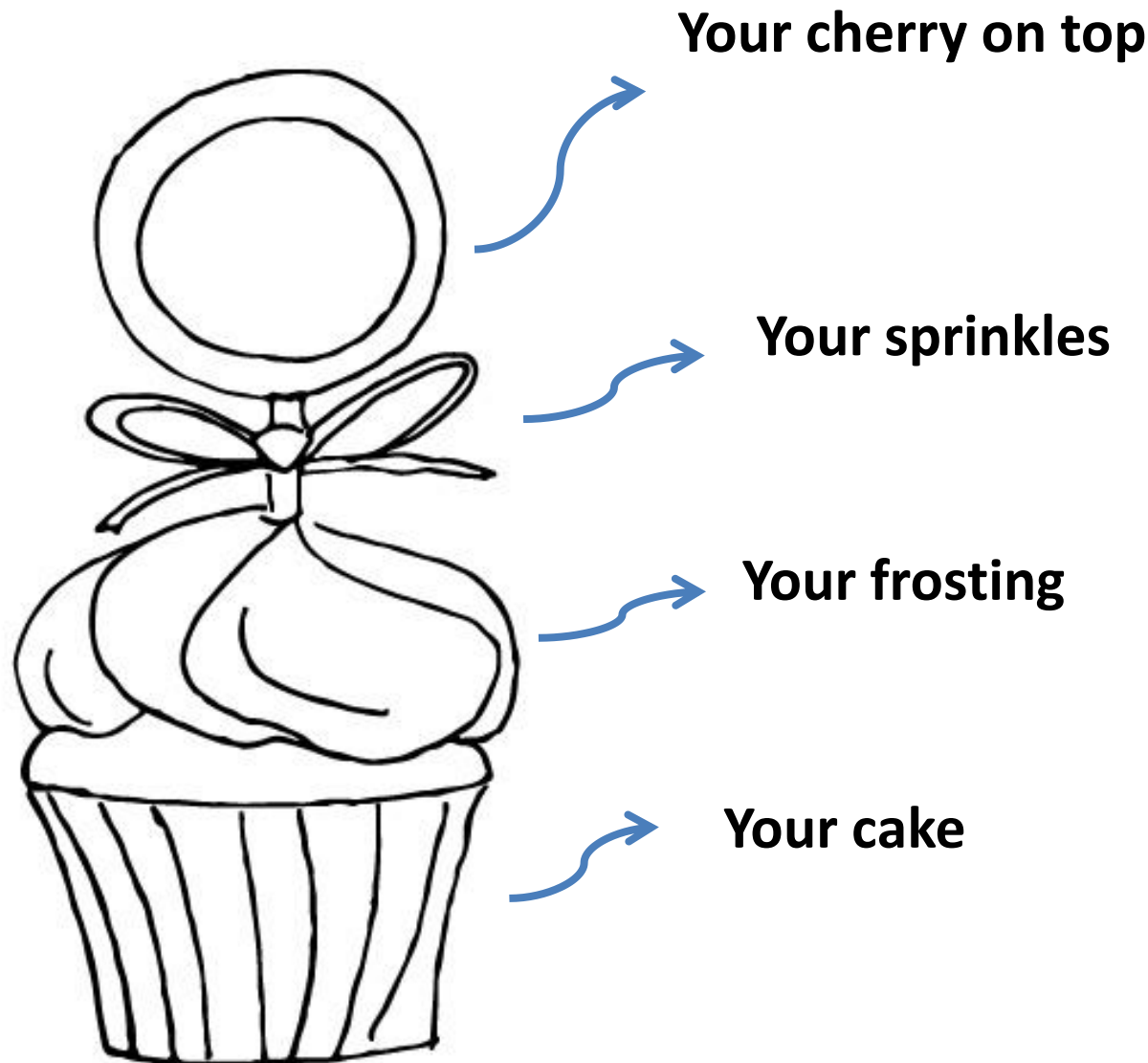
*Choose the cupcake template that best fits your personality*

# *Your cupcake strategy*

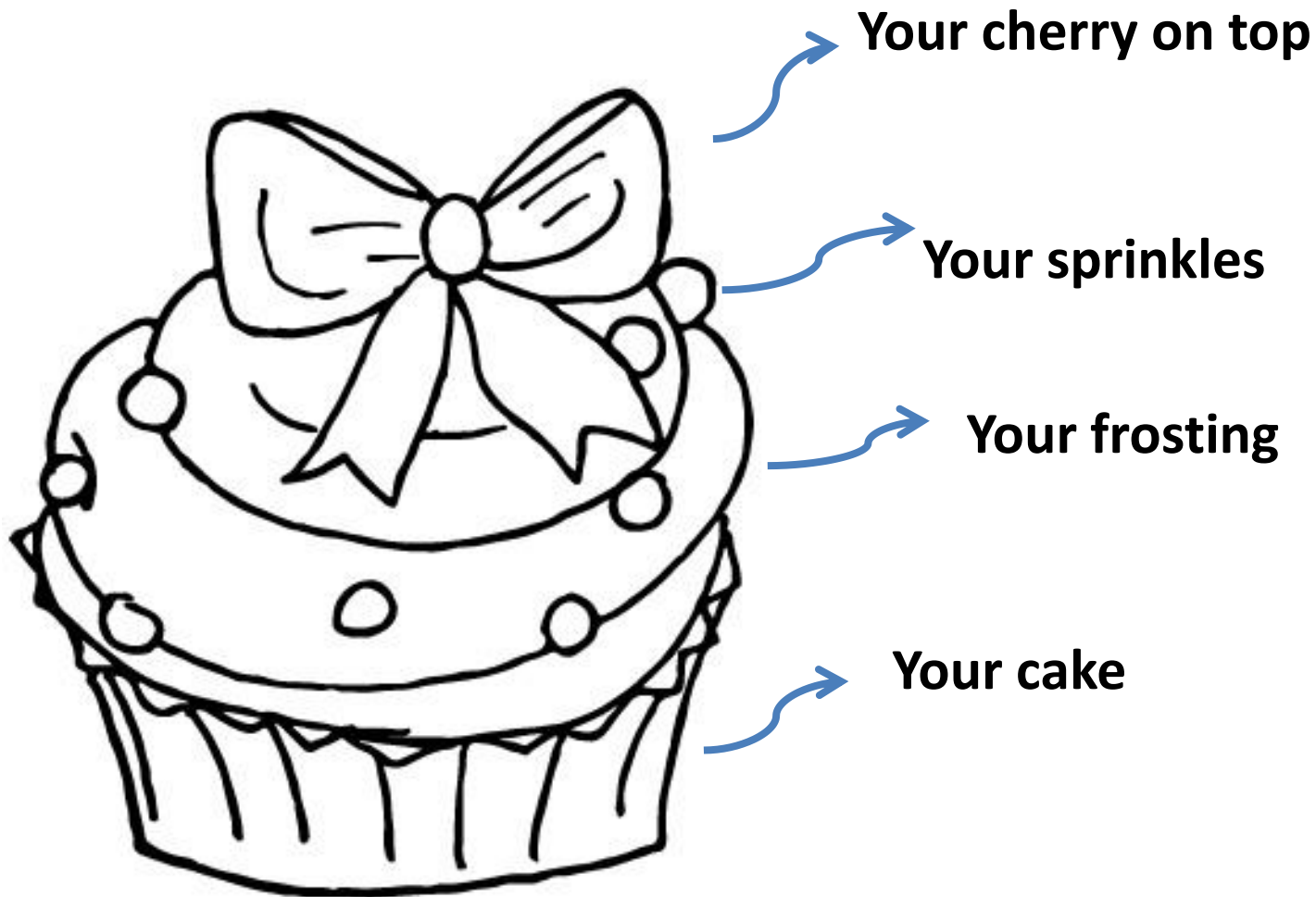




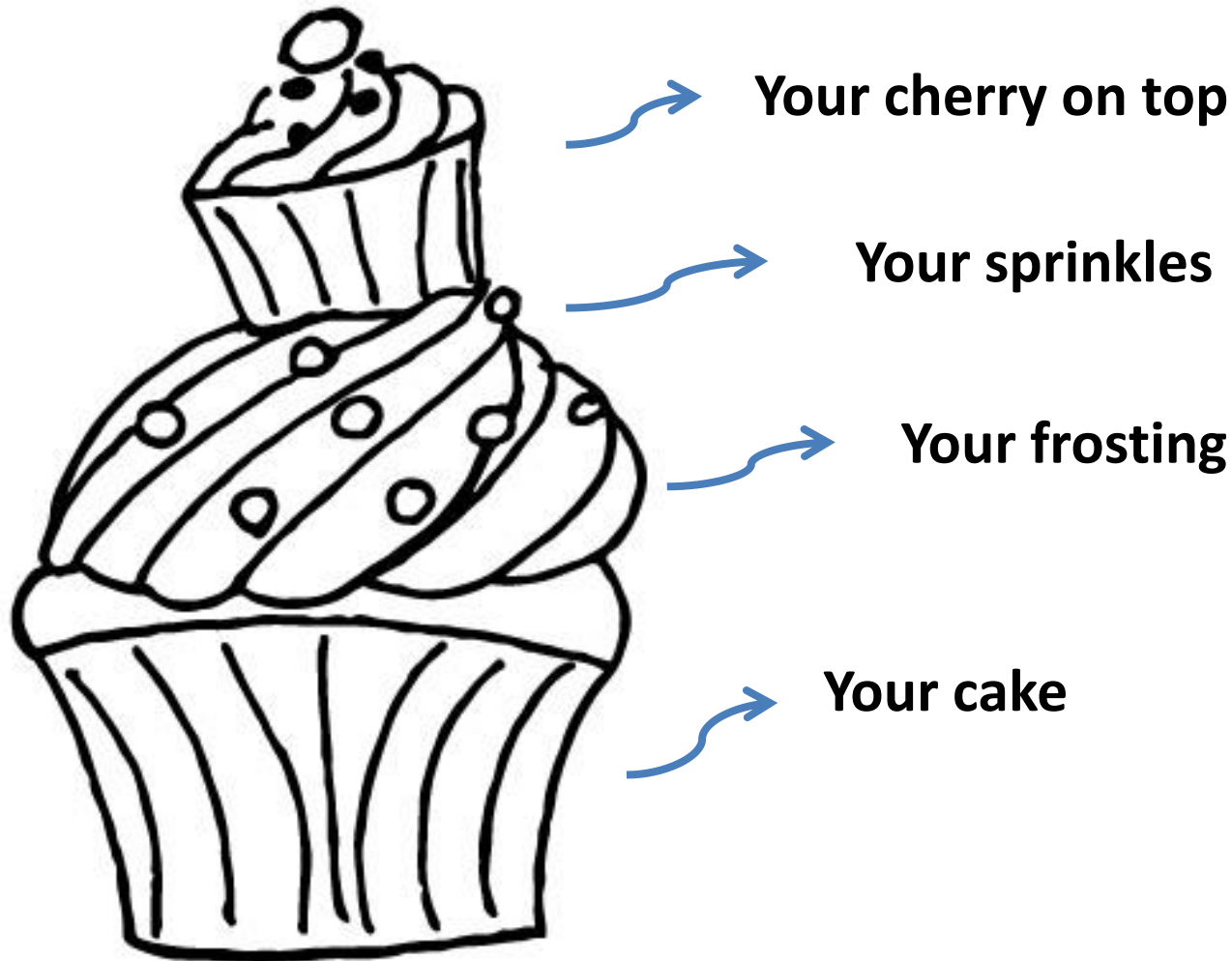
# *Your cupcake strategy*



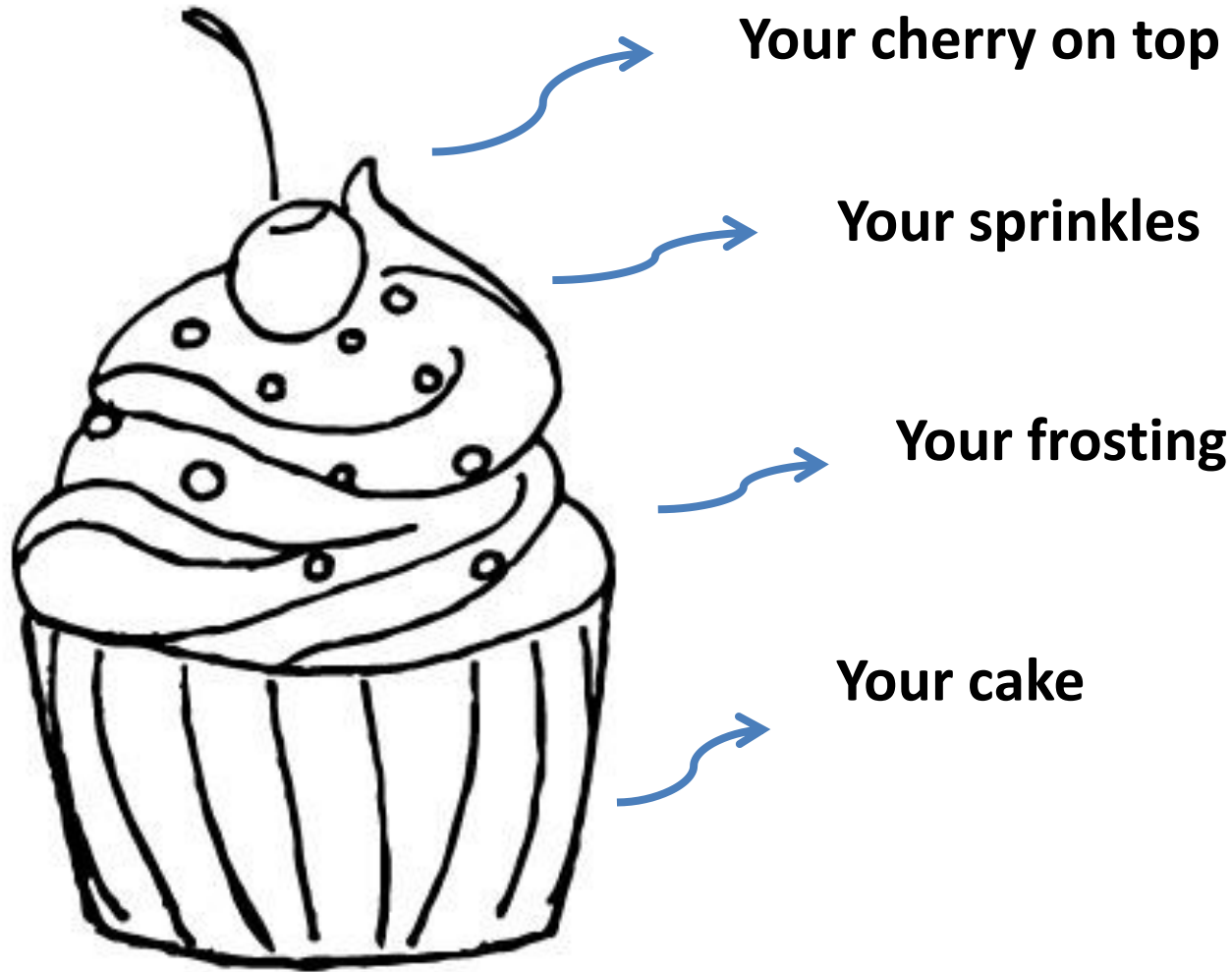
# *Your cupcake strategy*



# *Your cupcake strategy*



# *Your cupcake strategy*





# *Need a business coach?*

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I can help you grow  
your business!