

14-DAY GROW WITH MOXIE GUIDE

Workbook



Grow
with
Moxie

HOW TO GROW YOUR BUSINESS AT ANY STAGE



CLAIRE COUPLAND

Hey, I'm Claire, an accredited Transformational Coach and qualified teacher.

I've run multiple businesses, multi-million-pound budgets and large teams of people. I've taught thousands of students of all ages and mentored business owners at all stages of growth.

I'm passionate about doing business differently: growing your business whilst still finding time for a life outside of work. I believe any business with the right strategies, support and effort has the potential to grow.

Claire x

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Journal

Claire x

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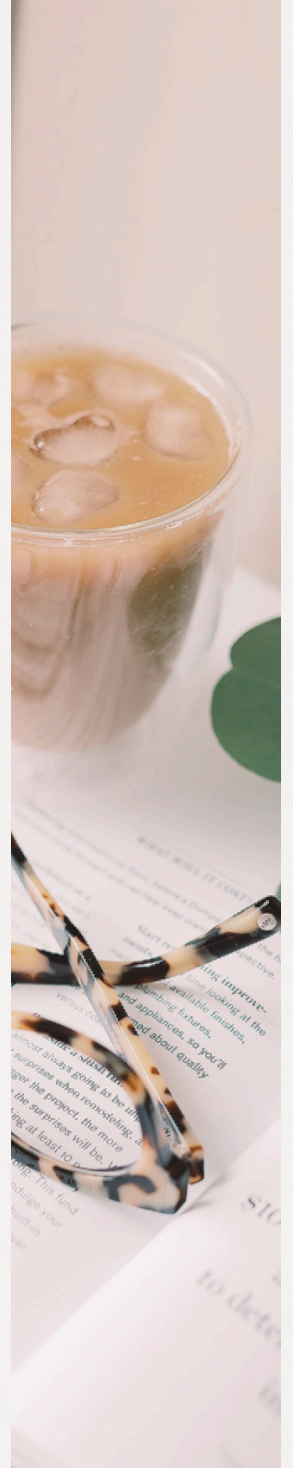
HOW TO USE THIS WORKBOOK

This is your space to dream big, set ambitious goals and make a plan to grow your business *with* the knowledge and advice of growing your business in 2025.

I'll share with you activities and questions to help you plan your business growth.

At the end of the workbook, you'll find worksheets to plan the year, quarter, month and the next 14 days.

This is your guide to growing **YOUR** business, do it your way!



THE FOUR STEP PROCESS



GOALS

Setting goals for growth that feel aligned



RESEARCH

Using the data you have combined with knowledge to plan



TARGETED ACTION

Take daily purposeful action towards your plan



ITERATE

Review data and make any changes to the plan

GOALS



Where do you want to go?

WHAT DO YOU WANT TO ACHIEVE? GOAL PLANNING

Sit and reflect on your dreams & plans. What goals would you set for your business?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

NOTES



RESEARCH



*Find the information you need to
work towards your goals*

RESEARCH

WHAT'S THE COMPETITION DOING?

Set a timer for 30 minutes and look around online. Are there similar offers/products out there? What do you like and dislike about what they are doing? What can you use from this research?

TAKE ACTION



*Taking daily steps towards the
bigger goals*

Start your journey

TARGETED ACTION

WHERE ARE YOU?

Where are you marketing your business and how effective is it?

PLATFORM/SERVICE	HOW EFFECTIVE	WHAT CAN BE IMPROVED?

TARGETED ACTION THE PLAN

Here you're going to set your plan, which platforms are for you and how you are going to use them. When you've listed them all come up with your weekly minimums, what do you commit to doing every week without fail.

PLATFORM/SERVICE

WHEN

PURPOSE

WEEKLY MINIMUM

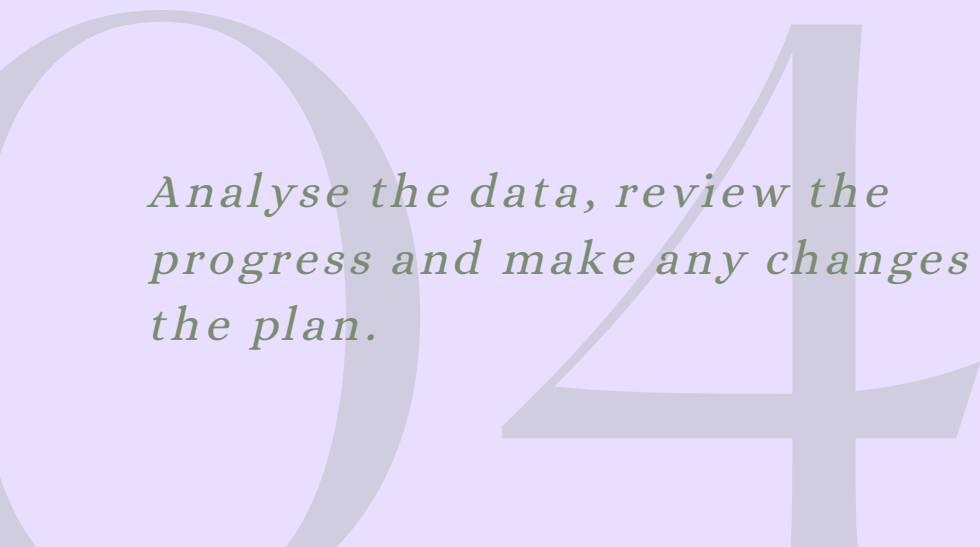
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Journal for Start

ITERATE



Analyse the data, review the progress and make any changes to the plan.



WHAT IS ITERATION

Iterating in your business involves a continuous process of reviewing, refining, and adjusting various aspects of your business to improve its performance, adapt to changing circumstances, and meet evolving customer needs.

Here are steps you can take to iterate in your business:

1. **Set Clear Goals:** Define clear and measurable goals for your business. Understand what you want to achieve in terms of growth, customer satisfaction, profitability, etc. We did this in Step One.
2. **Collect and Analyse Data:** Gather relevant data about your business performance, customer feedback, market trends, and competition. Use analytics tools to gain insights into various aspects of your operations.
3. **Identify Areas for Improvement:** Analyse the data to identify areas where your business can improve. This could include product or service features, customer experience, operational efficiency, marketing strategies, etc.
4. **Seek Customer Feedback:** Engage with your customers to gather feedback on your products or services. Understand their needs, preferences, and pain points. This feedback is crucial for making informed decisions.
5. **Prioritise Changes:** Prioritise the identified areas for improvement based on their impact on your business goals and the feasibility of implementation. Focus on the changes that will bring the most significant positive outcomes.
6. **Implement Changes:** Make iterative changes to your products, services, processes, or strategies. This could involve updating your offerings, optimising internal processes, or refining your marketing approach.
7. **Test and Evaluate:** First, implement changes on a small scale (e.g., through pilot programs or A/B testing) to assess their impact. Then, evaluate the results and gather feedback from stakeholders.
8. **Adapt Based on Results:** Based on the feedback and results, adapt your strategies accordingly. If the changes are successful, consider scaling them up. If not, analyse why and make further adjustments.
9. **Embrace a Culture of Continuous Improvement:** Foster a culture within your organisation that encourages continuous improvement. Ensure that employees are empowered to suggest and implement changes that contribute to the overall success of the business.
10. **Stay Informed About Industry Trends:** Keep a close eye on industry trends, technological advancements, and changes in the business landscape. Being aware of external factors can help you proactively adapt your business.
11. **Monitor and Measure:** Implement monitoring systems to track key performance indicators (KPIs) and regularly measure the success of your changes. This ongoing evaluation is crucial for effective iteration.
12. **Repeat the Process:** The iterative process is continuous. Regularly revisit and repeat the steps outlined above to ensure that your business remains dynamic and responsive to market changes.

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THE FOUR STEP PROCESS



GOALS

Setting goals for growth that feel aligned



RESEARCH

Using the data you have combined with knowledge to plan



TARGETED ACTION

Take daily purposeful action towards your plan



ITERATE

Review data and make any changes to the plan

DATES :	MOOD :
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YEARLY PLAN

YOUR THOUGHTS

GOALS

TO DO LIST

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DATES :

MOOD :

QUARTERLY PLAN

YOUR THOUGHTS

GOALS

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TO DO LIST

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DATES :	MOOD :
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MONTHLY PLAN

YOUR THOUGHTS

GOALS

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TO DO LIST

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DATES :

MOOD :

MONTHLY PLAN

YOUR THOUGHTS

GOALS



TO DO LIST



DATES :

MOOD :

MONTHLY PLAN

YOUR THOUGHTS

GOALS



TO DO LIST



DATES :

MOOD :

14 DAY PLAN

YOUR THOUGHTS

GOALS

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TO DO LIST

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THANK YOU!

*I hope you've found this useful and
you'll go forward and grow your
business with it. I'd love to hear your
thoughts, please drop me an email if
you have any questions or comments
on this book.*

Claire x