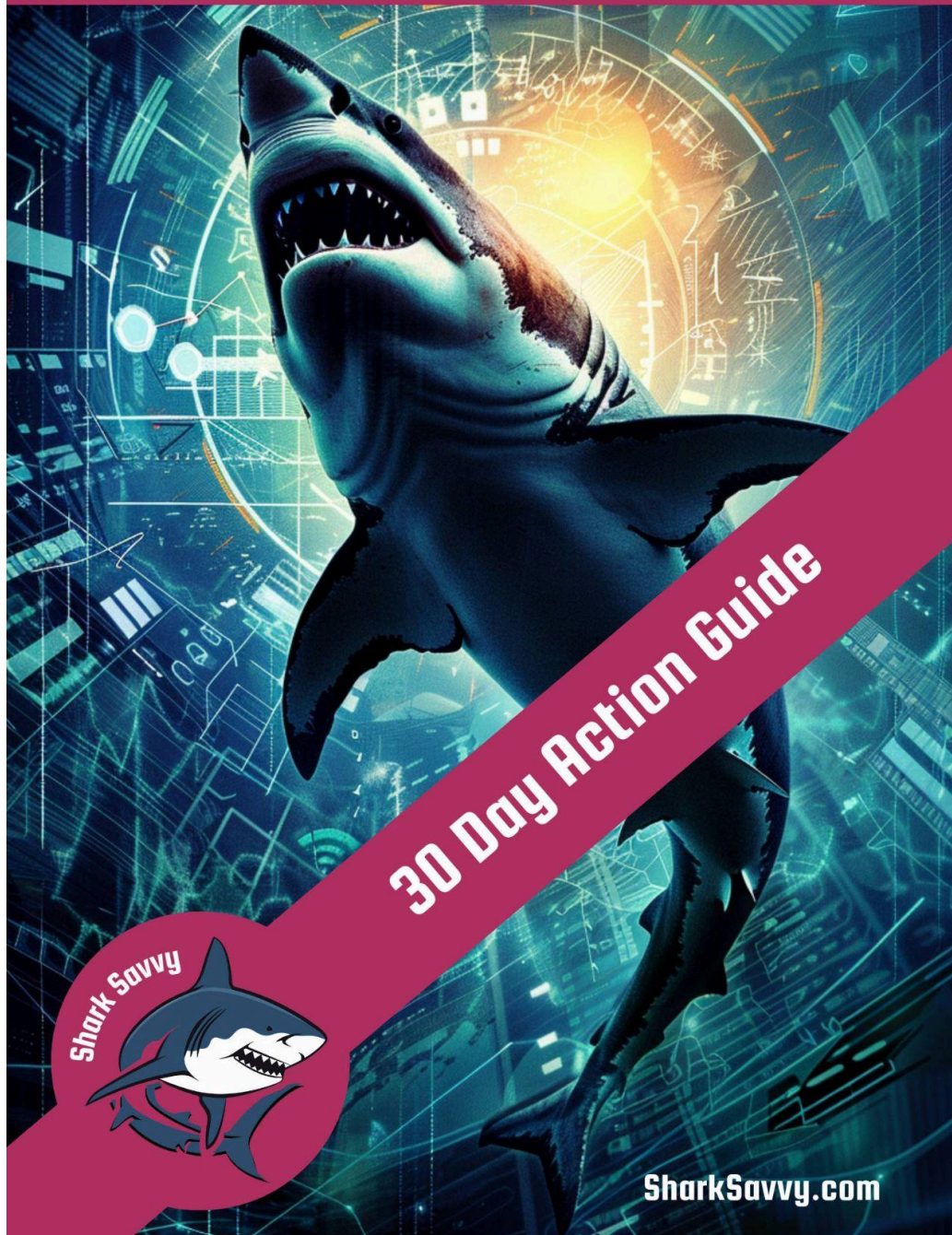


# Shark Savvy: One Day MBA



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# The One Day MBA: 30-Day Action Plan Workbook

## Introduction

Welcome to your 30-Day Action Plan Workbook! This guide is designed to help you implement the powerful insights from the One Day MBA over the course of a month. Each day, you'll focus on a specific aspect of your business, applying the lessons learned to drive real, tangible results.

Remember, entrepreneurship is a journey, not a sprint. While we've structured this as a 30-day consecutive plan, feel free to adjust the pace to suit your working style. Some may choose to power through, while others might prefer taking weekends off for reflection. The key is consistency and commitment to your growth.

Let's begin this transformative journey to elevate your business acumen and entrepreneurial success!

## How to Use This Workbook

1. Read the daily task and reflection questions.
2. Complete the exercises in your business context.
3. Use the checklists to ensure you've covered all aspects.
4. Reflect on your progress and insights at the end of each week.
5. Adjust your approach as needed based on your learnings.

Let's dive in!

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# Day 1: Defining Your Business Essence

Today, we'll focus on clearly defining what your business is truly about. This foundational understanding will guide all your future decisions and strategies.

## Task: Answer the following questions:

1. What business are you really in?
2. What does your product/service achieve, avoid, or preserve for your customers?
3. Who is your ideal customer? Describe their three most important characteristics.

## Reflection:

- How does your current business model align with your answers?
- Are there any discrepancies between what you thought your business was about and what you've discovered today?

## Checklist:

- I have clearly defined my business purpose
- I have identified my product/service's core value proposition
- I have a clear picture of my ideal customer

## Action Step:

Based on your insights today, write a one-sentence mission statement for your business.

---

## Day 2: Understanding Customer Value

Today, we'll dive deeper into what your customers truly value and why they choose your business over competitors.

### Task: Answer the following questions:

1. What does your ideal customer consider value?
2. Why would they buy from you?
3. What is it that you do especially well, better than 90% of your competitors?

### Reflection:

- How well does your current offering align with what your customers value most?
- Are there areas where you could improve to better meet customer needs?

### Checklist:

- I have identified my customers' key value drivers
- I understand my unique selling propositions
- I have pinpointed my business's core competencies

### Action Step:

Create a list of three ways you can enhance your value proposition based on today's insights.

---

## Day 3: Setting Clear Business Goals

Today, we'll focus on establishing clear, achievable business goals to guide your efforts.

### Task: Answer the following questions:

1. What are your three most important business goals right now?
2. What are the main constraints on achieving these goals? What is holding you back?
3. What are the 20% of things you could do that would account for 80% of your results?

### Reflection:

- Are your goals SMART (Specific, Measurable, Achievable, Relevant, Time-bound)?
- How do these goals align with your business's mission and values?

### Checklist:

- I have set clear, prioritized business goals
- I have identified potential obstacles to these goals
- I have determined high-impact activities to focus on

### Action Step:

Create an action plan for addressing your top constraint or obstacle.

---

## Day 4: Conducting a KWINK Analysis

Today, we'll perform a KWINK (Knowing What I Now Know) analysis to identify areas for improvement and change in your business.

### Task: Answer the following questions:

1. Is there any relationship, business or personal, that you wouldn't get into again today?
2. Are there any products or services that you would not start offering/selling again today?
3. Are there any markets that you wouldn't get into again today if you had to do it over?

### Reflection:

- What patterns do you notice in your answers?
- How can you use this information to make strategic decisions moving forward?

### Checklist:

- I have honestly evaluated my business relationships
- I have assessed the viability of my products/services
- I have reconsidered my target markets

### Action Step:

Identify one area from your KWINK analysis that requires immediate attention and create a plan to address it.

---

## Day 5: Analyzing Your Business Core

Today, we'll focus on identifying the most profitable aspects of your business to guide future strategies.

### Task: Answer the following questions:

1. What are your most profitable products/services?
2. What are your most profitable tasks and activities?
3. What are your most profitable marketing and sales activities?

### Reflection:

- How can you allocate more resources to your most profitable areas?
- Are there any unprofitable areas that you should consider phasing out?

### Checklist:

- I have identified my most profitable offerings
- I have pinpointed my most valuable activities
- I have recognized my most effective marketing and sales strategies

### Action Step:

Create a plan to increase focus on your top profitable product/service in the next month.

---



# Week 1 Reflection

Congratulations on completing your first week! Take some time to reflect on your progress and insights.

1. What were your biggest revelations this week?
2. How have your perceptions about your business changed?
3. What challenges did you face in completing the daily tasks?
4. How can you apply what you've learned to improve your business immediately?
5. What are you most excited about implementing in the coming weeks?

Remember, this journey is about progress, not perfection. Keep pushing forward!

---

## Day 6: Refining Your Marketing Strategy

Today, we'll focus on honing your marketing strategy to better reach and serve your ideal customers.

### Task: Answer the following questions:

1. What is your area of specialization? (Product/Service, Market, Customer Type, Geographical Area, Outcome/Result)
2. What is your area of differentiation? How are your products/services superior to your competitors?
3. What is your Unique Selling Proposition (USP)?

### Reflection:

- How well does your current marketing strategy align with your specialization and USP?
- Are there untapped opportunities in your market that you could explore?

### Checklist:

- I have clearly defined my area of specialization
- I have identified my key differentiators
- I have crafted a compelling Unique Selling Proposition

### Action Step:

Revise your marketing materials to better reflect your USP and area of specialization.

---

## Day 7: Customer Segmentation and Concentration

Today, we'll dive deeper into understanding and focusing on your most valuable customers.

### Task: Answer the following questions:

1. Who are the customers who can most benefit from and pay for what you do best in your area of specialization?
2. On which customers should you focus your time, money, and efforts?
3. What are your three best and most popular products/services based on this analysis?

### Reflection:

- How well do your current offerings match the needs of your most valuable customers?
- Are there any customer segments you should consider de-prioritizing?

### Checklist:

- I have identified my most valuable customer segments
- I have determined where to concentrate my resources
- I have recognized my top-performing products/services

### Action Step:

Develop a targeted marketing campaign for your most valuable customer segment.

---

## Day 8: Refining Your Product/Service Offerings

Today, we'll focus on optimizing your product or service lineup based on your marketing strategy insights.

### Task: Answer the following questions:

1. What additions or changes could you make to your product or service offerings to make them more attractive?
2. Are your products or services priced properly for the existing market? How could you change your pricing to be more competitive?
3. What products, markets, or customers should you abandon or discontinue based on your analysis?

### Reflection:

- How well does your current product/service lineup align with your business goals and target market?
- Are there any gaps in your offerings that you could fill to better serve your customers?

### Checklist:

- I have identified potential improvements to my offerings
- I have reassessed my pricing strategy
- I have determined which offerings to potentially discontinue

### Action Step:

Choose one product or service to refine or develop based on today's insights.

---

## Day 9: Enhancing Your Promotion Strategy

Today, we'll focus on improving how you market and sell your products or services.

### Task: Answer the following questions:

1. How could you market or sell your products or services more effectively?
2. Where else, and in what way, could you offer your products/services differently?
3. How could you package your offerings differently to make them more attractive or desirable?

### Reflection:

- Are there any new marketing channels or techniques you haven't explored yet?
- How can you make your offerings stand out more in your market?

### Checklist:

- I have identified new marketing strategies to explore
- I have considered new distribution channels
- I have brainstormed innovative packaging ideas

### Action Step:

Develop a plan to test a new marketing channel or packaging concept in the next month.

---

## Day 10: Positioning Your Business

Today, we'll focus on how to position your business more effectively against your competition.

### Task: Answer the following questions:

1. How could you position yourself more effectively against your competition so your product appears superior to theirs?
2. What are the key people inside and outside your business who most determine your level of sales?
3. What specifically does your product or service do to improve the life or work of your customer?

### Reflection:

- How clear and compelling is your current positioning in the market?
- Are there any aspects of your business that you're not effectively communicating to potential customers?

### Checklist:

- I have identified ways to improve my market positioning
- I have recognized key influencers in my sales process
- I have clearly articulated my product/service's impact on customers

### Action Step:

Craft a new positioning statement for your business based on today's insights.

---

## Week 2 Reflection

Congratulations on completing your second week! Let's take some time to reflect on your progress and insights.

1. How has your understanding of your market and customers evolved?
2. What new opportunities have you identified for your business?
3. What challenges did you face in refining your marketing and product strategies?
4. How can you apply what you've learned to improve your business immediately?
5. What are you most excited about implementing in the coming weeks?

Keep up the great work! Remember, consistent small improvements lead to significant results over time.

---

# Day 11: Mastering the Art of Prospecting

Today, we'll focus on improving your ability to identify and attract potential customers.

## Task: Answer the following questions:

1. Who are the ideal customers for what you sell?
2. What are the four qualities of a good prospect for your business? (Problem unsolved, Need unsatisfied, Goal unachieved, Pain to be taken away)
3. What do you do to build trust with prospects?

## Reflection:

- How effective is your current prospecting strategy?
- Are there any untapped markets or customer segments you should be targeting?

## Checklist:

- I have clearly defined my ideal customer profile
- I have identified the key qualities of a good prospect
- I have strategies in place to build trust with prospects

## Action Step:

Develop a new prospecting strategy targeting one previously untapped customer segment.

---



## Day 12: Identifying Customer Needs

Today, we'll focus on improving your ability to understand and address customer needs.

### Task: Answer the following questions:

1. What specific needs, wants of your ideal customer does your product or service satisfy?
2. What is the most pressing, important need that a customer has that would cause them to buy your product?
3. Why don't qualified prospects buy your product?

### Reflection:

- How well do your current offerings align with your customers' most pressing needs?
- Are there any customer needs you're not currently addressing that you could?

### Checklist:

- I have identified the key needs my product/service satisfies
- I understand the primary motivator for purchasing my product/service
- I have insights into why some prospects don't buy

### Action Step:

Conduct a survey or interviews with your customers to gain deeper insights into their needs and challenges.

---

## Day 13: Perfecting Your Sales Presentation

Today, we'll focus on improving how you present your product or service to potential customers.

### Task: Answer the following questions:

1. What are the three most important elements in persuading a prospect to buy from you?
2. What are the three most common objections you get as reasons for not buying?
3. Why do your prospects buy from your competitors?

### Reflection:

- How effective is your current sales presentation?
- Are there any aspects of your offering that you're not effectively communicating?

### Checklist:

- I have identified the key persuasive elements in my sales pitch
- I understand and can address common objections
- I know why some prospects choose competitors

### Action Step:

Revise your sales presentation to better address common objections and highlight your competitive advantages.

---

## Day 14: Closing the Sale

Today, we'll focus on improving your ability to convert prospects into customers.

### Task: Answer the following questions:

1. What must a prospect be convinced of to buy your product from you?
2. What are the three best methods that you use to get the prospect to take action and buy from you?
3. What three things can you do before and after the sale to get the customer to buy from you again?

### Reflection:

- How effective is your current closing strategy?
- Are there any steps in your sales process where you're losing potential customers?

### Checklist:

- I understand what prospects need to be convinced of to buy
- I have effective methods for encouraging prospects to take action
- I have strategies in place for encouraging repeat purchases

### Action Step:

Develop a new closing technique to test in your next sales interactions.

---

## Day 15: Building Customer Loyalty

Today, we'll focus on strategies to keep customers coming back and recommending your business to others.

### Task: Answer the following questions:

1. What are three ways to follow through after the sale to assure customer satisfaction?
2. How could you improve your prices or terms to make your customers happier?
3. How could you make the customer experience faster, easier, and more convenient?

### Reflection:

- How effective are your current customer retention strategies?
- Are there any aspects of the customer experience that could be improved?

### Checklist:

- I have post-sale follow-up strategies in place
- I have considered ways to improve my pricing or terms
- I have identified ways to enhance the customer experience

### Action Step:

Implement a new post-sale follow-up strategy to improve customer satisfaction and encourage repeat business.

---

## Week 3 Reflection

Congratulations on completing your third week! Let's take some time to reflect on your progress and insights.

1. How has your approach to sales and customer relationships evolved?
2. What new strategies have you identified to attract and retain customers?
3. What challenges did you face in refining your sales and customer service processes?
4. How can you apply what you've learned to improve your business immediately?
5. What are you most excited about implementing in the coming week?

You're making great progress! Remember, the key to success is consistently applying what you've learned.

---

## Day 16: Defining Your Business Philosophy

Today, we'll focus on articulating the core values and principles that guide your business.

### Task: Answer the following questions:

1. What are the core values and principles that you and your business stand for and believe in?
2. If your business was perfect in every way, what would it look like in the future?
3. What is your mission for your business – defined in terms of how you want to change or improve the life/work of your customers?

### Reflection:

- How well do your current business practices align with your core values?
- Are there any areas where you could better embody your principles?

### Checklist:

- I have clearly defined my business's core values
- I have a vision for my business's ideal future state
- I have crafted a mission statement focused on customer impact

### Action Step:

Create a one-page document outlining your business's values, vision, and mission to share with your team or stakeholders.

---

## Day 17: Developing Leadership Qualities

Today, we'll focus on identifying and cultivating the leadership qualities necessary for business success.

### Task: Answer the following questions:

1. Why are you in this business at all? What is your purpose or reason for being in business?
2. What difference do you want to make?
3. What are the three most important leadership/management qualities you have, or need to have?

### Reflection:

- How do your personal goals align with your business objectives?
- Are there any leadership skills you need to develop further?

### Checklist:

- I have a clear understanding of my business purpose
- I have identified the impact I want to make
- I have recognized key leadership qualities for success

### Action Step:

Choose one leadership quality to focus on developing over the next month and create a plan to improve it.

---

## Day 18: Identifying Your Strengths

Today, we'll focus on recognizing and leveraging your business's core strengths.

### Task: Answer the following questions:

1. What are the very best, highest quality products and services you offer?
2. Because of your excellent reputation, what are the best things people say about you?
3. In what three areas are you, or should you be, leaders in your market?

### Reflection:

- How can you further capitalize on your strengths?
- Are there any areas where you're not fully leveraging your reputation?

### Checklist:

- I have identified my top products/services
- I understand my business's reputation in the market
- I have recognized areas where my business can lead

### Action Step:

Develop a strategy to further promote and leverage your top product or service.

---



## Day 19: Focusing on Customer Service

Today, we'll concentrate on enhancing your customer service to create a superior customer experience.

### Task: Answer the following questions:

1. How do you focus intensely on serving your customers well? List three key ways.
2. What three factors does your ideal customer want or value most in dealing with you?
3. In what three ways do you, or could you, exceed customer expectations?

### Reflection:

- How well does your current customer service align with what your customers value most?
- Are there any areas where you could improve your customer service?

### Checklist:

- I have identified key ways to serve customers well
- I understand what my customers value most
- I have strategies to exceed customer expectations

### Action Step:

Implement one new initiative to exceed customer expectations in the next week.

---

## Day 20: Building a High-Performing Team

Today, we'll focus on strategies to develop and manage a strong, effective team.

### Task: Answer the following questions:

1. What are the three best qualities of your staff, or should be?
2. How do you encourage people to be open and honest, especially in these three areas?
3. What are the decisions and actions of yours that have a major impact on your team?

### Reflection:

- How well does your current team embody the qualities you value most?
- Are there any areas where you could improve team communication and honesty?

### Checklist:

- I have identified key qualities for my team
- I have strategies to encourage open communication
- I understand how my actions impact my team

### Action Step:

Develop a plan to foster one of the key team qualities you identified.

---

## Week 4 Reflection

Congratulations on completing your fourth week! Let's take some time to reflect on your progress and insights.

1. How has your understanding of leadership and team management evolved?
2. What new strategies have you identified to improve your business's performance?
3. What challenges did you face in addressing leadership and team-building concepts?
4. How can you apply what you've learned to improve your business immediately?
5. What are you most excited about implementing in the coming week?

You're in the home stretch now! Keep up the great work and stay focused on applying these insights to your business.

---

## Day 21: Strategic Decision Making

Today, we'll focus on improving your strategic decision-making process.

### Task: Answer the following questions:

1. What are the three most important areas of focus for your marketing and sales activities?
2. What are the career decisions you make that have a major impact on yourself and others?
3. What are the financial decisions you make that can have a major impact on yourself and others?

### Reflection:

- How effective is your current decision-making process?
- Are there any areas where you need to improve your strategic thinking?

### Checklist:

- I have identified key areas for marketing and sales focus
- I understand the impact of my career decisions
- I recognize the importance of my financial decisions

### Action Step:

Develop a structured decision-making framework for major business decisions.

---

## Day 22: Continuous Improvement

Today, we'll focus on strategies for ongoing business improvement and innovation.

### Task: Answer the following questions:

1. If you could wave a magic wand and improve every area of your business, what three improvements would you make?
2. What are three ways you could market your products/services faster, better, cheaper?
3. What are the three most important/valuable improvements you could make right away?

### Reflection:

- Are there any areas of your business that you've neglected to improve?
- How can you foster a culture of continuous improvement in your organization?

### Checklist:

- I have identified key areas for business improvement
- I have strategies for enhancing my marketing efforts
- I have prioritized immediate improvements to make

### Action Step:

Implement one of the immediate improvements you identified.

---

## Day 23: Risk Management and Resilience

Today, we'll focus on identifying potential risks and developing strategies to build business resilience.

### Task: Answer the following questions:

1. What are the three biggest problems or obstacles you are facing right now?
2. What is the simplest way to solve each of these problems?
3. What are your three biggest, best opportunities right now?

### Reflection:

- How prepared is your business to handle potential setbacks or crises?
- Are you effectively balancing risk management with opportunity seeking?

### Checklist:

- I have identified key business challenges
- I have developed simple solutions to these challenges
- I have recognized significant business opportunities

### Action Step:

Create a basic risk management plan for your top business challenge.

---

## Day 24: Financial Management

Today, we'll focus on improving your financial management skills and strategies.

### Task: Answer the following questions:

1. What are your most profitable tasks and activities?
2. What are your least productive/profitable tasks and activities?
3. How could you improve your prices or terms to make your customers happier while maintaining profitability?

### Reflection:

- How well do you understand your business's financial health?
- Are there any areas where you could improve your financial management?

### Checklist:

- I have identified my most profitable activities
- I have recognized less productive tasks to minimize
- I have strategies to balance customer satisfaction and profitability

### Action Step:

Conduct a basic profitability analysis of your products or services.

---

## Day 25: Time Management and Productivity

Today, we'll focus on improving your time management and increasing your productivity.

### Task: Answer the following questions:

1. What are the decisions you make regarding your personal time usage that have a major impact on your income?
2. What personal work activities give you the greatest pleasure and satisfaction?
3. What sort of personal work activities give you very little pleasure or satisfaction?

### Reflection:

- How effectively are you currently managing your time?
- Are there any tasks you should delegate or eliminate?

### Checklist:

- I understand how my time usage impacts my income
- I have identified my most satisfying work activities
- I have recognized less satisfying tasks to minimize or delegate

### Action Step:

Create a time audit for one week to identify where you're spending your time and where you can improve.

---



## Week 5 Reflection

Congratulations on completing your fifth week! Let's take some time to reflect on your progress and insights.

1. How has your approach to strategic decision-making and business management evolved?
2. What new strategies have you identified to improve your business's efficiency and effectiveness?
3. What challenges did you face in addressing financial and time management concepts?
4. How can you apply what you've learned to improve your business immediately?
5. What are you most excited about implementing in the final week?

You're almost there! Keep pushing forward and focusing on applying these insights to your business.

---

## Day 26: Innovation and Adaptability

Today, we'll focus on fostering innovation and adaptability in your business.

### Task: Answer the following questions:

1. If you were starting over today, where/how would you choose to specialize?
2. What additional services do you need to offer to satisfy and please your customers?
3. In what three ways could you do something unexpected to delight your customers?

### Reflection:

- How innovative is your business currently?
- Are there any areas where you need to be more adaptable?

### Checklist:

- I have considered new areas of specialization
- I have identified potential new services to offer
- I have strategies to surprise and delight customers

### Action Step:

Brainstorm and plan one innovative initiative to implement in your business.

---

## Day 27: Building Strategic Partnerships

Today, we'll focus on identifying and developing strategic partnerships to grow your business.

### Task: Answer the following questions:

1. Who are the key people inside and outside your business who most determine your level of sales?
2. What are three ways that you could market your products/services faster, better, cheaper through partnerships?
3. Are there any business relationships that you wouldn't get into again today, knowing what you now know?

### Reflection:

- How effective are your current business partnerships?
- Are there any potential partnerships you haven't explored yet?

### Checklist:

- I have identified key influencers for my business
- I have strategies for leveraging partnerships in marketing
- I have evaluated the health of my current business relationships

### Action Step:

Identify one potential strategic partner and develop a plan to approach them.

---

## Day 28: Personal Development and Work-Life Balance

Today, we'll focus on your personal development and maintaining a healthy work-life balance.

### Task: Answer the following questions:

1. What are the lifestyle choices that have an impact on your family?
2. What are the health and fitness decisions you make that can greatly affect how long and how well you live?
3. What personal work activities give you the greatest pleasure and satisfaction?

### Reflection:

- How well are you currently balancing your work and personal life?
- Are there any areas of personal development you've been neglecting?

### Checklist:

- I have identified key lifestyle choices impacting my family
- I have recognized important health and fitness decisions
- I understand which work activities bring me the most satisfaction

### Action Step:

Create a personal development plan that includes both professional and personal goals.

---

## Day 29: Long-Term Vision and Goal Setting

Today, we'll focus on developing a long-term vision for your business and setting goals to achieve it.

### Task: Answer the following questions:

1. If your business was perfect in every way, what would it look like in the future?
2. What are three things you could do that would amaze your customers?
3. What are the three minimum expectations your customers have, and which you have to meet?

### Reflection:

- How clear is your long-term vision for your business?
- Are your current goals aligned with this long-term vision?

### Checklist:

- I have a clear vision of my ideal future business
- I have identified ways to exceed customer expectations
- I understand the minimum standards I need to maintain

### Action Step:

Develop a five-year vision for your business and identify key milestones to achieve it.

---

## Day 30: Review and Action Plan

Today, we'll review your progress over the past 30 days and create an action plan for moving forward.

### Task: Answer the following questions:

1. What were your three biggest insights or learnings from this 30-day program?
2. What three changes or improvements have you already implemented in your business?
3. What are the three most important actions you need to take in the next 90 days to move your business forward?

### Reflection:

- How has your understanding of your business evolved over the past 30 days?
- What areas of your business have seen the most improvement?

### Checklist:

- I have identified key learnings from the program
- I have recognized improvements already made
- I have a clear plan for the next 90 days

### Action Step:

Create a detailed 90-day action plan based on your most important insights from this program.

---

## Final Reflection

Congratulations on completing the 30-Day One Day MBA Action Plan! You've made a significant investment in yourself and your business. Let's take a final moment to reflect on your journey:

1. How has your overall approach to business changed over the past 30 days?
2. What were the most challenging concepts or tasks for you, and how did you overcome them?
3. What unexpected insights or opportunities did you discover during this process?
4. How do you plan to continue applying what you've learned moving forward?
5. What advice would you give to someone just starting this 30-day journey?

Remember, this is not the end, but rather the beginning of a new chapter in your entrepreneurial journey. Continue to apply these concepts, stay curious, and always be willing to adapt and grow.

Thank you for your commitment to this program. Here's to your continued success and growth!