



5 DAYS TO BUILDING THE BUSINESS OF YOUR DREAMS

BRAND UNIVERSITY

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WELCOME TO BRANDU!

BrandU is an award-winning promotions company specializing in social media strategies, content creation, and website design for small business and non-profit organizations.

Social Impact Company

We make small business dreams a VIRTUAL reality and provide the professional look you need to shine online.



let your
brand
tell a
story



The Need for Perspective

Welcome to Day 1 of the 5 Day Business Makeover Challenge.

Analyzing how far you've come and where you'll go next in your business is essential to getting a perspective that supports your success. Today we'll look at why and how to take time to gain a fresh perspective.

DAY 1

5 DAY BUSINESS MAKEOVER

When a business is brand new, there's excitement and motivation in seeing it take off. You love the hands-on involvement.

Hours fly by and you're highly motivated. When you've been in the thick of it for a while, it's easy to get so caught up in the day-to-day work of your business that you lose sight of what really matters. The most urgent needs get all the attention.

It's important to step back and take a big-picture look at your business from time to time.

This isn't a "once and done" practice. Once or twice a year it's wise to stop and re-evaluate. Recalibrate and move forward with confidence. It could be that a small tweak is all that's needed, or your business may be in need of a major overhaul.

Success or failure in business is all about perspective. In order to regain perspective, you need to briefly stop working IN your business and take a good look AT your business. That's the purpose of this 5-day challenge.



ACTION

Take time to answer these clarifying questions. The answers you provide will help you begin to think clearly about what really matters to you in your business and whether you're headed in the right direction.

- Why did you start your business in the first place?
- What was your original vision?
- Are you still fulfilling your original vision? If not, why not? What has changed?
- Where do you want to be in 1 year? In 5 years? 10 years?
- Will you get there if you keep doing things the way you are now?
- If you could snap your fingers and change some aspect of your business instantly, what would it be?