



Presented by
MyNAMS Insiders Club



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Module 1:

- ☐ I have taken a realistic assessment of myself and my idea
- ☐ I have ensured there is a paying market for my services or goods
- ☐ I have a business idea that excites me
- ☐ My business idea has or does one or more of the following:
 - ☐ Helps the people I know I am uniquely qualified to help
 - ☐ Utilizes most of the skills I have (or at least one main skill)
 - ☐ Causes anticipation in me (not dread) at the idea of tackling new skills or areas of business I have never had the opportunity to tackle before
 - ☐ Makes a significant, positive difference to me and my clients or customers
 - ☐ Provides a unique twist I know my ideal client is going to love
 - ☐ Has the potential to make me serious money and build my reputation
 - ☐ The ability to transform my customers' and clients' lives for the better
 - ☐ Is aligned with my core beliefs and most personal values

- ☐ Will transform MY life for the better too
- ☐ I have assessed and discovered my entrepreneurial quotient and type
- ☐ I have assessed my strengths and quirks
- ☐ I have learned to reframe words like “weaknesses” (which imply blame) to more positive and useful definitions, while still remaining accurate and truthful
- ☐ I am celebrating and embracing my unique character traits
- ☐ My powerful business idea does one or more of the following:
 - ☐ Transforms and clarifies my client or customer’s understanding of something they are currently having significant difficulty in performing or understanding
 - ☐ Helps a specific group of people to simplify specific, complex things
 - ☐ Helps people see the “why” behind the “how”
 - ☐ Celebrates a client’s success (the reaching of goals; achievements and milestones)
 - ☐ Makes use of strategies, tactics and tips that my competitors don’t (or won’t) share
 - ☐ Shows that I have personally or professionally overcome what the client is struggling with

- ☐ Demonstrates that I have found a teachable way to do something others are consistently struggling with
- ☐ Generates hope and excitement in that specific group of people, whenever we talk about the topic
- ☐ I have analyzed my past:
 - ☐ Skills
 - ☐ Experiences
 - ☐ Certifications
 - ☐ Achievements
- ☐ I have considered for my business ideas generated out of:
 - ☐ Volunteer positions I have held/am holding
 - ☐ Charities I am passionate about
 - ☐ Hobbies I love and enjoy
- ☐ I have ensured that my business idea:
 - ☐ Aligns with my core beliefs and values
 - ☐ Will make the world a better place—even if only in a small way or just to one group of clients

☐ Will energize me—not knock me flat

☐ Other _____

☐ My business is going to be:

☐ Product based

☐ Service based

☐ Both

☐ I have ascertained and verified that as many of the following conditions as possible exist:

☐ It is the right time for me to set up my business

☐ There is a paying market

☐ My niche is narrow enough for me to specialize and stand out

☐ I have adequate start-up capital

☐ My niche is sustainable and scalable

☐ I have done my homework and researched all these aspects thoroughly

☐ I have a waiting list

☐ I have tested my idea adequately

☐ I already have a foot in the door

☐ I have:

☐ Commitment

☐ Dedication

☐ The ability to be consistent and follow through

Module 2:

- ☐ I have:
 - ☐ Decided on my company legal structure
 - ☐ Got an EIN for my business
 - ☐ Set up my business bank account
 - ☐ Prepared the appropriate business plan
- ☐ I am planning not just my business goals, but my eventual exit strategy, right now
- ☐ My company/business needs to be:
 - ☐ A Sole Proprietorship
 - ☐ A Limited Liability Company (LLC)
 - ☐ Other _____
- ☐ I have familiarized myself with the different types of company structure and chosen the best one for me
- ☐ I have consulted a business lawyer who specializes in online entrepreneurship about the best legal business structure for what I want to do

- ☐ I have familiarized myself with laws and regulations for my particular state, province and/or country
- ☐ I have obtained the appropriate tax number for my business
- ☐ I have set up a separate bank account for my business
- ☐ I understand that ALL income has to go into my business bank account before I disburse any of it or make a payment
- ☐ I understand that:
 - ☐ If I move money from my personal account to my business, I need to post that as a loan to my business for income tax purposes
 - ☐ If I move money from my business account to my personal account, I need to post that as a payment to myself
- ☐ I understand that if my company has a business name that is separate from mine, I need to create a business PayPal account
- ☐ I have put my business PayPal account in my business name
- ☐ I understand that I CAN use one of my personal accounts for my business account, as long as:
 - ☐ I use that account ONLY for my business
 - ☐ I am a Sole Proprietor
 - ☐ I don't need any business loans

- ☐ That account is not handling sums larger than \$20,000
- ☐ I have set up a ledger and/or spreadsheet for my business, populated by the tax fields I need
- ☐ I have discussed my ledger/spreadsheet set up with my bookkeeper and/or accountant
- ☐ I understand the difference between a bookkeeper and an accountant
- ☐ I understand that I cannot write off the entire amount in some tax field categories—but that I need to post the original figures for my bookkeeper and/or accountant to calculate
- ☐ I am proactively saving 20-40% of my income for tax time
- ☐ I am using a financial planner to help keep myself focused, proactive and organized with my business finances
- ☐ I have checked with my bookkeeper to ensure that any finance software I use is compatible with the software she uses
- ☐ I understand that the more thoroughly I have researched and prepared my business plan, the more accurate and helpful that plan is going to be
- ☐ I have a dedicated space or office in which to work

Module 3:

- ☐ I recognize and I am avoiding the “I’m just starting out” syndrome
- ☐ I understand this particular trap signifies a lack of preparation and planning and results in:
 - ☐ Taking actions and setting things up it’s very hard to undo
 - ☐ Disorganization and confusion
 - ☐ Chaos
- ☐ I have avoided these common mistakes:
 - ☐ Using free autoresponders that don’t have the powerful business features I need
 - ☐ Using free WordPress themes from unreliable sources that may be laden with malicious code or spyware
 - ☐ Using low-quality web servers
 - ☐ Not registering my own domain
- ☐ I am making sure all my online presences reflect quality, to attract quality clients
- ☐ I have branded my website and offerings to attract my ideal type of client

- ☐ I am ensuring that my branding connects emotionally with my ideal client in the right way
- ☐ I have researched the following, when looking to identify my ideal client:
 - ☐ Basic demographics (age, gender, etc.)
 - ☐ Lifestyle and habits
 - ☐ Location
 - ☐ Her biggest need
 - ☐ Her biggest block
 - ☐ Her learning preferences
 - ☐ What she is looking for
 - ☐ Other _____
- ☐ I have identified:
 - ☐ What benefits would appeal to her the most
 - ☐ The specific result or payoff she is looking for, for each offering or piece of content I share with her
- ☐ I am paying attention to whether or not potential clients energize me or drain me

- ☐ I have determined that my ideal client is willing and able to pay what I need to charge
- ☐ I have researched my closest competitor's followers and determined:
 - ☐ Which programs or products they get excited about
 - ☐ Who they follow
 - ☐ Whose webinars they flock to and pack out
 - ☐ What they recommend
 - ☐ What they talk about
 - ☐ Pay for without hesitation
- ☐ I am testing my new offerings by using at least one or more of the following:
 - ☐ Beta testers
 - ☐ Limited-time, limited-numbers special offers
 - ☐ Free "bites" of a product (e.g. free webinar, free template) to gauge interest
 - ☐ Other _____
- ☐ I am collecting reviews and testimonials from pre-launch trials

- ☐ I am making tweaks and refinements based on feedback from pre-launch trials
- ☐ I have developed the perfect mix for my products, packages and services, at the correct prices
- ☐ I have determined:
 - ☐ My ideal client's "life cycle" with my products and services
 - ☐ The "next step" she will be looking for, when she's finished with each product or service
- ☐ My offerings focus around:
 - ☐ My client's main passion and biggest need
 - ☐ My specialty
- ☐ I am planning to have in the not-too-far future:
 - ☐ Affiliates
 - ☐ Joint Venture partners
- ☐ I am doing my best to keep everything about my business and offerings focused and simple
- ☐ I am endowing any pre-created content I purchase with my unique voice

Module 4:

- ☐ I have created my plan and I am going to do one of the following:
 - ☐ Quit my 9-5 day job completely within the month
 - ☐ Phase it out in stages, setting up my business on the side
- ☐ I am ready to take action and get started—today!
- ☐ I have identified my key:
 - ☐ Milestones
 - ☐ Goals
- ☐ I know how much I need to:
 - ☐ Cover my expenses
 - ☐ Invest back into my business
 - ☐ Make a profit
- ☐ I have determined what software, tools and services I need
- ☐ I understand I will have challenges but I am ready to meet them with a positive, proactive attitude

- ☐ I have a plan and a roadmap that will help me deal with issues like discouragement or challenges
- ☐ I have set up and planned a rock-solid foundation for my business, with everything set up in place
- ☐ I have planned for growth and expansion to the best of my ability and research right now
- ☐ I am re-framing fearful thoughts, and learning to view fear as excitement
- ☐ I am going to keep a central notebook or journal for the initial stages of my business set up, with everything in one place
- ☐ I am cultivating the habit of taking action every day
- ☐ I am avoiding the traps of:
 - ☐ Perfectionism
 - ☐ Procrastination
- ☐ I am taking my planned steps—one after the other
- ☐ I understand that being fearless is not a feeling, but a decision
- ☐ I understand that consistency in my business practices and habits is vital to success
- ☐ I understand I need also to have:

- ☐ A list-building plan
- ☐ A social media plan
- ☐ A content plan
- ☐ An outsourcing and automation plan
- ☐ I am planning an entire, cohesive sales funnel rather than just one offer or package
- ☐ I am tailoring that sales funnel to the steps my ideal client or customer is going to need to take after each offer
- ☐ I am using automation to create consistency in my practices, speed them up and ensure that tasks are performed efficiently
- ☐ I am semi-automating my content and offerings in order to ensure they are of top quality and consistency
- ☐ I am automating tasks and functions that do not depend directly on my personal involvement
- ☐ I have determined:
 - ☐ What to automate
 - ☐ Which system, method or tool to use
- ☐ I have listed the functions I may need automated, and properly researched the best choice in automation options

- ☐ I am planning for outsourcing in my business
 - ☐ Immediately
 - ☐ In the future
 - ☐ Task by task—starting soon
- ☐ I am planning one day to have a powerful team that can function well in my absence
- ☐ I am doing careful research in finding the right outsourcing contractors and always checking references
- ☐ I understand that both automation and outsourcing should be considered and allowed for at the initial planning stage
- ☐ I understand that the right outsourcing and automation can also help in generating more leads, tracking and finding, and increasing my visibility and reach
- ☐ I am using pre-scheduling and auto-distribution as part (NOT all) of my social visibility strategy
- ☐ I am consistent and regular with content creation and social outreach
- ☐ I am being assertive and proactive about planning (and taking) time for my own:
 - ☐ Rest and relaxation

☐ Personal development

☐ Social life

☐ Family time

☐ Other _____

☐ I have built flexibility into my business and personal schedule

☐ I have allowed time in my schedule for:

☐ My business

☐ My clients and customers

☐ Networking with peers and influencers

☐ Exercise and regeneration (spiritual or otherwise)

☐ My health and rest

☐ My team

☐ My family

☐ ME

☐ I understand that the best type of entrepreneurial schedule:

- ☐ Is realistic and proactive
- ☐ Has a certain amount of flexibility built in in key areas I have pre-identified
- ☐ Is not reactive
- ☐ ENERGIZES ME and keeps the flame of your business passion burning
- ☐ I have made a commitment to outsourcing, delegating or dumping situations that tend to knock me flat
- ☐ I have detached myself as much as possible from toxic people
- ☐ I am claiming my right to state my truths and be assertive with toxic or demanding people I can't avoid—WITHOUT offering explanations or excuses
- ☐ I have found solid sources of positive support
- ☐ I am celebrating my successes
- ☐ I have started to create my perfect business ... today!



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