

Presented by
MyNAMS Insiders Club



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The 5 Things You Need to Have in Place

Before You Leave Your Day Job!

Welcome to Beyond 9 to 5: The 5 Things You Need to Have in Place BEFORE You Quit Your Day Job!

This course is the pre-cursor to the 4 modules that go in depth to help you transition to your new business from your day job.

This will help you assess whether or not you're at a good place to leave your 9-5 day job—and if you're just starting to think about doing so, it will help you build a rock-solid plan so that you transition to entrepreneurship as successfully as possible. So grab a notepad and pen, put a drink at your elbow, and I'll go over some quick housekeeping

You'll also find a Solutions Worksheet Handout accompanying this course. Download it right now from the resources section, if you're a fan of noting points as they are discussed in real-time.

- Before we get started, Just a little bit about who I am and why I'm qualified to teach this.
- My Name is David Perdew and I'm the founder and CEO of MyNAMS.com and the Novice to Advanced Marketing System. We also manage, I think, the most amazing weekly mastermind called the MyNAMS Insiders Club. We meet every Thursday live to help members with all aspects of building their businesses online.
- I've had corporate jobs. Never more than 5 years – I guess I'm just one of those who is not very employable. I like being my own boss, even if it means I have to work harder sometimes than if I were an employee.

You can check out the MyNAMS Insiders Club 14-day \$1 trial at NAMS.ws/trial, and I'm going to tell you right now, that if you were an Insider, you would have received this course as part of your membership. Insiders get amazing benefits for a small investment.

You're here because you are ready—perhaps even overdue—to leave your day job; to stop working for other people and begin working for yourself. And, like the professional you are, you want to make sure it's a viable idea before you take the plunge. You want to see what you have to put in place, in order to make your exit strategy successful.

Before you even begin to plan, it's important to get one thing really clear: Your reason for wanting to fly solo. Entrepreneurs come in all shapes and sizes—in spite of what some people may say, there isn't a single, ideal profile for what makes a successful entrepreneur.

There are two types of entrepreneur: The born entrepreneur and the reluctant entrepreneur. Born entrepreneurs have never been comfortable working for others. I

don't mean they're anti-social loners: Quite the reverse—they're more likely to try to take over every company they work for because they don't agree with the way management does things.

They tend to have a high employment turnover rate, leaving job after job at around the two-year mark, always looking for new challenges. While others see things in black and white, the born entrepreneur is always looking for that unique third alternative. These are the people sitting at a meeting most likely to say, "What if...?"

Then there are the reluctant entrepreneurs: These are the ones stuck caring for aged parents, seriously ill husbands or wives. You'll find suddenly-single mothers desperate to feed their children after spouses have left them—and one of the largest segments of the reluctant entrepreneur group, especially among the older demographic; those whose jobs have become redundant in the last quarter century.

Everyone thinks of entrepreneurs as extroverts, but some of the most successful ones will tell you they are really introverts. Many entrepreneurs suffer from ADD or ADHD. One of the largest segments: Abuse victims leaving the survivor stage and taking their places back on the world stage. These entrepreneurs are often the most driven, the most positive and the most dynamic, because they have fought so hard to gain their freedom and personal power.

But the one type of entrepreneur you don't want to be is the one who becomes an entrepreneur to escape 9-5 employment.

This isn't a moral judgment: People who quit unbearable situations are often doing the only thing possible after trying heroic measures to make things work. But people who quit under extreme stress and pressure often become entrepreneurs for negative reasons. They often leave jobs with their self-worth damaged or at least eroded, and history has shown that people who leave while feeling beaten and demoralized are more likely to carry a whole host of problems with them into their entrepreneurial lives. It is sadly true: If you run away from one situation, you are likely to run away from your new one when you don't get the success you were hoping for or—worse—procrastinate, never taking action because you don't believe in yourself.

So it's important to first take a long, hard look at your motivations and reasons ... and then make sure your new business is set up for success on a professional level too.

This course is all about taking the emotion out of shifting from a 9-5 job to a work-at-home, flexible business. If you follow these five steps, you will be clear about why you are considering leaving your 9-5 job—and what is even better; you'll be properly prepared to start up your business.

1. A clear, strong reason born out of passion, not lack

In order to create a viable, sustainable business that will energize and fulfill you, it's best if you can check off the following four boxes. You have:

- ☐ A business idea that you are so passionate about, you eat, sleep and dream about doing it
- ☐ A burning desire to help a specific group of people, and the conviction you know how to do so
- ☐ Specific goals for your brand and your business
- ☐ A viable business plan that spells out clearly how you plan to reach these goals

Let's look at a real-life example: Erin K. Monaghan is a business coach who spent eleven years in computer technology, branding, design and marketing.



She states: "As soon as I had my first baby, I knew the corporate world wasn't for me. Climbing the ladder meant squat when it equaled no time at home and not nearly a big enough paycheck."

She admits to at first spending time waiting for things to "magically happen". Then she got serious about effecting a change. She adds, "I discovered business coaching and it was like the world cracked open in front of me. THIS. This is what I was put here to do."

Read the “About” pages of visible, successful coaches, and you’ll find statements like this, again and again. Like Erin K. Monaghan, they usually state a clear mission, identify the exact type of person they know they can help, and tell a story that may be similar to yours.

At the end of the course, you’ll be able to download a Solutions Worksheet. In it, you will write your new, powerful “About” page—and doing so will help you tick the boxes and define your viable dream business.

But a business dream is not an idea: It just starts with one. You either need an overwhelmingly strong goal or consuming passion for your business. (Both would be even better!)

Remember...

Passion will help you persevere where others fail.

If you’re not quite sure yet exactly how this business will work, answer the following questions:

- Is this something you’ve always wanted to do?
- Why?

Getting to the root of why you want to go it alone is another step in more closely defining what makes you stand out—and if you want to succeed, you need to stand out. There needs to be something special about you that make the right people—the ones you know you can help—choose YOU (and not the other fifty thousand or more business solution providers in your niche).

Here’s where it’s really important at this analytical, brainstorming phase not to rush it. When you think you’ve got all the boxes ticked, go over your answers and reasons again, and dig deeper.

Ask yourself questions such as, “Can I do this *without* becoming a full-time entrepreneur? Is this the best way for me to help? Is this the most effective business model?”

If you’re having trouble coming up with specific ideas for your business, take the time to identify:

- Your most effective and natural way of helping people
- What you do for ‘fun’
- What you have experience with (and do REALLY well) that you take for

granted

- What others always seem to ask you for help with

What has no one else thought of in this area?

Think up the obvious business ideas. Then take some extra time, let it gel for a day or two, and brainstorm some more to kick that up a notch, until you find yourself getting excited about one of your choices: The sort of excitement that grabs you in the gut and makes your heart hammer just a little bit.

Does your business idea tap into all of the above? Is it **specialized**?

Specializing is the best thing you can do for yourself, right now!

Specializing means **UNIQUE**.

'Unique' means ... you stand out.

2. A REALISTIC GRASP OF YOUR BUSINESS IDEA'S VIABILITY

Emotion is a wonderful fuel for the engine—but you need a strong, well-oiled engine and a sound vehicle to put it in for the vehicle to run. You should be able to hit all these checkboxes before you tell yourself it's time to abandon your day job:

- ☐ DEMAND for your services or products among a **paying** market
- ☐ A clear idea of who you are serving, as well as how
- ☐ A business plan that includes how much income you need to make
- ☐ A plan for growth, expansion—and your exit strategy
- ☐ A mission statement
- ☐ A Master Business Manual
- ☐ A dedicated place to work where you won't be disturbed
- ☐ Adequate start-up capital and assets
- ☐ A budget and a source of income
- ☐ **EVIDENCE** that your idea is viable

Note that your start-up capital doesn't have to be a particular amount: It just needs to be enough to support your plan and get you launched. Ditto with assets. This involves sitting down and making projections—your best calculated guess as to what and how much you are going to need, and how much you think you can bring in within the first year.

If your start-up capital is not adequate, you also need to be able to find alternatives: More funding, or grants, or a loan—and you especially need to know what you can afford to pay back monthly or at term, in a worst-case scenario.

Yes, you absolutely can do it with no start-up capital at all, but you must at least have basic assets like a computer, internet connection and software or services you need: But the beauty is, you're an entrepreneur—you can think out of the box and find alternative solutions. There are plenty of free apps and services, as well as software that you can use while you're getting started. (And here's a tip: Don't choose free software that you will have to abandon when your business starts to grow: Instead, use software or services that offer free accounts or versions you can later upgrade.)

For example, you will need an autoresponder. If you sign up with aWeber, you can try it for a month for free.

Go to nams.ws/aweber

Of course, you have to do your due diligence. That means finding out and listing all the features you're going to need—for instance, your autoresponder's ability to integrate with a certain app or how many emails you can send at your current rate—and whether or not you can import and export lists from other sources. Being thorough means that in the end, you'll choose the perfect service or software for you at the perfect price—and it will all fit in your growth projections and current operating budget.

Be sure to check your handout for links to all the infrastructure pieces you'll need for your business.

3. A well-researched business idea that stands out

There's no shortcut on this step. What people accept happily from you for free, you now need to ensure also has a paying market. And you need to know the range of fees. Ask yourself the hard questions:

- “Am I going to be over-charging in a saturated or cash-poor market?”
- “Am I going to be under-charging while attempting to walk at the top with high end clients?”

- “How much am I comfortable charging? Why? Is this a competitive price?”
- “What benefits can I bring or advantages do I have—or disadvantages—compared to my competitors?”

If you are selling physical or digital products, researching is relatively easy. Explore large markets such as Amazon. Search, using your keywords, to see what comes up.

Let’s take a really simple, concrete example to illustrate this principle: If there are only two books on your business idea and keyword, “miniature knitting”, and your Google search turns up a sea of free pattern exchange forums and very few paid patterns, there’s no viable business to be had there—but if you turn up searches for “miniature knitting needles” and nobody makes them, well, there’s your viable business idea in that niche.

So if you wanted badly to work in that niche, a more solid strategy would be to abandon your dream of selling patterns, and instead be THE FIRST PERSON to make and offer miniature knitting needles.

That would be when you apply your checklists to this business idea.

Am I passionate enough about it? Would I still want to work in this field if I can’t sell patterns? (A true entrepreneur at this point would be thinking, “Hmmm, I can include a free pattern with every new needle pair...” and use the patterns to give their miniature knitting needles added allure. Then, when another person or company jumps on the idea and produces more miniature needles because you couldn’t get a patent on the idea, well, your needles offer a UNIQUE ADVANTAGE—your gorgeous patterns that really work.)

Ticking off the boxes in our checklist—and you’ll find the questions you need to ask yourself listed in your Solutions Worksheet—will help you find out if your dream business idea is truly viable.

Of course, no one can be one hundred per cent sure of how a market is going to work—but following a methodical qualification path can at least help you get a realistic picture on the viability of your idea—as well as help you see alternate opportunities, if your first idea doesn’t pan out.

Finally, you need to investigate and put in place all the mechanics of setting up a business: What type of company you need to create—sole proprietorship, Limited Liability Company or Incorporated Company. You’ll need a business bank account. You need to make sure you satisfy any local government regulations. Bookkeeping is another important area—whether or not you are going to do it yourself, or hire a bookkeeper.

Do you need a bookkeeper or an accountant? Who will do your taxes? What type of taxes are you liable to end up owing? What can you write off?

These are all basic business skills you need to take care of and acquire before you can viably step out on a limb and completely shunt your day job.

4. An active support network

Without the right supports, you can still reach your goal but you'll take much longer and the frustration level will be higher. It's not just a question of "is my best friend, my kids, my husband cheering me on?" Very often, they're not—and still women succeed as entrepreneurs.

The common perception is that every new business needs at least two years to turn the corner from struggling to successful. The bad news is, during that time, you might be facing extra challenges such as a spouse who is unhappy about supporting you or who doesn't see the value in what you do because the monetary returns are low.

The good news is: It doesn't always take two years to turn the corner. If you do your due diligence thoroughly and really take the time to figure out how you can not only specialize but stand out—and if you are able to create a real buzz about your business—you can reach certain goals (especially financial ones) much more quickly than you might ever have dreamed.

In order to do that, however, you need to actively invest in and build up a support network. That might typically include:

A coach.

Yes. Having your own coach—one who's been where you're starting at and succeeded, and who has all kinds of contacts, resources and tips—is one of the best ways to accelerate your success and leverage your support system.

You need to be able to afford that coach, so her fees need to be part of your start-up plan.

And there's no point hiring a coach until you are actually ready to up your game. Yes, you can absolutely start without one, if you're still learning the basics of working online. Hiring a coach too soon is like paying for an Olympic figure skating coach when you're still working on standing up on the ice in skates without your ankles buckling over. For the latter, a Beginner Class would obviously be more appropriate.

But the right coach at the right time can help you streamline and target your new business in a way that can equal up to several years of business experience you would

have otherwise struggled through alone. So if you can't afford top coaching right now (or you're really not ready for it), put it into your budget for the future.

Getting a coach, however, isn't enough: It's also important to figure out specifically **what type of coach you need**. A true coach specializes—just like you—and all the focus should be on the area you need help with. For example, if you have the experience, skills and specialization to charge top fees, but a recent divorce has left you feeling inadequate—right when you need to step up to the plate and support your kids—you probably don't need a business coach as much as you need a Divorce Coach or a Trauma Coach: Or just a life skills coach who specializes in confidence building.

If there's nothing wrong with your confidence, and you just need to razor-focus and fast-track your business, hire a business coach. If you have confidence, skills, business knowledge but your big problem is visibility, hire a marketing coach or a branding coach.

Just as you have to specialize with your business, it is also important to specialize when it comes to choosing the right coach!

A Peer Group

Here's where you really can get lots of free or relatively inexpensive support. Join professional organizations specific to your discipline. Online, mastermind groups are the way to go. These typically cost much less than individual coaching. Many mastermind groups offer levels specific to your needs—and also the ear of successful coaches and business figures.

Actively participating in a mastermind group is a great way to network, make connections, find the information you need—and get your name and specialty out there.

Peer support can include:

- Local organizations
- Profession-specific organizations (online)
- Specialty forums
- Mastermind groups
- Family and friends who are informed about and interested in your business goals
- Your blog readers, if you start a blog!

Do the latter right, and you can get a lot of insight, feedback and input from your followers.

A Mentor

A true coach helps you figure out your own solutions, whereas a mentor is usually someone who keeps an eye on you, shows you how to do things, and helps you in a more hands-on way. Sometimes, it's an expert already successful in your field who takes an unofficial interest in you and gives you a nudge here and there up the ladder.

It can be a joint venture partner who was wowed by the webinar interview you hosted. It can be a senior member of your mastermind group.

But “Mentor” can be a broad term. It's also used for a top expert in your field who allows you to work with her on an internship—in which case, you're not really working for yourself: Plus, there are laws about internship programs and before agreeing to intern with anyone, you need to make yourself familiar with them, so you don't end up

committing your time to someone who will use you for free labor and not fulfill their end of the arrangement.

A true mentor is someone with whom you build a long-term, mutually beneficial arrangement. If you are a coach, you'll know yourself that coaching is more of a short-term, goal-oriented thing. You help a client conquer an obstacle and reach a goal. She leaves, but you maintain contact. You joint venture with her or refer people to her—and she refers people to you. The bottom line: You'll most likely need *different coaches during your business life* to help you with *different, specific goals*.

(Here's something for you to dream about and plan on doing in the future: Hiring an Investment Coach to help you figure out the best thing to do with your seven-figure success!)

Mentors can be official or unofficial, but there's always an element of reciprocity: Even if that just means you turn round and mentor others when you become successful.

An Income Source

When I say “income source”, I mean a significant other with an income to provide basic necessities while you work on building your new business, but it could also be:

- A grant
- A loan
- Parental support
- Savings

What you cannot viably do is say, “Oh, I'll be making XXXX dollars by next month, so that will take care of my bills.”

If you're in that situation, what you need to do is start making money on the side, and don't quit until you have a solid waiting list, or your projects are bringing in enough for the basics—and your definition of basic needs can include having to eat rice and beans five days a week and cancel your TV subscription, or you can set the bar higher, and insist it means maintaining your weekly massages and gym membership.

If you do take out any sort of loan, you will need to make a business plan that includes income estimates and projections that are as well-researched and realistic as possible ... which, of course, you should be doing anyway; even just for your own satisfaction.

Contractors and services

Even if you don't plan to outsource any elements of your business in the beginning, you will almost certainly need to do so, not much further down the road.

It's all a question of how valuable your time is. If you're charging \$500 per hour, do you really want to spend six hours out of your business week wrestling with learning how to use your autoresponder?

Contractors can be a great source of support—and so can services that take care of maintenance tasks for you, as well as software that allows you to automate tasks.

For example, you can streamline communication by choosing a scheduling system such as [ClickBook](#) that not only allows clients to schedule themselves (out of blocks of times that you specify) but also sends out reminders, allows them to reschedule, notifies you of cancellations, allows you to integrate it with your Facebook page and more.



[PRESENTER: <https://www.clickbook.net/Home#.WC3cRvoYjIV>]

You can also automate tasks—for example, using a social media manager like [Hootsuite](#) to augment (and cut down on) your actual real-time presence on platforms like Facebook, LinkedIn and Google+ by sending out pre-scheduled social media posts for you, or repeating them at intervals when your ideal audience is online—but you happen to be asleep, thanks to differences in time zones.

You can hire a VA (a virtual assistant) if you have the budget and prefer to do so, to handle things like bookings, populating your autoresponder and dealing with customer service. Or you can automate the latter with a ticket-based Help Desk system.

You can also drastically cut down on the time you spend on content creation or client materials.

Accountability partners

This is a benefit you will often find from Mastermind Groups and even actual Accountability Groups. If you have a coach or mentor, she is your accountability partner—someone who will “hold your feet to the fire”, as Erin K. Monaghan puts it, and not let you get away with all the common excuses we tend to use on ourselves.

Accountability partners cheer you on, remind you of deadlines, and ask probing questions that you might have missed asking yourself and more.

They can be an enormous source of inspiration and can help you stay on target to meet your goals more quickly than you ever imagined possible!

Yourself!

Yes, you can be your own support. Absolutely. What do you need to do, in order for this to work?

Number one: Above all, be ruthlessly honest with yourself. Be your own accountability partner. LISTEN to yourself and catch those times you find yourself making excuses for not following through on something. (Remember, there is rarely ever a reason for not taking action: Just an excuse.)

When you catch yourself making excuses, that’s when your little alarm bells should go off like gangbusters. That’s when you either need to tell yourself “just do it” or sit down and figure out what’s really going on with you.

Also get into the habit of positive self-talk. Learn to identify those negative voices from your past and banish them. Replace them with affirmations that really resonate with you, daily inspirations sent to your inbox and above all, surround yourself with positive people. Give yourself permission to cut toxic people from your life: Or at least from your workplace!

So you see, whether your immediate partner or family is supportive or not, there are lots of supports out there.

Making sure you have the right supports in place and that you are automating or outsourcing tasks that don’t directly grow your community or make you money is a powerful strategy to use in quickly building your business.

This is where I should tell you about the MyNAMS Insiders Club. But truthfully, there’s too much to tell to do it here. I encourage you to go over to get your 14-day \$1 trial to poke around a bit.

You'll notice right away that we actually will SAVE you a ton of money with our huge library of resources including website tools, personal live weekly mastermind sessions, and all the support from members that you can handle.

And you get access to dozens of courses just like this one to teach you about different aspects of doing business online.

Go to NAMS.ws/trial

5. SOUND STRUCTURAL FOUNDATIONS

It's not enough to have emotional supports in place and it's not even enough to make sure you have a sound business idea that is viable. You also need strong, structural foundations that will support your business.

A business is very much like a house. If it doesn't start with a strong, sturdy structure or foundation as you begin to build it will wobble and start to come apart ... or else end up looking very different from the house you pictured at the beginning of construction.

And it won't be half as sturdy.

What do you hear from many people on home renovation shows? The construction is the boring part and the decorating is the fun part. Too many entrepreneurs focus on the "fun" part—the decorating—and neglect the boring part (the structure and plan).

What happens if you do that with a house? We've already noted that it wobbles or ends up different than you envisioned, with inefficient flow.

It can also fall down completely.

So make sure you take care of the essentials—and know what they are.

That includes your legal, local and federal government requirements, your solid business plan, your research, adequate startup capital, and basic income support.

But a sound structural foundation doesn't just mean your actual business model: It applies to your habits and approach to the everyday challenges and demands of your business.

Having the right attitude is essential to following through on your plan and taking action.

And **follow-through** and **taking action**—daily and consistently—is what it's all about.

You will need:

- **Self-discipline**—the ability to sacrifice and stick to your plan
- **Commitment**—to action; to keeping on when the going gets tough; to

finding ways past obstacles; to keeping your goal in sight and heading straight for it

- **Foreknowledge**—most people don't become successes overnight—but once you start taking action, it can quickly snowball (especially with consistent, thorough planning)
- **Determination**—getting past blocks such as fear or perfectionism so that you can start seeing evidence of success
- **A clear grasp** of your potential negative traits—and how you are going to overcome them—as well as of your strengths
- **Alternatives**—what to do when the babysitter is sick; when clients cancel; etc.
- **Protocols**—anticipating situations, and setting down protocols for how you/your assistants are going to deal with them. Having in place all the specific contracts, forms and systems you need

Creating a **Master Business Manual** is a business basic, right along with your business plan. In it, you should put:

- Your mission statement
- Contact information for key positions (if there are more employees than just you)
- Emergency plan—who will take over and run things if you are unexpectedly out of commission
- Protocols—your policies such as refund policies, guarantees, returns; how you want your staff to respond to situations
- Style guide (if you are creating content). Can include fonts, headline styles, colors, formatting instructions, your logo and other branding material
- Passwords and logins

Conclusion:

I hope all this information has been inspiring, as well as giving you an idea of where you should be, in order to quit your 9-5.

Really, you need three things: A source of **basic income support**—no matter how that looks, as long as it works for you. You need **passion**: Your business should energize and inspire you, which will energize and inspire everyone who comes in contact with it.

And above all, you need **persistence**. You need to make a commitment to giving your business a fair chance; to being willing to be honest with yourself, as well as accountable. And to stand up for your dream.

Yes, you will make mistakes. Yes, you will have failures. Every entrepreneur does, but true entrepreneurs understand that these are invaluable learning opportunities. They don't hesitate to see problems as "challenges" rather than disasters.

As Malcom Forbes once said: "Failure is success, if we learn from it".

Finally, **celebrate your successes**—no matter how small. Each one is a milestone, a marker; an important indicator that you have finally found your path and you are well on your way to your destination.

Celebrate being here today, exploring whether or not to leave your Day Job. Celebrate the dreams and ideas you have; and the fact you are not willing to settle for less than your best—and the best for everyone around you.

Celebrate exploring your options with a clear head, and making the right plans and decisions for you at this time.

It doesn't matter whether or not you quit your job on the spot or ease into your own business one small project/product/client at a time: The really important factor is **changing your mindset from dreams to action**—and taking that very first step.

What follows this is a four-module self-training system—complete with an Action Plan you can implement at the end of each module, as well as exercise worksheets to help you ensure you've thoroughly completed all the steps.

Each module's preparations will build on the previous module, and as you tick off all the boxes, you'll gain the confidence of knowing you are setting yourself up with a solid foundation. And here's a secret I've learned: Knowing that you've done something right and succeeded—even in small steps—can endow you with more courage and confidence than all the counselling or coaching sessions in the world.

This four-module plan will also save you hours of billable time in floundering around trying to research what you need or figure out resources. It will help you set your plan in place—even if you realize you have to continue part-time for a while. You'll be steadily working towards your exit on employment and your entrance onto the stage of your own business.

And for those who discover they're ready to go, this four-week plan will leave you solidly positioned to set up your new business—and leave your 9-5 life behind.

This is what we'll cover in the modules.

Module 1: Are you ready to be a successful entrepreneur and is your business idea solid?

Learning Objective: A realistic self-assessment of your entrepreneurial talents and your business idea

- How to find your entrepreneurial type
- Assessing your motivations, aptitudes and attitudes
- Assessing your business idea—is it sustainable and viable?
- Determining what type of business you need to focus on—and why
- Learning to play to your strengths and turn your weaknesses into assets
- Uncovering three secret signs that your business is going to go the distance
- How to dig deeper and ensure that your new business really stands out

Module 2: Getting Ready for Start-up

Learning Objective: Taking all the essential, basic steps for professional business preparation

- Setting up your business bank account
 - What type of company to create
 - Do you need a lawyer? An accountant?
 - Resources you need—how to choose and what to choose from
- Creating powerful business plans—even if you've no idea where to start
- How to prepare the right type of business plan for the right people and purpose
- All the basics: Budget, assets, equipment, capital and income

Module 3: Planning a Dynamic Business that Stands Out

Learning Objectives: Making sure you explore all your options so that you choose your most exciting business idea

- How you will make the most money in your own, most enjoyable and guilt-free way
- How to identify and attract your most energizing and lucrative clients
- Understanding all your business options, so you can easily create your own irresistible secret “recipe” and mix
- An overview of what you can do: Offers, Products and Services
- Putting it altogether—the easiest and most energizing way

Module 4: Taking Action and Getting the Word Out!

Learning Objectives: Putting your plan fearlessly into motion and gaining visibility

- Consistent marketing: What it is—and isn’t
- Planning for automation and outsourcing without driving yourself crazy
- The secret to making time for yourself, and why you won’t feel guilty about it (or tempted to skip it)
- Avoiding the perfection trap—while giving top value
- Setting your business up so that it “grows itself”
- Measuring your results (and growing your confidence as you experience success)
- How to leverage others to increase your visibility—and attract more customers and clients

If you are ready to learn how to....

- ✓ Ensure that your business idea won’t get lost in the crowd

- ✓ Come up with a business that attracts clients and customers who are a joy to work with
- ✓ Set everything up right—the first time
- ✓ Avoid hidden horrors and pitfalls
- ✓ Make sure you don't reinvent the wheel (while missing the tires)
- ✓ Learn to leverage your assets—including the people you know (and those who are going to know you)
- ✓ Create a business you are crazy-wild about, that you can't wait to engage in every day
- ✓ See results that will astonish and energize you, while you make more money than you currently believe possible

Then... let's get started with Module 1

Beyond 9 to 5: Discover How to Leave Your Day Job With Less Stress

Module 1:

Are you ready to be a successful entrepreneur and is your business idea solid?

Learning Objective: Ensuring your business idea targets a paying market—and excites you and your clients

- You're not leaving your 9-5 job because you hate it. You're not running away—you know that if you did that, your old devils would just follow you into self-employment! You're leaving your 9-5 job because it's finally time to go it alone and be your own boss. It's time for you to shine, doing what you love most in the whole world.
- But how do you know you're ready to take the plunge?
- You probably think this would be easy if you had a million dollars in start-up capital sitting comfortably in in your savings account—but even then, a smart entrepreneur would always take two simple, preparatory steps before leaping in with both feet. Rich or poor, you need to make sure the puddle is a fun puddle to splash in ... and not a bottomless sink-hole that will swallow you up!
 - Proper preparation starts with two essential steps:
 - Taking a realistic assessment of yourself and your idea
 - Ensuring there is a paying market for your services and/or goods

Step One: Making sure your business idea sustains you

- You have probably heard that you should only put your time into a business you are absolutely passionate about—your life's mission. While that's the ideal scenario, it's actually kind of like that bible verse that gets misquoted all the time ("money is the root of all evil"). If you read that verse carefully, you'll see that it's not *money* that is the root of all evil: The actual verse says, "The *LOVE* of money is the root of all evil"), meaning that those who place undue emphasis on acquiring it are likely to trip up and make horrible mistakes out of greed.
- It's the same with this whole "finding your passion" thing: It doesn't have to be "your life's mission" (though it's nice if it is). All you actually need is just a **business idea that excites you.**

It should excite you because:

- You can help people (the *right* people: The ones you know you can help.)
- You know you have most of the skills it takes to make a go of it
- You feel anticipation at tackling new skills or areas of business you've never had the opportunity to tackle before
- You feel it will “make a difference”—to yourself AND your clients or customers
- It's going to have a unique twist that people are going to love
- It can make you serious money and build your reputation
- It will transform your customers' and clients' lives for the better
- It is aligned with your core beliefs and most personal values
- It will transform *your* life for the better!

Along with recognizing this, you'll most likely also experience some jitters—maybe even a little fear. Relax. This is perfectly normal, experienced by most entrepreneurs in all walks of business.

If you *don't* feel some butterflies or jitters at the thought of starting a new adventure that takes you out of your comfort zone—or even a dose or two of good, plain fear—you are either a sociopath or a fool; but to true entrepreneurs, that jolt in the gut, that adrenaline surge, is all fuel to the flame. It's like sky-diving. You either love it or hate it.

But what if you're a **reluctant entrepreneur**? What if you don't feel the thrill of risk-taking: In fact, you're being forced into this because of some personal situation or perhaps you got laid off and your job is redundant?

Relax. This simple check that we're about to do will ensure you find a business idea you can feel good about; it will be viable; and you'll even get excited about it.

Meanwhile, knowing that you've done your due diligence and found something that's a solid bet will increase your confidence and remove your fear.

So let's start that assessment right now!

Find your entrepreneurial quotient and type:

Knowing your strengths and weaknesses is a great way to understand which business ideas will work for you, and which will bore you to death or make every day a misery.


Explore your motivations, aptitudes, attitudes by taking these two simple quizzes:

- <https://nams.ws/personalitytype>
- <https://nams.ws/EIQ>



Another helpful action to take: Find out where you fall on the Myers-Briggs scale at <http://nams.ws/myers>. Then, once you've found out which type you are, look up all the relevant sections to gain further insights into your entrepreneurial personality—and determine what resonates with you at gut level.

How Do You Want to Leverage The Type?

Self-development	Business use
 <p>ENTP Type Description "Clever" is the word that perhaps describes ENTPs best. ENTPs are as innovative and ingenious at problem-solving as they...</p> <p>Read full description »</p>	 <p>Staff Development & Teamwork Use advanced Jungian typology to improve collaboration, become better leader, and manage conflicts.</p> <p>Learn how »</p>
 <p>ENTP Careers</p> <ul style="list-style-type: none">• Career choices for your type• Communication skills• Learning style• Famous ENTPs <p>Click to view »</p>	 <p>Pre-employment Testing Identify candidate's strengths, conduct effective interviews and assess compatibility.</p> <p>Learn how »</p>

ADVERTISEMENT

What's important in quizzes like these: Not so much their conclusions, but **what you learn about yourself** while you answer the questions!

There are lots of personality-type quizzes out there. Find them and take them. Compare the results. Make a note of common notes about your personality that pop up.

Finally, **learn to reframe** negative associations and responses you have built up to words like "weaknesses". Don't think of your weaknesses as "weak": Think of them as "traits". Take the blame out of being yourself. You are special, unique and amazing. No one else

has your life history and experience. No one else has your unique combination of talents, skills, strengths and traits, and no one else sees the world exactly like you.

Celebrate that, and use it to fuel your business idea.

No two entrepreneurs are alike ... but there are others like you: Others who have succeeded beyond their wildest dreams. Seeing that others with your strengths and weaknesses who have done this can be enormously encouraging.

Step Two: What makes a powerful business idea?

Now let's marry your entrepreneurial type with your perfect business. Start by recognizing that a successful entrepreneur is not just someone who is an expert in a skill or a topic, she is someone who also does one or more of the following in her business:

- Transforms and clarifies her 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"
- Shares excitement over a client's success (the reaching of goals; achievements and milestones)
- Knows strategies, tactics and tips that her competitors don't (or won't) share
- Has personally or professionally overcome what the client is struggling with
- Has found a way to do something others are consistently struggling with
- Generates hope and excitement in that specific group of people, whenever she and they talk about the topic

What do you have experience with (or currently do) that fits the bill? What have you done in the past that produced these effects? What are you doing—right now, on the side (either as a volunteer or for money)—that you enjoy doing? How do you feel about making a business of it? You're beginning to have specific ideas for your new business. Let's see if it has the qualities it needs to help you 'go the distance':

- Is it aligned with your core beliefs and personal values?

- What makes you the perfect person to supply the solution to this need?
- Do you believe it will make the world a better place—even if only for your unique client?
- Will doing this energize me or knock me flat?
- What type of business is it:
 - ☐ Service-based
 - ☐ Product-based
 - ☐ Both?

The more of these boxes you can tick off and the more definite you are in answering these questions, the more excited you should permit yourself to grow about your business idea.

Step Three: Is it the right time?

Now the tricky question of timing: Should you quit that day job now and go after your business idea full-time, full steam ahead or do you need to wait a while or ease into it gradually?

The good news is that the answer to this doesn't rely on guesswork. It doesn't rely on intuition. There are simple checks you can make.

1. Is there a paying market for your dream?
 - Is there a current need for it? Is it something people always need (like plumbing or tax help) or is it a hot new trend right now with inadequate service?
2. Do you have adequate start-up capital?
 - Here's the good news: You don't need to have a million dollars in your savings account. You may not even need to take out a business loan. Countless entrepreneurs have done it on a shoestring; and countless entrepreneurs have done it from a position of desperation or lack.
 - The latter is not recommended and not ideal—but people who have done it will tell you there are creative ways around lack of budget: And if

they're successful, they will also tell you they knew what to plan for, and what to implement quickly as they started to make money.

- The important thing, however, is to know what YOU need for YOUR start-up costs. Do you already have most of the equipment you need? Do you already have services or software in place, such as a professional autoresponder and a bookkeeper? Accounting software?
- Whether you can get started on one hundred dollars or you need one hundred thousand, make sure that it is a figure you can raise—without betting the farm on it.

3. Is your niche narrow enough?

- If you are planning to serve a broad niche (example: 'weight loss') you will be drowned in competition. Specialize, and find a specific small segment that you can serve (example: 'aging baby boomers with mobility issues')

4. Is your niche sustainable and scale-able?

- Once you've taught people how to master the specific skill you're offering, is there someplace else for them to go within your business? Is there a natural "next step"? Can you create multiple programs and products for them?

5. Have you done your homework?

- Make sure you scour Amazon to see if there are books on your specific topic; look in grocery stores to see if there are magazines on it; check out your competitors to see what they sell—and what they are neglecting to tackle; check out forums, Facebook groups, local business organizations, blog commenters and your own subscribers and clients to see what they are clamoring for, what they complain about and what they ask for.
- (Send out surveys and polls too.)

6. Do you have clients lined up?

- Do you have a waiting list? (This is one of the best ways to test whether or not you are ready.) If you do have clients lined up on an actual waiting list—what are you waiting for? Start your business!

7. Have you tested your idea?

- Have you released a “preview” version or “beta” version of your new product or service package at special prices, for select people (such as members of a group you are in/you run)? What is the feedback you are getting? What needs to be “tweaked”?

8. Do you already have a foot in the door?

- Do you have credentials or experience in this that instantly qualifies you as an expert? Are you doing it or teaching it already on the side? Do you have strong network connections?
- Don’t skip this phase, or impulsively rush forward with your idea before you’ve finished your research and testing. Really dig deep to come up, not just with a good business idea, but with the best, most powerful and potentially most lucrative one.
- And then, when you’ve done that, dig deeper!

Once you have determined what you want to do for your new business and come up with a strong angle that stands out, you need to develop THE MOST IMPORTANT ATTRIBUTE OF ALL:

- **The ability to follow through and keep going**—even when the going gets tough

In Module 2, we’ll tackle **Getting Ready for Start-up**. You will learn all the details of what has to be in place before you start your business—what type of company to set up, what you need for business banking, setting up your accounts and all the ‘housekeeping’ prep.

But in the meantime, take those assessment quizzes. Then once you’ve ascertained that you’re ready, sit down, dig deep and find something that makes you wake up every day raring to go—one that will increase both your reputation as the go-to expert in your field ... and your income!

Module 2:

Getting Ready for Start-up

Learning Objective: Creating the best structure for your business and making sure everything is in place prior to start

Now that you have your business identity and idea all mapped out, researched and ready to launch, it's time to de-mystify, simplify and take care of necessary house-keeping.

This includes:

- Deciding on your company legal structure
- Getting an EIN for your business
- Setting up your business bank account
- Preparing the best type of business plan

And all the necessary components of creating a strong business foundation.

Step One: What type of business are you?

Before you can decide what sort of business entity you want your company to be, you need to make sure you understand all aspects of your proposed business.

You also need to decide on certain long-term **goals**. Doing so will simplify your choices ... and prevent you from making the wrong legal decision.

A necessary part of your business plan should be your **exit strategy**, no matter how far down the road that might be. You won't want to run your business forever, so when it's time to shut it down and/or retire, what will you do with it?

1. Sole Proprietorship

- If YOU are your business, and you intend for it to vanish once you give it up and retire (or move on to something else), then you can keep things incredibly simple and run your business as a sole proprietorship.
- With a sole proprietorship, the business is typically run under your name and you are personally liable for any debts.

2. Limited Liability Company (LLC)

- If there is even a chance that you will want to SELL your business someday, the LLC option is the way you need to go.
- If you are going to take out any significant business loans, be aware that you most likely won't qualify for one with only a Sole Proprietorship.
- Ditto if you plan to be dealing with large amounts of money, multiple employees or services where there is some risk (however small) of someone getting injured (client or employee), again, LLC is probably the wiser choice. (LLC stands for 'limited liability corporation'; which means if your business goes bust, only the business assets are seized—not your personal assets.)
- If you have even one business partner (and we're not talking simple JV partners), then you need to go LLC. Especially if both partners are to share equal signing authority in banking matters.

3. Incorporation

- If you don't have partner and you plan to sell shares in your company, you will need to incorporate. Doing so gives you some liability protection and additional tax deductions over a sole proprietorship.

4. S Corp

- You might want to set up an S-type corporation especially if you have less than one hundred shareholders and pass losses, credits and deductions through to your shareholders to report through their own income tax returns. There are some great advantages to S-Corps, but there are all sorts of exceptions and allowances for S Corp businesses, so be sure to talk it over with a business lawyer or at the very least, read the government requirements: <https://www.irs.gov/businesses/small-businesses-self-employed/s-corporations>

What type of business entity won't solely depend on what you want: Each state or province has its own procedures and criteria for business entities, so make sure you find out what your state or province's requirements are. (For LLC companies, check out the Nolo network's [50-State Guide for Forming an LLC](#).)

It is always a good idea to spend half an hour with a business lawyer prior to setting up your business—but if you are planning to run any type of business with a partner, or

shareholders, or where large sums of money are involved, then **investing in a session with a business lawyer is essential.**

If possible, consult with a business lawyer who **specializes in online entrepreneurship.**

For more information on different business types, check out [Choose your Business Structure](#) at Entrepreneur.com—and if you are selling and shipping actual goods from your home, office, store or warehouse, see your local SBA or Service Canada branch to check up on special licenses and other requirements you may need to take care of.

Step Two: Getting your EIN

It goes without saying that if **your business** resides in the US or US Territories, you will need to get an EIN number.

You can apply online through the [IRS website](#).

1 Determine Your Eligibility...

- You may apply for an EIN online if your principal business is located in the United States or U.S. Territories.
- The person applying online must have a valid Taxpayer Identification Number (SSN, ITIN, EIN).
- You are limited to one EIN per [responsible party](#) per day.

2 Understand the Online Application...

- You must complete this application in one session, as you will not be able to save and return at a later time.
- Your session will expire after 15 minutes of inactivity, and you will need to start over.

3 Submit Your Application...

- After all validations are done you will get your EIN immediately upon completion. You can then download, save, and print your EIN confirmation notice.

[Apply Online Now >](#)

If you are in Canada, you need a [9-digit business number](#) to satisfy the requirements of the CRA (the Canadian equivalent of the IRS).

Step Three: Setting up your business banking

Before you decide how to run your business banking, you should have identified how much start-up capital you have, and have some idea of the income you plan to make, and what you intend to budget. (At this point, a ballpark or projected figure is adequate.)

It's always best to talk to your accountant and/or lawyer before setting up legal entities like bank accounts, but at the very least, you will need **a separate bank account dedicated to your business.** (Not separating business and personal finances is **the**

number one mistake that entrepreneurs make, according to Corey Whitaker and Parker Stevenson of [Evolved Finance](#).)

A tip from one of their recent webinars: “If you move money from your personal checking to business checking, realize that you are giving your business a **loan**—make sure it’s not mistaken at tax time for income—very important to specify this amount in your bookkeeping as a ‘loan’. You are literally lending your business money from your personal account.”

Also realize that if you move money from your business account to your personal account, write it down as a **payment to yourself**. (The government *expects* you to pay yourself.)

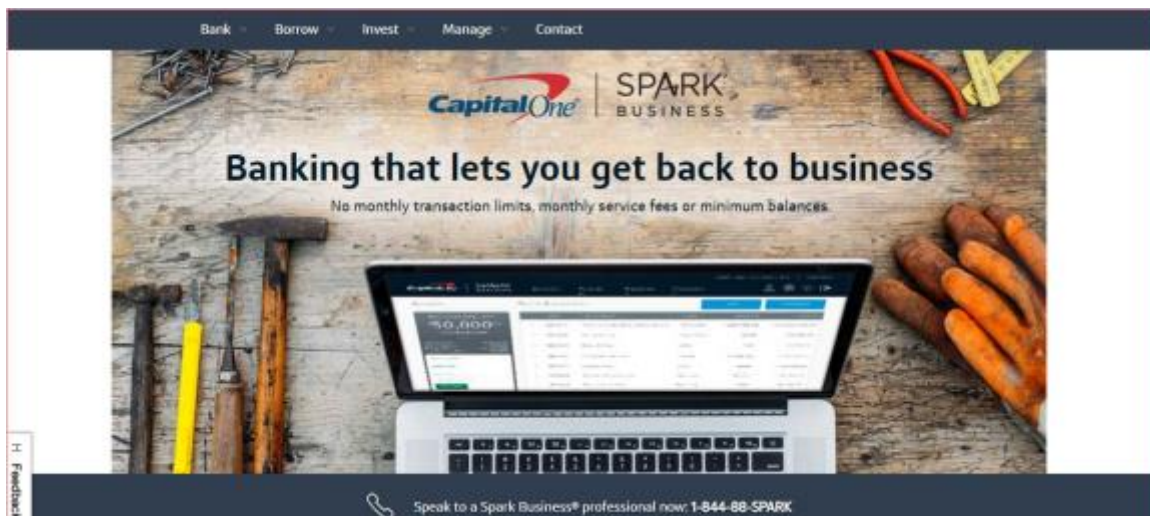
And all income HAS to go into your business account straight away, before you do anything else with it.

If you are planning to create an actual business bank account, **set it up under your EIN**.

Put your PayPal business account in your business name, too.

Banks will let you run your sole proprietorship business under one of your personal accounts, but *only up to a certain amount of money passing through*. If you are going to be depositing or moving funds of close to \$20,000 or more, you will have to open a business bank account. And, again, if you are a sole proprietor, **make sure the personal account you run your business through is separate from the one you use for personal finances**.

If you prefer to do all your banking online and/or you are worried about bank fees (if you’re starting out on a shoestring), check out **Error! Hyperlink reference not valid.**, which is completely fee-free. It is a totally online branch of Capital One, and many entrepreneurs have reported satisfaction with this system.



“How should I set up my bookkeeping?”

Setting up your ledger, spreadsheet or accounting software correctly from the word ‘go’ is the best way to cut down on headaches, confusion, and accounting/bookkeeping costs. Choose how you are going to post business entries and do so daily—don’t wait till you have shoeboxes stuffed with receipts to try and sort them out. Get into good money tracking and reporting habits now, and you’ll make it painless for yourself (AND your bookkeeper AND your accountant) at tax time.

Before you do anything else, **talk to your accountant and run your projected bookkeeping spreadsheet by him or her**, to make sure you have created all the right fields for your unique business.

“What is the difference between an accountant and a bookkeeper?”

- **An accountant** deals strictly with tax-related issues and prepares your income tax
- **A bookkeeper** does your day-to-day recording and posting of transactions

NUMBER ONE rule to remember—all revenue and income HAS to go INSTANTLY into your business account before you disburse or use a penny!

Here are the most common categories that entrepreneurs commonly use:

- **Office Expenses**—Supplies, shipping, repair and maintenance
- **Rent**—You will be able to write off a portion of rent if you have a home office. Run your rent payment through the business so your accountant can see what to write off.

*NOTE: **Don’t run your mortgage through your business account** (though you will probably be able to claim a percentage, based on the size of your home office—talk to your accountant.) If you claim part of the mortgage for your house, you may be putting your home at risk, should you ever run into financial problems. (TALK TO YOUR ACCOUNTANT!)*

- **Utilities**—Be aware that if you have an in-home (or on-property) office, you can write off a portion of your utilities.
- Computer expenses
 - Hardware

- Purchases of items like laptops, printers, adapters—as long as these items are used for business
 - Software
 - Post your online subscriptions under your ‘software’ field: Your autoresponder, for example; your Adobe Acrobat subscription, and so forth
- **Continuing education**—courses, books you buy and coaching go under this category
- **Contractors**—In this category, post payments to contractors such as virtual assistants, web designers, etc.
- **Insurance**—a portion of your house (and car) insurance may be eligible to claim, come tax time. Record all your insurance payments under this field to make it easier for your accountant.
- **Marketing expenses**—For non-software and subscription marketing expenses such as office supplies, advertising, transcription costs or affiliate payments.
 - **Office Supplies**—If you prefer, you can also create separate fields for these expenses
 - Advertising
 - Affiliate management
- **Meals & entertainment**—WHEN YOU ARE TRAVELING and with client meetings. (You can only write off 50%--you can't write off the whole amount).
- **Business travel**—Always pay with your business account. If you travel frequently, make sure you take out a business credit card.
- **Auto expenses** (if you use your vehicle for business)

And do create a separate spreadsheet for your start-up capital.

Remember to PROACTIVELY SAVE 20-40% of all income for your annual tax bill as it comes in. As Corey Whitaker says, “Worst case scenario; you owe less than you think and then you have money coming back.”

OTHER RESOURCES:

[CPA on Fire](#)—CPA Josh Bauerle’s blog, containing invaluable articles, tips, links and tax information for online entrepreneurs.

Filed Under: [Tax Deductions](#), [Tax Planning](#), [Wealth](#)

Tax Saving Strategies for Entrepreneurs- Part I: Rent Your Home to Your Business

by [Josh Bouerle](#) — [3 Comments](#)

Foter.com / CC BY-SA As the calendar quickly moves towards the end of the tax year, I'm frequently asked what last second strategies entrepreneurs can use to reduce their taxes. Over the next few weeks, we will discuss some ideas you can implement before year end to reduce your tax liability. December is a busy.

[Read More >](#)

Filed Under: [Tax Deductions](#), [Tax Planning](#)



My name is Josh and my wife Courtney and I own and operate JDB Business Solutions. As a CPA who has prepared thousands of tax returns, I have seen what makes some small businesses a success and others nothing more than a tax loss. The goal of this site is to turn that knowledge into advice, tips and motivation to real-life entrepreneurs and aspiring entrepreneurs.

Track your cash flow daily (or at the very least, once a week). The easiest way? Use a program like [QuickBooks Online](#) (or [Xero](#), if you're in Canada).

Check with your bookkeeper first, to see if the software you are thinking of using is compatible with hers. It sounds like a pain to do this, but if you set up your accounts properly from the beginning and develop the habit of maintaining them, you will cut your bookkeeping and accounting costs way down—and tax time will be painless!

Step Four: Preparing your business plan

While you can certainly “plan” your business on a napkin, that ought to be considered as a rough ‘first draft’. Even if you don’t plan to borrow large amounts of cash, sit down and prepare a formal business plan, once you’ve done your research, making adjustments as necessary.

A business plan is not cast in stone (unless partners and financial backers are involved); it’s just a ‘road map’ to your goal. So don’t be afraid to put intent to paper. Realize that the more well-researched data you base your plan upon, the more accurate that road map is going to be, once you start out on your journey!

Your preparations ought to be thorough enough to allow you to create a viable business plan, complete with informed **projections**. You will need projections built into your business plan **if you are planning to borrow money**—and some banks make it a requirement, if you are setting up certain types of business accounts.

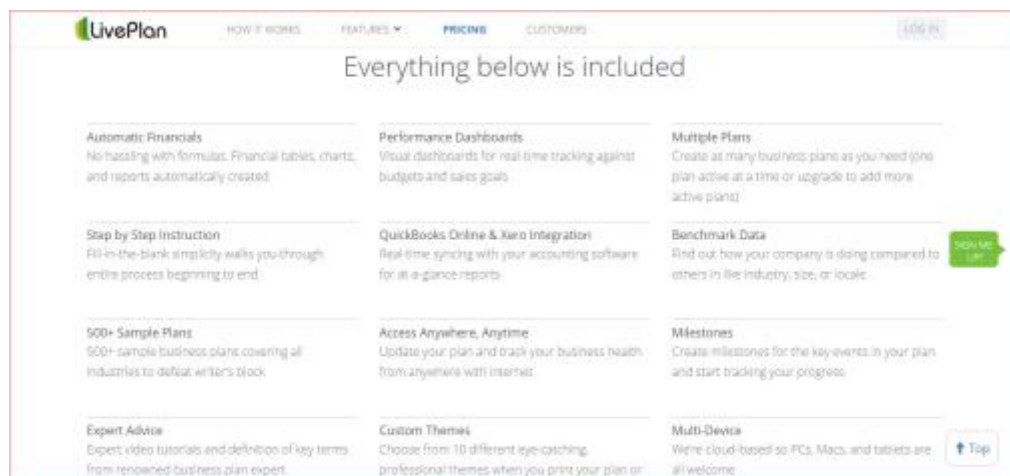
Don’t be intimidated, when it comes to making projections (best-guess estimates of future expenses or income). Instead, simply do your homework, so your projections are as intelligent as possible and not wild guesswork.

Proper preparation builds confidence born of knowing that the facts support you ... and help you keep on your game plan to reach your milestones and goals.

There are many different types of business plans for different purposes. If you are required by an institution to make one, double-check which type they want your plan to be.

Resources for Business Plan Creation:

- [SBDC](#) (US)—SBA.gov’s ‘small business development center’, where you will find everything you need to know about setting up a small business—including creating business plans!
- [BDC](#) (Canada)—The Canadian version of SBDC; unfortunately not as well-laid-out or navigable and far more confusing: But still a must-have resource to check out
- [LivePlan](#)



- And here is a handy tip, if you’re panicking about creating specific types of business plans: LivePlan has tutorials, resources and over five hundred **interactive templates** to help you create almost any specific type of plan you need. This wizard-based system will save you hours of time (and prevent headaches), and it is quite inexpensive at \$19.90 if you pay monthly.
- Plus once you have created all your business plans and printed them out, you can **switch your plan to maintenance mode**, store them to be re-visited or revised later, and pay less than \$4 per month instead. Reactivate your plan back to fully active at any time, when you have further work to do on your plan or other business plans to make.

Step Five: Office equipment and other nitty-gritty details

You will absolutely need a quiet, distraction-free (or at least a dedicated) place to work. The ideal is a separate room in your house (with a door that shuts) or a space such as a room over your garage ... but many online entrepreneurs have started out with a nook in the kitchen or even just a laptop on the back porch!

You will quickly want to adjust this, however, once your business starts to roll and money comes in. It's nice to have bookshelves, a paper shredder, software storage, hardware storage, reference books, office supply storage and a file cabinet, at the very least—and you may need other specialized tools or equipment such as a postage meter if you ship goods, or a massage table if you are Spiritual Healer who does hands-on Reiki Sessions.

Besides, having your own office, distraction-free and decorated to your taste helps you feel confident and competent, signals you are a professional to visitor, provides you with a place from which to do your podcasts, webinars or videos—and helps 'train' other family members that when you're in your office, you are AT WORK!

Add to this informed business planning, registration and strategizing and you'll chop months (or even years) off getting your business rolling—and making the sort of money you need to make.

In **Module 3: Stress-Free Business Planning**, we're going to continue planning, but this time, we'll be taking a look at your unique business brand and planning your powerful mix of content, products, services and programs.

Module 3:

Stress-Free Business Planning

Learning Objective:

In this module, it's time for a different area of business planning. We're going to brainstorm your unique mix of money-making strategies, packages and products, from start-up to your ultimate goal.

Before we take one step further, however, it's important to actively recognize and avoid one all-too-common, devastating mistake that new online entrepreneurs seem to make, time and time again.

We need to avoid the "I'm just starting out" syndrome.

Step One: Attracting with quality

This particular syndrome encompasses (and causes) a multitude of sins!

It sounds like this: "I'm just starting out, so I'll..."

- Just use my personal banking account for now
- Use this free autoresponder
- Use this cheap website builder on the website builder's domain
- Use a Blogger blog for my website

The intention being that "later" or "when I get busy" you will upgrade.

It's not that easy.

All of the above are born out of lack of preparation and planning, and they lead to:

- a) Taking actions and setting things up it's very hard to undo
- b) Disorganization and confusion
- c) Chaos

You won't be caught with "I'm just starting out, so I'll..." syndrome because you are setting up your new business the right way. You've created your business plan, decided what type of company you need, taken care of the necessary registrations and set up your business bank account and financial system.

You know that an ounce of prevention is worth a ton of cure. You know that if you mix business with personal finances in one bank account, you're going to have an awful time separating and sorting personal from business, come next tax time. Or your bookkeeper is—and it will cost you significantly more to have her sort out the mess. And you know that, even worse, if you get your accountant to do it, you'll be paying something like \$500 per hour for him to basically sort your mixed-up digital paperwork.

Three Common MISTAKES:

Understand why they're wrong, and you won't be in danger of succumbing to them!

1. Using free autoresponders, blog themes, etc.

- When you use truly free software and resources, always do your due diligence and carefully check out the "fine print", terms—and reviews. With blog themes, there is often hidden, malicious code or even just spyware that can damage your Google ranking (and annoy your visitors); or there are ads you can't get rid of.
- Ditto free autoresponders. Most of them are littered with ads that cheapen your website or message. In addition, there is usually no customer support and you'll most likely find you cannot export your carefully built list to a quality Autoresponder when you're ready to upgrade.

2. Creating "easy" websites from other company's builders

- When you build your website with cheaper or free "easy website builders", there is usually a lack of control over your own design preferences, plus ads you don't want may appear. You cannot attract high-end clients with a website that screams "cheap" or "amateurish": Plan to invest in professional web design.

3. Not registering your own domain

- There's really no excuse for that. Your own domain in your name or your brand name will increase your search-ability via Google in spades, plus a dedicated domain is what people expect. It looks professional—and it's easy to find. (People looking for you tend to type in your name plus the

.COM extension ... or the name of your program or product.)

- You may build up a following more quickly than you realize, after start-up. You don't want people getting used to one website: Then missing the fact that you switched to a new one and thinking you're out of business (the old website has no action on it).
- Doing things properly will **attract quality clients**. And that's exactly what you need to do. So no false economy: Do your due diligence and set things up professionally and correctly.

Step Two: How do you find your ideal client—and where?

Your website and your branding needs to appeal to only one type of person: Your ideal client. So how do you do this ... and where do you find this perfect client?

Knowing clearly and specifically **who you want to help, why you want to help them, and how you're going to do so** is the surest way to choose the right strategies to attract them.

Most important: **Brand your website and your offerings** so that the sight and sound of you and your website emotionally connect with that ideal client.

But even if you do hire a web designer who is savvy with marketing and business branding (essential!) you will still need to be the one who decides what your brand looks like, so do yourself a favour and either take a day to read up on branding.

The Step-by-Step Planner Covers (19 PAGES):

- Step 1: Define Your Primary Website Goal
 - Exercise: Define Your Website Goal(s)
- Step 2: Map Out Your Website
 - Exercise: Map Your Website
- Step 3: Beautiful Branding
 - Exercise: Brainstorm Your Branding Elements
- Step 4: All About You!
 - Exercise: Write Your About Page
- Step 5: Attracting the Right Traffic
 - Exercise: Create a Market Survey
- Step 6: Fill in the Gaps
 - Exercise: Find and Fill the Gaps
- Step 7: Eliminate the Leaks
 - Exercise: Review Your Site for Leaks and Make a Plan to Fix Them
- Step 8: Accessorize Like a Super Model
 - Exercise: Plan Your Website Accessories

Your clients will LOVE having this planner they can download or print off.



First make sure you know WHO you are trying to attract!

Even if you think you already know, use the following as a checklist, to double-check that you're on target. Write down a "client bio" that includes:

1. Basic Demographics

- a. Age, gender, and other demographic details
2. Lifestyle and habits
 - a. What does your ideal client's life look like? What does she do in a typical day? Where does she connect online? (Her mobile? Her PC? While at work? While the kids are napping? On social media? Which ones?)
3. Income
 - a. How much does your ideal client need to be making annually in order for you to charge what you need to charge?
4. Location
 - a. Where is she, and how will you reach her? Globally? North America only? Another country or continent only? With a combination of local and online marketing and offers ... or solely online?
5. Her biggest need
 - a. Here's the really crucial criteria: What is the most consuming goal she has at this moment? What is the one thing above all others she needs and is actively looking for help with?
 - b. What does she want that help to look like? (A course? Someone to do a task for her or teach her how to use something? Confidence coaching? Finance coaching? Help with organization?)
6. Her biggest block
 - a. This need will stem out of a block or impasse: She will typically be stuck partway through a process or journey towards a goal. She may talk about plateaus; about not being able to get past this specific point. She will most likely complain that she has tried several solutions, but she is still stuck.
7. Her learning preferences
 - a. How does she like her information delivered—it's as simple as that. Is she a visual learner? Give her a video or webinar. Is her learning style auditory? Focus on podcasts or sound files. Is she a kinesthetic learner who learns by doing rather than reading? Give her a demo—preferably in "workshop" style where she can follow along and do a task with you (online or in person).
 - b. Don't know her learning style? Look for clues in her language. A visual learner will use visual words (e.g. "I just can't see it") or talk about diagrams or look for infographics. An auditory learner will use auditory

words. A kinesthetic learner will talk about “showing” or “trying out”, and so forth.

c. Or you can **just ask**—do a quick poll or send out a short survey.

8. What she is looking for

- a. How does that ‘help’ she’s looking for appear in her requests and descriptions? **What benefits** does she wish for more than any others? What does she want you to help her to see? Get past? Do? She is looking for a solution to advance towards her goal: What does getting past a blockage look like and mean to her?
- b. What will it look like when she is past that blockage (the **specific payoff** for her!)

Pay attention also to **the type of person that energizes you** when you help them or spend time with them: The people in your own life that make you feel valued; that you are pleased you helped. The ones who **take action** on the help you’ve given them, and who behave with **reciprocity** and **appreciation** (sending thank you cards, spreading the word about you, etc.) These are the clients you want: *The ones who achieve results.*

Also important: Make sure they are **willing and able to pay what you need to charge**. You will often find your ideal clients at big ticket, professional workshops, events and Mastermind Retreats that are focused on related areas of interest to you.

Also check out your closest competitor’s followers. Which programs or products do they get excited about? Whose webinars do they flock to and pack out? What do they recommend? Talk about? Unhesitatingly pay for?

Step Three: Making sure your business idea is solid

So you’ve done informed research and identified your ideal client: Now take it one step further and plan to **test** your suppositions in a concrete and practical way.

This means tailoring your sales funnel to test and track your offerings and the results you get. What this looks like: Identifying not just your client’s most urgent need or biggest goal, but identifying **the first step** to achieving that goal. For example, if you are seeing potential clients who are interested in Business Finances, instead of instantly pushing your Entrepreneur Financial Wizard Mastermind Course, offer them a webinar to teach them “What Every Solopreneur Should Know About Setting Up Your Business Finances”.

Choose a strategy for giving your ideal client a sample or bite-sized piece of your offering pie, and see how well-received it is—and whether or not people really want it. After they’ve had it, check their feedback, paying attention to specific complaints and/or

praise. (What you're basically doing is the equivalent of going into the mall, finding people who eat cookies and asking them to sample and evaluate your Chocolate Cherry Bliss cookies.) Time to test!

Here are two popular ways to test your product or program (or a portion of it):

- Offer a free webinar dealing with one problem aspect of their overall passion
- Offer a limited-time “early bird” price to a small number of selected people (e.g. people in your Business Finance Facebook Group, if your product or program deals with Business Finance)
- Free samples of a product or service (e.g. free template, strategy session, webinar)

Whenever you are testing a product or service prior to launch, **it is crucial to limit the time and limit the numbers**, if you are releasing a new program or product at a special price. This is your “beta” group. They're the ones who will tip you off about problems, tell you about glitches, and rave about what parts excite them. This gives you a chance to tweak that particular offering before the “big launch”.

(You can also collect reviews and testimonials at this time, which will help on Launch Day!)

Step Four: What does the perfect business mix look like?

Most online coaches don't just coach, one-on-one: They have other resources and products available to (a) help clients at every stage (b) maximize their own income-producing offerings.

The ideal business mix is a just that—a mix. Ideally, it looks like:

- Some one-on-one coaching
- Periodic VIP level events
- Passive income

A mix will give you a variety of price points for clients to choose from—and give you maximum income.

Passive income products are a wonderful way to make money while you sleep—quite literally. If you've written a book, it can be selling on Amazon, 24-7, while you're busy planning your Mastermind Retreat or coaching clients one-on-one. Ditto self-study courses or “how to” workbooks; or packages of kits and forms.

VIP level events raise your status and brand you as a “big player”. They also bring in significant income. One VIP Mastermind Weekend could potentially bring you in \$30,000—more than you normally earn in a year, if you’ve been doing the odd bit of coaching, part time, until now.

But how to know which types of offerings to choose for *your* ideal client?

First you need to calculate your client’s average **life cycle**. (No, not her physical health! Simply put, this means **how long she’s likely to need you**.)

When she finishes your course, will there be nothing left to teach her? Or will there be a **next step** she will be looking to take? If she is successful with your “sew a French seam” course, will she want to “tailor a suit” next ... or master “machine embroidery”?

List all the things your ideal client will need/want from you, in order. List as many aspects of your specialty as you think she would like.

Build your mix from that list. Test each offering out, and **listen very carefully** for feedback along the lines of:

- What’s missing
- What she wants/needs NEXT

When it comes to offerings, although it’s good to have a mix, make sure that mix all focuses on and around:

- Your client’s main passion and biggest need
- Your specialty

You don’t have to have an offering in every type of content or category. You can even just have two or three offerings, covering two or three levels of client. Just make sure they all help her towards her “big goal”—the one she is truly passionate about—and centre around the unique, special advantages and benefits that only you can provide.

Let’s take a look at offerings you can create:

Free gifts and incentives	Products	Instruction and teaching	Coaching	Events
Strategy sessions	eBooks	Self-serve courses	Coaching packages	VIP Days
Webinars	Print books	Video series	Mini-sessions	Mastermind Retreats
Worksheets	CDs	Book with workbook and checklists	VIP Tune-Ups (e.g. one-off sessions as a check-in)	VIP Workshops
Templates	Kits	Paid recordings of a webinar series		Online Summits
Checklists	Packages (e.g. template package)			Real-world workshops
Sample module of a whole course				Annual Giveaways

There are many products, packages and services to choose from, but in your zeal to create a great mix, DO NOT fall into the mistake of throwing a wildly generic mix at your client. You've probably seen those launches where there are a hundred and one "gifts" you can pick up. If each gift is not tightly branded towards and focused on the key compelling reason you attended the launch, you leave them untouched. And your general impression is that this was not a quality launch. Your satisfaction level is lower.

And remember to plan for **affiliates and joint venture partners** in the future, if you really want to expand your visibility and reach and make more money!

Step Five: Fill the gaps in your knowledge

Along the way, do your best to **keep things simple**. Running your own online business always results in learning curves—and can quickly spiral into overwhelm.

One of the easiest ways to avoid this is to get into the habit of using the resources in the [MyNAMS Insiders Club](#) like hundreds of others to quickly fill the gaps in your knowledge. Setting up something in a step-by-step manner, focusing only on what needs to be done to complete a task (and not being distracted by a myriad of tangents) can be a blessed relief!

For example, say you have decided to run an online workshop for your subscribers and clients: Instead of spending weeks researching how to do this, looking for examples to copy and writing content from scratch, just follow the training we have (like this course) in our Insiders Club.

You can learn about creating Kindle products, marketing with Instagram, maximizing your social presence on LinkedIn, giving keynote speeches or presentations, sending Client Payment letters and lots more.

You can create focused, well-research content and offerings quickly for your list with our packages, and there's minimal to no learning curve—you just work your way through and follow the steps while giving the material your own unique voice.

And speaking of lists, that's just one of the topics we'll cover in **Module 4: Taking Action and Getting the Word Out**.

Module 4:

Taking Action and Getting the Word Out

Learning Objective:

You know what to do, to switch over to your new dream business. Now it is simply a matter of setting it up and getting the word out.

Better yet, you've got a Plan. You have decided on the perfect time frame for you: Whether or not you are going to quit your job and spend your days in a burst of intensely focused setting up, or if you are planning to ease out within a longer time frame—a couple of months, or a year, or whatever works for you.

You have income goals to reach. Preparations to make. The important thing, now that you've decided to take the plunge is not whether or not you dip one toe at a time in or cannonball off the diving board: The important thing is getting started and **taking action**.

Step One: Planning for growth

This is where you'll really thank yourself for making that detailed Business Plan: Even if you've decided to start out one baby step at a time, you know what your goals, where you're headed, and what you need to pay for and bring in as income.

You also have set a figure to invest back into your business, and you know what profit you wish to see. You are ready to set up your business now with expansion and growth already allowed for.

You'll invest in the right software, services or tools such as a professional quality autoresponder that allows you to use advanced features in the future (such as easily importing lists from other sources and sending out perfectly-sequenced email series). You may start out with their free or basic version, but you've made sure it's easy to upgrade, when your number of subscribers tops the allowed free version limit.

In short, you won't get caught out at any step.

Oh, you'll have challenges, and you'll work too hard at times, burning the midnight oil—that's all part and parcel of entrepreneurship—but you won't be that entrepreneur who runs on empty 24 hours a day, 7 days a week, only to discover she is STILL endlessly spinning her wheels and hasn't yet landed a client or got out a product.

And you won't be that other entrepreneur: The one that is sinking in a sea of depression and confusion, unable to progress because she is distracted and overwhelmed, and has retreated to the pit of procrastination.

You've got a plan and a roadmap. You know where you're going and how you plan to get there. Your foundation is solid enough that when curveballs fly at you (and they will), you will be able to catch them and adapt. Your foundation may be solid, but you are flexible and solution-oriented, and you have the tools you need. And you'll have even more tools, by the time we finish this module!

Having a plan and planning for growth gives you confidence. It's not the sort of "planning for growth" that involves daydreaming about buying a luxury mansion (though that might be one of your goals for the future). It doesn't involve empty daydreaming: The sort that makes you feel more stuck and hopeless forever, when the bubble bursts and you force yourself to come back to the real world.

Planning for growth means setting up and taking well-informed steps that will deliver you to your destination ... even if you decide to take them one slow step at a time.

If you find this stage difficult or terrifying, here are three tips for you that should help.

1. All entrepreneurs feel fear at some stages of new business set up or launch. That's normal. It's also closely akin to excitement and anticipation. Fear often comes from our less-entrepreneurial parents and other significant people in our lives. Don't let fear rule you. **Re-frame fearful thoughts** and tell yourself that what you are feeling is **excitement** ... because you are actually taking action and creating something that is going to transform for the better, not just your clients' lives, but your own.
2. **Keep a central notebook at this initial stage**, when things are flying at you, night and day, and your head is in a whirl. Not a digital notebook, not a small one, not a "calendar" and not on your mobile phone. Start out with an 8.5 X 11 artist's sketchbook.

Put the date, the person you are going to talk to/talking to and the activity at the top of the page; then making notes as you meet with them, phone them or set something up.

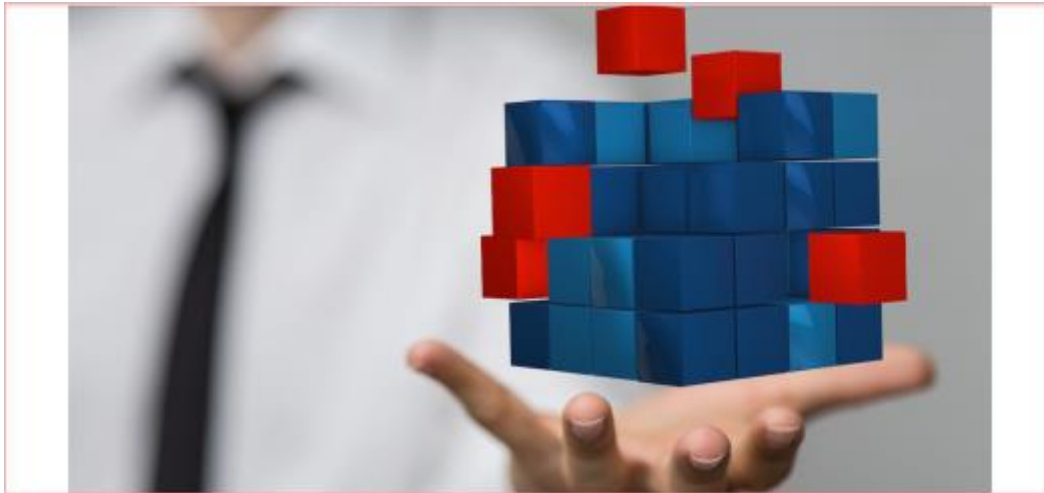
When you speak to someone else date the top of the page, put the 'who' and what you're writing about; and start again.

If you have a perfectionist soul and love perfectly organized notebooks, grit your teeth and do this anyway. Take the notebook with you, everywhere you go, and get into the habit of using it, even if you feel slightly foolish.

The result is: You will have a chronological, faithful journal of your first months in business. What you did, when you did it, who you spoke to (put their phone number or email address in the note!); what steps you took.

You can use those notes the next time you set up a business or as source material when you write about your experience!

3. If you suffer from “bright, shiny object syndrome”, confidence issues or overwhelm rather than knowing what steps to take, we highly recommend that you join our [MyNAMS Insiders Club](#) and commit to this one program where you’ll find Camp Clarity. That’s the premiere program for getting REALLY clear on your core values, objectives and vision so that anything that doesn’t fit in your future state is eliminated before you’re tempted.



The most important take-away from this lesson: Get into the habit of taking action, every day. Avoid the trap of either perfectionism or procrastination—the “Everything MUST be perfect first” syndrome—and focus on taking those steps, in as large a step or as small as you like.

Here’s an inescapable fact of life: **Nothing will ever be perfect.** Even top pros plan for tweaking and correcting, once they have an offer up and running. Top authors who hire copy editors, proofreaders and developmental editors (after running their books through beta readers) STILL find the odd spelling mistake or grammatical error ... and the world doesn’t end.

So your offering will never be perfect ... but it will be **just right for YOUR ideal client.** It will be consistently well-planned and tested.

And it will work.

The truly important secret is just to take your planned steps, one after the other, no matter what.

Step Two: Developing Consistency

Here's another comforting thought: **Being fearless is a DECISION**—not an emotion or a state of mind. It's born from consistent habits: And consistency is the real key to business success.

Consistency is what will keep you truly visible and buzzworthy as you work to get the word out there that you have “arrived” on the scene.

You thought that creating your original Business Plan was the only time you'd create a Master Plan—and that's true. But you'll need to revisit the planning process many times over your business lifetime, and this is perfectly normal. As you leave initial set up behind you, you'll also need to create other plans, such as:

- A list-building plan
- A social media plan
- A content plan
- An outsourcing and automation plan

Develop a consistent process for creating new plans, in fact! One you don't have to think about: Just **create and do**.

Checklists and workbooks help create the repeatable processes that drive you to consistent success. Check out the MyNAMS Profit Planners Systems. These are part of the MyNAMS Insiders Club, or they can be purchased separately.

Using these planners help you master essential business topics by setting up simple, repeatable systems.

Get into the habit of using these packages and kits as a resource for:

- Planning
- Creating content and offers
- Creating workshops, webinars and products

Using templates, packages and forms is an excellent way to create consistency in your business—the painless way, with professional, top-quality results.



Create a Sales Funnel:

Here's another pro secret: Don't just plan a single product or package; create a series of them. (We've spoken about this already in Module 3; about anticipating what they're going to need FIRST or NEXT.)

But the real secret to successful and powerful sales funnels is automation.

Step Three: Automation

One of the keys to successful business expansion—and to consistency—lies in outsourcing or automating all those “housekeeping” parts of your business that do not require:

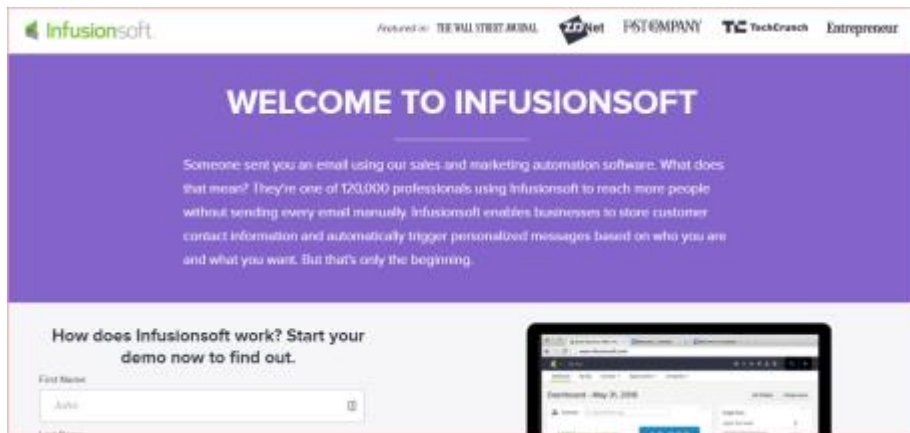
- Your unique money-making skill
- Your immediate personal interaction with clients, customers, subscribers—your community

This encompasses areas such as:

- Website maintenance
- Landing page creation
- Payment systems
- Autoresponder management
- Bookkeeping and accounting
- Miscellaneous business tasks

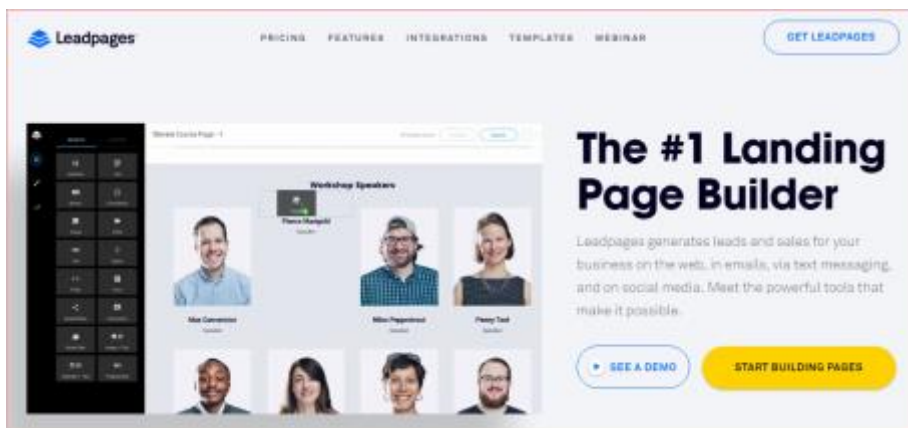
Nowadays, the opportunities for ‘intelligent’ automation are truly staggering. You have companies and software like [Infusionsoft](#), that go beyond mere payment processing, email management and autoresponder functions to provide “an e-mail marketing and sales platform for small businesses, including products to streamline the customer lifecycle, customer relationship management, marketing automation, lead capture, and e-commerce”. Not to mention tracking and automating your email process in an ‘intelligent’ manner based on tracking results and subscriber actions.

Infusionsoft can help you create and manage a “non-leaky” sales funnel, taking care of necessary components such as landing pages, payments, lead generation and going above and beyond that to “stop leaks” and re-capture people who abort the purchase process.



Another great resource: [Leadpages®](#), which allows you to instantly create beautifully designed, proven, powerful landing pages for your offers. You can even run webinars through Leadpages®, embed videos and other interactive components, brand your sales pages with your branding colors and logo, and much more.

Plus, Leadpages® really is so easy to use, a beginner can get the hang of it in minutes.



You simply choose a template, drag and drop elements from the left hand menu, and customize them with your text, colors and images.

When it comes to automation, the real problem that most new entrepreneurs have is **knowing what to automate** and **which system, service or software to use**.

Answer:

1. Anything that does not require your personal touch and any tasks or housekeeping issues can be automated
2. Passive income products can be automated (after you have supplied your

personal touch such as writing the book or making the video or conducting the live webinar)

3. Use the service that:
 - a. Bundles the most tasks you need doing together in one service or piece of software
 - b. Feels the most intuitive and easy to use

Of course your automation system has to fit within your planning and budget, so it is a good idea to explore these systems while you're still in the planning stage.

Automation is just one of the tactics you can use to stop yourself from creating a business that drives you crazy!

Step Four: Outsourcing

The second major strategy to plan for and implement as soon as possible: Outsourcing parts of your business to freelance contractor.

Again, you can **use the same criteria you applied to deciding what to automate.**

So, the good news is ... you DON'T need to take a course on How to Become A Web Designer. Instead, you can take away a lot of the problems by using top quality WordPress themes geared to marketing like many of the business themes from the Genesis themes people.

(That's using "automation"—or at least, partial automation inasmuch as you customize it: But the heavy lifting is done for you). Or you can simply **hire someone** to design your website (even better, if you have the budget!)

But one big help that we offer our community is to use the Beaver Builder page builder to make designing beautiful pages dead simple.

And here's a secret that will save you months of painful trial-and-error, as you try to find the right people to help you in your business. No matter what task or part of your business you want to outsource, from folks in the MyNAMS community.

Every week, during our mastermind call, outsourcing is one of the main topics that comes up. The members, led by the MyNAMS team, share our best resources.

If you are not yet at the stage where you can afford to outsource everything, **plan for outsourcing now**, listing tasks or business areas to be outsourced in order of priority and adding them one at a time, as your budget allows.

NEVER over-extend yourself and outsource more than you make! (Automation or semi-automation is a good way to start off, if you can't afford a decent contractor yet.)

Also make a list of top tasks you need done regularly, and start out by hiring a virtual assistant (VA) who specializes in all (or at least most) of these tasks.

Even if her rates are higher than you'd like right now, don't dismiss the idea of hiring a VA until you "can afford it". Check out the websites and services of VAs you like—you'll find it's quite a common practice for certain VAs to offer **packages consisting of blocks of time** at affordable rates. For example, start out with a "5 hours per month" to get the most urgent task (or tasks) done: Then, when this strategy results in making you more money, increase it to a "10 hour per month" package; and then a weekly package, and so forth.

The key is to remember that **outsourcing saves you time and helps you make more money**. So let it do that—and then outsource things that don't require your personal touch even more.

Search for skilled resources from friends, the MyNAMS community or the resources listed in our resource document.

ALWAYS check references for freelance contractors whose services you are interested in, and make sure expectations are laid out in writing, very clearly.

Remember: Automation and outsourcing are just two of the areas to consider.

Giving up control of those essential 'non-essentials' is, well, *essential* for building a powerful team and reaching your goal successfully.

Think about it: What's better? You, learning multiple tasks in areas outside your experience or interest ... or a team of people, each specializing in and being passionate about individual areas that would make you break out in a cold sweat, fall asleep with boredom or tear your hair out in frustration, if you had to do these tasks?

Step Five: Getting the word out

You can have the best products or packages in the world, but unless people know about them, your business won't take off.

One huge advantage that using expert outsource contractors or automation suites and software can give you is **an increase in focus and tracking**.

For example, if you decided to use a VA to handle your social media, this wouldn't mean she's always going to post for you and take over your voice: It simply means that she is likely to know tools, tips, tricks and shortcuts for expanding your social reach.

Again, consistency plays a key role in building your visibility and reputation. Appear on social media every day—even if it's just for as little as ten minutes. Concentrate on providing quality posts.

(Time-saving trick: Plan these and write the bulk of your posts for the month or week in one go, pre-scheduling them with tools like [Hootsuite](#) or even Facebook [PostPlanner](#) (free!)



Consider handling all your lead generation with [MeetEdgar](#)—which is to growing your audience and reach what Leadpages® is to landing page creation and Infusionsoft is to sales systems.

MeetEdgar is unique in that it intelligently repurposes your best posts and content at the right times, in the right places, before the right audience.

It states its mission thus: “Edgar isn’t just another social media tool – he’s a smart scheduler who fundamentally changes the way social traffic works. He gives your best content new life, never runs out of things to say ...”

Whatever systems, tools or assistants you use, be sure to factor them in at the planning stage. Create systems you can work with comfortably. Track your results (let the powerful tools you’ve chosen intelligently track and present the results to you).

ALWAYS ask people to share your posts and content. Give them a strong incentive to do so. And stick to your content creation, social reach and lead generation plans consistently and regularly.

Step Six: Making time for you

Let's clear something out of the way and admit there's no such thing as "balance" and "harmony" when you are an entrepreneur—even if you plan it.

But what you CAN do is be absolutely ruthless and assertive about being proactive instead of reactive. You will need to make time for you, and yet create a schedule that builds a certain amount of flexibility in it. You will need time for professional development (attending conferences, workshops and seminars; reading books on your topic; or even just keeping up with the latest news and trying out the latest tools.)

So you have to build in time for:

- Your business
- Your clients and customers
- Networking with peers and influencers
- Exercise and regeneration (spiritual or otherwise)
- My health and rest
- Your team
- Your family
- YOU

That's a tall order! And you shouldn't attempt to follow some schedule that works for anyone else. Make a schedule that works for you.

The best type of entrepreneurial schedule:

- Is realistic and proactive
- Has a certain amount of flexibility built in in key areas you have pre-identified
- Is not reactive. NEVER reactive, if you can help it!
- ENERGIZES YOU and keeps the flame of your business passion burning

Be analytical, in a low-key way. Keep a shrewd eye out for situations, tasks or people that knock you flat—and quickly find a way to cut these out of your life. (Delegate, outsource or dump.) Get rid of toxic people. Drop Facebook groups that encourage drama. Be ruthless with relatives who try to undermine you. Stop making excuses or trying to make them “understand” about your business. (They never will.)

Just say ‘no’. And when they ignore you (which they will; especially at first, if they’re not used to you disagreeing or they’re used to you caving in) just repeat that ‘no’, over and over like a broken record. You don’t owe them any explanations. And you CAN say blunt things like, “if you’re going to continue being negative, I’m going to have to terminate this conversation”.

Your time is far too valuable for someone else to undermine it.

(And don’t worry: Your confidence will actually grow in leaps and bounds with every small success you reap!)

Just make sure you CELEBRATE those successes. Tweet them or post them on Facebook. Take an Accountability Partner and let that partner know you achieved a milestone or goal. Treat yourself to something you find truly rewarding. TELL YOURSELF that you accomplished it and did well.)

And find sources of real support (we just mentioned Accountability Partners). You can join an accountability group—or just ask a trusted friend or peer. Or even ask your VA to help you keep accountable.

Invest in your own coach and make time for/budget for regular coaching sessions during which you sort out problems and set goals.

Join dedicated Facebook or LinkedIn groups or specialized membership sites like [MyNAMS Insiders Club](#).

It’s your time to stop wistfully daydreaming and start taking concrete steps to leave your 9-5 day job, and create your life as an entrepreneur—starting with the first steps you’ve taken today!



A Personal Invitation!

And a special 14 day \$1 trial to the best business training resource library available

1

Magnetize: Every business person must have the ability to persist until they prosper by training the right mindset...

2

Monetize: Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3

Methodize: After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

[Click here to start today!](#)



What Do Insiders Get?

30-Day Challenges - monthly deep dive into one of 12 essential topics

Weekly Live Hangouts - What's working and what's not in your business.

Insiders Facebook Group - active peer community

PLR Articles - articles, report and e-course each month

Audio Gallery - royalty free songs, sounds, and stingers

Graphic Gallery - more than 40 marketing graphics packs

Micro Workshops - nearly 2 dozen 4-hour training sessions

Tutorial Library - Tech tutorials on tools and processes

Custom Tutorials - 18 tutorials (and more coming) on specific and essential tools by task

Custom Plugins and Software

Site Builder with Templates

And much more...