

The background of the cover features a close-up, slightly blurred image of a laptop keyboard. The keys are a light beige color, and the text on them is dark. In the bottom right corner, a hand is visible, holding a white pen, suggesting a professional or creative setting. The overall color palette is warm and muted, with shades of beige, cream, and a hint of light blue from the text.

SHE LAUNCHES

PLAYBOOK

Dr. Temeca L. Richardson

The SHE Launches Playbook

Hey Coach,

Thank you so much for purchasing this Playbook! I'm thrilled you've decided to dive into learning more about what's necessary for a successful launch. By establishing a solid foundation from the outset, you'll be better equipped to grow and scale your business, allowing you to share your message with those you are supposed to impact and, in the end, God can be glorified.

Please remember, there's no set pace for navigating this ebook—be kind to yourself. Some sections might take longer due to various reasons, and you may have already completed others. Make sure you don't skip the sections you may find challenging; these are often the most crucial for your progress. If you need help, don't hesitate to ask, and continue asking until you get the support you need.

Finally, stay encouraged! You are making a significant leap in fulfilling God's will. Starting is exciting, but truthfully, it will get challenging, and the initial enthusiasm may fade a bit. That's when doubts may emerge, causing you to question your decisions, your path, whether people will resonate with your offerings, or if you truly heard God's call. It's normal to have these thoughts—they're part of the journey and distinguish the committed from the spectators. Just remember, you got this! Let's get ready to LAUNCH!

I'm wishing you tremendous success,

A stylized, handwritten signature in black ink, appearing to be 'dr.' followed by a long horizontal stroke.

Chapter 1: Unveiling Your Value

At the heart of every successful launch is the ability to pinpoint your unique value. Your unique value stems from the qualities that make you distinctively you — it's the reason customers will connect with you above anyone else. Whether it's your style, energy, intellect, voice, life experiences, triumphs, or any combination of these elements, the goal is to fully embrace who you are. That's what will resonate with your audience.

For example, my interests range widely from a deep love for God to sports, sneakers, and natural hair. As a vegan, I enjoy sharing laughs and jokes with everyone. I love podcasting and doing videos and I really teaching and encouraging others on achieving their personal goals. For me, I have recognized the importance of wholeheartedly accepting all facets of myself, even if they deviate from the mainstream.

I truly believe this is what you must do for yourself as well—embrace all of you so you can do all that you are called to do. Be authentic; embrace your quirks; discuss your shortcomings; share what you love. People crave authenticity, and we should be willing to share our truth.

As you consider your unique value, reflect and write down your thoughts in the following areas:

Your Expertise: What is your "zone of genius"? What is it that you do well? What have you done for years? Identify the skills or knowledge area you've mastered. Think about the advice or support that friends and family consistently seek from you — that's where your expertise lies.

Education: Education comes in many forms: formal, informal, or self-directed. Regardless of how you've attained your education, you have it and people will pay you for the value you can bring. Write down your education even if you are self-taught. This can be extremely important to your ideal client/customer.

Certifications & Licenses: Accumulated certifications and licenses can increase your credibility and add to your unique value. While not always necessary, except in certain industries, they can give you a competitive edge. List any certifications, licenses, etc. that may resonate with your ideal client.

Passion: The power of passion cannot be overstated. This is what you love to do, what you've been called to do, or what you are talented in doing. Even if you are just getting started in a passion area, you could be a leader in your industry in no time. List your passions as they could be the catalyst for a great business venture.

Your Value Statement

Now that you have started thinking about your value, it's time to craft your value statement. Your value statement should be all about what you do, who you help, and how you help them solve their problem. It should be strong, clear, and the challenge is to do it in 10 words or fewer.

Writing your value statement in 10 words or fewer will help you with clarity. This is really challenging for new(er) entrepreneurs because many tend to think saying more is better, but often times, more is simply *more* confusing. Additionally, you should start practicing saying it out loud to others especially when they ask you what you do.

Bear in mind that at the beginning, it will not flow well and you may even find that you need to further explain what you are doing. Don't shy away from that because the more you practice, the better you will get at making your statement be clearer and more concise for your ideal client.

Another point to consider is using keywords in your value statement. As you can see, I use the words 'launch', 'Christian women', 'business', etc. These are words that my ideal client would be searching. If you are not sure which key words to use, you will need to conduct some market research (more on chapter 6).

A word of caution when writing your value statement: words like 'empower', 'destiny', 'embrace', etc., are hard words to monetize. If you are using these words, I'm challenging you to get clearer on exactly how you help your ideal customer solve their problem.

Crowded Marketplace

When you are just getting started, it is easy to think that your business idea is very unique and not like anything else that is on the market. While that can be true in *rare* cases it is not always a good thing that your business is so rare. It could mean that others have tried it and failed or that there really isn't a market for what you want to do. The goal is to do enough research to validate your ideas so that you don't spend a lot of time, money, and other resources trying to launch an idea that won't make you a lot of money.

On the other hand, there is the idea of getting into an overly crowded market such a fitness. While you may think you don't have anything to offer or that your business idea has already been tried consider this: even if your idea is exactly like the next person's, there is still only one you. You have a unique voice, a unique perspective, and the customers that are supposed to come your way are your customers to impact.

Therefore, don't be afraid to get into a crowded market. Your job is to make sure your offer speaks so well to your ideal client that they want to purchase from you. Get clear and in most cases, more specific on your Avatar. That way, when your ideal client starts looking for a solution, you are already prepared to speak directly to them.

Action Steps:

- **Craft Your Value Statement:** Condense your essence into a succinct pitch of 10 words or fewer. For example: "Empowering Christian women to launch their online business." It's about clarity and brevity.
- **Practice:** Practice articulating your value statement aloud to as many people as possible. It's fine to stumble initially; practice helps you to get better at articulating your value statement.

Remember, embrace your unique characteristics. God created you the exact way He did because He knows exactly who you are supposed to impact. Lean into you and go out into the world and start being great!

Chapter 2: What You *Really* Need to Start

Every single day there are people who search for information on 2 things: 1). How to start a business with no money and 2). How to start a business with \$100. Indeed, it's possible, but the stark reality is that you'll likely end up selling someone else's products or services—essentially building their business, not your own. Let *that* sink in.

If you want to do the work to start your own business, it is going to require your time and your finances in some way. This chapter will cover many of the considerations that you will need if you want to be a success and in truth, a success is being in business *after* 5 years and making sustainable money because quite frankly, most businesses don't even make it that far. So, let's dive in.

Budgeting: Your First Step to a Solid Start

For a concrete starting figure to estimate your monthly business expenses, budget between \$250 and \$500. This is a typical range for running an online business. Can it be less...of course, but it can also be more.

When you are just getting started, there's going to be a lot of costs associated with getting going that you won't be able to skimp on because you must build for your future. You have to start from the beginning with putting systems in place for you to grow and scale. You want systems in place to help you be efficient and help you with your time and even with small costs, they add up quickly. Having that starting amount at least helps you to start thinking about what you may/may not be able to afford from the beginning.

Below is a list of considerations for launching your business that at some point in your launch journey you are probably going to need, so allocate your funds wisely so that you can be set up for success.

Technology & Software: The Efficiency Enabler

Whether you love or hate technology, embracing it, including AI, can enhance your business's efficiency and save you time. Marketing and advertising today is not like it was 30 years ago and it takes a lot more effort to get in front of your ideal customers. That means, you'll need some tools to help you be at your best especially if you are a solopreneur.

Here are a few technology/software suggestions to consider:

Canva: It is *highly* recommended to have this program (or one like it) to help you with your graphics. Even if you have someone creating them for you, this program makes even those with no skills look great. I believe you need to have the paid version of Canva (about \$15/month) because the paid assets are just better and you have more capabilities with the paid version. You'll need things such as resizing images, removing backgrounds, better images, etc. so get the paid version as soon as you can.

Social Media Scheduler: If you want to 'batch' your social media (do it ahead of time and schedule it) you're going to need some sort of scheduler. If you're only posting to Facebook and Instagram, you can do that for free through Facebook. But, if you want to schedule to other platforms, you're going to need a scheduler. There are a ton out there and you can easily look up social media schedulers. I have personally used Later.com and they are great, but you can do some research to find one that fits your needs.

Email service provider: We will spend an entire chapter on this later, but you will need one and this is non-negotiable. Your email list is the heartbeat for your company and you cannot live without it.

Professional emails: No, you cannot simply use your gmail account anymore if you want your emails to not get tagged as spam. And if you are using Hotmail, AOL, Yahoo, or something old like that, I really do want to fight you, but I'm gonna pray for you instead...get a professional email!

Website hosting: You are going to have to have your website hosted somewhere (more on this in a later chapter as well) but it should absolutely be part of your ongoing costs.

Landing Page: Again, more on this later, but you will need to include this in your costs for startup. No, you don't (and should not) have an elaborate landing page, but unless you have the skillset to do it yourself, you're going to need to pay someone to help you with this.

Additional Considerations

Your brand presence is a testament to your professionalism. It can often influence whether someone chooses your products/services over a competitor's. Here are a few additional items to consider as you launch your business.

Legal Structures: If you are starting a business, you need a legal structure for protection. There are different requirements in different states, regions, countries, etc. so make sure you are knowledgeable about what you need to do where you live. Regardless of where you are now or if you started your business without any legal structure, get it taken care of as soon as possible.

Professional Fees: If you have to have professional licenses or certifications, add that to your ongoing costs.

Marketing/Advertising: If you want to spread your message fast or get your product/service in front of people quickly, you are going to need to budget for this monthly. Even if you are 'boosting' posts on Facebook to increase awareness, there will be an ongoing cost. You don't have to hire people from the beginning and you may have to go to YouTube to learn how to do a few things, but having this as part of your budget as soon as possible will help you to grow and scale your business.

Equipment: There are just some items you will need to purchase to help you work more efficiently. A good laptop (even a refurbished one will work) is necessary unless you use a desktop. Equipment for sound and lighting is necessary for videos and podcasting. Whatever you will be doing on an ongoing basis will be necessary to purchase. However, don't go out and try to get the top-of-the-line equipment. Search for the equipment you need, adding the term 'on a budget,' to find recommendations for starters. When you can, upgrade then.

The Important Intangibles

I would highly doubt that you'll find this section outlined from many gurus. I'm committed to the success of your launch and have included this section to encourage a comprehensive view of your business.

Time and Flexibility

Time management and flexibility are critical aspects of launching your business and yet, it is often overlooked. Balancing your new venture with existing commitments requires sacrifice and smart planning. There are going to be times when you have to pivot or shift your pricing or change your offerings and that is perfectly fine.

In fact, it's part of the journey so, don't think you have to have it all figured out at the beginning. Your job is to launch and adapt to the needs of your ideal customer, the market, what's happening in the world, your life, and the season that you are in. Just make sure you stay flexible and keep God's timing in mind.

Mentorship: Guiding Your Path

Having a mentor, whether through direct relationships, books, courses, or online content, provides invaluable insights and shortcuts to navigating challenges. They can accelerate your learning curve and help you avoid common pitfalls. Get connected and stay connected to those that are guiding you.

When feasible, offer compensation to your mentors, just as you would expect fair value for your services. In other words, be willing to pay for what you are willing to charge. That's just good business.

Embracing "Good Enough"

Finally, perfectionism can be a barrier to progress. Learning to accept "good enough" allows you to launch, learn, and pivot when you need to. One distant mentor of mine uses the phrase, 'Done is better than perfect!' and I love that and live by it. This mindset, coupled with a commitment to excellence, ensures that your business moves forward, gathers feedback, and continuously improves.

Action Steps:

- **Budget Creation:** Develop a detailed budget that accounts for initial necessities.
- **Professional Toolkit:** Invest in essential tools and services that enhance your professional image and operational efficiency.
- **Seek Mentorship:** Identify sources of mentorship and learning to guide your entrepreneurial journey.

Chapter 3: What You *Don't* Need to Start

There really isn't a lot of information available that discusses what we quite frankly *don't* need when we are contemplating launching. Sure, there are some non-negotiables, but in reality, there are plenty of resources that you can acquire as you get a little farther down the road; they are not needed to start.

In this chapter, we are going to cover several of those resources and hopefully, it will take some of the pressure off of you as you gear up to launch within the next year.

The Myth About a Website

While websites have their role, they're often not as crucial for startup success as commonly believed. Again, what is the most important is having a way for your ideal customer to contact you that is *not* solely on social media because you don't own anything on social media and any slight change to an algorithm can spell doom for your company.

There are a lot of new(er) entrepreneurs that have a simple linktr.ee account and that is their primary way of connecting with their ideal clients. Some have a simple landing page or sales page and that's perfectly fine. What's most important is having a direct contact method beyond social media, safeguarding against platform unpredictability.

You might be surprised to learn that a simple one-page website can often meet all your needs. You can have your about us, contact us, product info, introduction, and whatever else you need on one well designed one-page website. You can even have the tabs at the top of your page to guide visitors to the various sections, but it's still just one page.

Additionally, having multiple pages means you have to have all of the necessary copy for those pages done before your website can go live and often times, the sheer amount of information needed is what slows entrepreneurs like yourself down from launching in the first place.

Your job is to focus on a creating (or having someone create) a simple, direct way to connect with you while you emphasize the quality of your offer and how you can solve their problem. Leave the complexity of an elaborate website alone until you grow.

Social Media Vanity Metrics: A Distraction

Vanity metrics on social media platforms, like follower counts and likes, can be more misleading than helpful. Yet, many new entrepreneurs are obsessed with getting their numbers to grow. Here's the truth: the numbers do not guarantee customer engagement or sales.

Moreover, *most* people on 'social media' are hard to convert to paying customers because the landscape of social media is primarily geared towards keeping people on their platforms mindlessly scrolling; not leaving your website and learning more or making a purchase.

However, having a social media presence is still important. The best approach to take is using the platform where your ideal client/customer lives while also considering how you want to show up for that customer. In other words, if you love to write and your ideal clients love to read, then Tik Tok may not be your platform of choice.

The key is to not allow the 'numbers' on social media to blind you into believing that the numbers are what matters because in reality, what matters is connections, impact, and sales (if you're selling).

Concentrate on building genuine connections and engaging content that resonates with your audience, rather than merely accumulating followers.

Physical Business Card

Do entrepreneurs still use physical business cards? Like, for real?

All jokes aside, most entrepreneurs who want to get their contact info out there either use a QR Code or a digital business card. But maybe there are reasons why you need a physical business card as an entrepreneur. I can see that being the case for some doctors and even some new(er) entrepreneurs that have a brick-and-mortar business, but for the most part, opt for a digital option instead.

Hiring Before You're Ready

In your business's early stages, it's premature to consider hiring.

Now that you have that down, it is okay to think about it, but in most cases, you won't need to act on it for a number of reasons. First, it comes down to cash flow. Hiring people from the start can greatly impact your cash flow and slow down your growth.

Yes, there may be times that you really need someone to complete tasks for you such as designing your website, doing your logo, helping with your ads, etc. Even paying to outsource some tasks at the beginning make sense because you can get things done quicker and more efficient. What I'm describing about here is having people on your payroll prior to starting to make solid money.

Secondly, doing some of the tasks at the start helps you to get an understanding of what you need to happen. There are so many entrepreneurs that have hired people only to find out they were overpaying for a service because they didn't take the time to learn a few things, nor did they take the time to do any research before they hired.

Now, if I'm being fair, I can absolutely see how having an assistant at the start can be extremely helpful for someone who's just starting out as an entrepreneur, they are not ready to leave their job, and they simply can't find the time to do all the things they need to do in their business and they are willing to hire someone part time to help them get things moving.

Not only is that a great idea, that's smart. What is most important is to consider strategic hiring when the return on investment justifies the expense, keeping initial operations lean where possible.

Avoiding the Swag Trap

I love brand swag just as much as the next person. Who doesn't love to show off what they have done or what they are doing? Yet, it's not crucial for the initial success of a startup. You have to be able to prioritize your investments and only put money into that which directly contributes to your business growth. Swag can come later when your brand has gained traction and you can afford to expand your marketing strategies.

Consulting and Coaching: Choose Wisely

Early-stage entrepreneurs should seek coaching appropriate for their current level of experience. Sure, having a great coach can cut down your learning time tremendously. Just keep in mind that there are a number of assumptions that are made for the level that you are at. In other words, there may be an assumption that you 'already' have a list of clients, or that you 'already' have more money to continue to grow, or that you are 'already' have a well-planned out business model as examples.

Sometimes, the best guidance comes from accessible resources like books, courses, or peer networks rather than high-priced consulting services, so just choose wisely especially at the beginning.

Simplify Your Tech Stack

Embracing technology from the outset is essential for running your business efficiently. However, it is important to choose technology solutions that scale with your business, starting with cost-effective tools that serve your immediate needs. At the start, you won't generally need to invest in expensive software or tech right away and yes, that includes apps. Apps are cool and they are getting more inexpensive by the day, but most of the time, they are unnecessary in the early stages.

Taking the time to find and use affordable or free tools that meet your business needs are much more important. This approach allows you to allocate your resources more effectively towards areas of your business that directly contribute to your growth.

Certifications and Partnerships

Many new entrepreneurs in some industries feel as if they need some sort of certification to be validated. Let me dispel that myth for you. While certain industries may require certifications, many entrepreneurial endeavors do not. This is especially true in the coaching and self-help industries because there are no regulatory organizations that monitor and/or issue specific certifications.

It is true that many people will opt to get some sort of life coaching, executive coaching, transformation coaching, NLP (neurolinguistic programming) coaching, and a number of different certifications, but again, there are so many organizations and people who do their own certifications that it is impossible to always know which ones are better than the others. Quite frankly, that often times comes down to cost: the more expensive, the better the reputation, but that does not always equate to quality and a more direct path to getting clients.

As a new entrepreneur, just understand that unless your industry requires it, they are not necessary and you can get started. Let your expertise and results speak louder than certifications, especially in industries where they aren't a legal requirement.

Action Steps:

- **Simplify:** Simplify your online presence to essential platforms that genuinely connect you with your audience.
- **Reduce:** Reduce any costs that are unnecessary or consider cheaper options if you have already started.
- **Prioritize:** Allocate resources to what truly drives your business forward, avoiding premature expenses on non-essentials.
- **Seek:** Look for guidance that is practical, relevant, and affordable.
- **Embrace:** Choose tools and strategies that optimize efficiency and impact, avoiding needless costs.

Chapter 4: Starting, Pivoting, and Succeeding

Let's face it, starting is undoubtedly the toughest phase in the business-building journey—period. What follows requires time, pivoting, adjusting, and staying the course. The most important concept to embrace is not the pursuit of perfection or the level of excellence seen in others you may follow, but rather your persistence and willingness to adapt, grow, and launch.

This chapter outlines practical ways to begin offering value that resonates with both you and your ideal client/customer.

Word of Mouth: The Foundation of Value

Starting with word of mouth is a testament to the power of personal connections. It taps into the trust and relationships you've already built, allowing for more organic growth of your business. This method, though slower, often leads to more meaningful and enduring engagements.

Remember that your warm market may not always include your ideal customers, yet they could be connected to them. That's why initiating with word of mouth is so vital and why you should always begin with your known network to help spread the word about your new product or service.

Videos and Podcasting: Deepening Connections

As discussed in Chapter 3, modern social media platforms favor short-form content over long-form. Generally speaking, if you aim to connect with your ideal client/customer avatar in a more profound way podcasts or video recordings are the preferred avenues.

Platforms such as YouTube for videos and various podcasting platforms offer accessible starting points. Fortunately, podcasting can be quite cost-effective, with many affordable options to get you started. A good pair of headphones and a quality microphone are essentially all you need.

If this is the area you choose to engage with your audience, take some time to research which podcasting platform suits you best, as well as other platforms like YouTube, where your ideal customers can easily find you.

Blogging: Honoring Your Voice

If writing is your passion, then embrace it wholeheartedly! Many new entrepreneurs are opting to write on platforms like Medium or starting their own blogs. There is no single correct approach; the most important thing is to start and then adjust as you go along.

Choose one topic you're passionate about, that your audience will enjoy, or that appeal to your ideal customer. The aim is not just to draw readers but to captivate the right audience that will find a deep connection with your message.

Action Steps:

- **Use Word of Mouth:** Start by sharing your journey and offerings with your close network, utilizing these personal connections as a foundation for your audience.
- **Select Your Platform:** Decide on one or two platforms where you can consistently offer value and connect authentically with your audience.
- **Create Engaging Content:** Whether it's through videos, podcasts, or blogs, start producing content that leverages your strengths and speaks to your target audience.

Chapter 5: All About Your Avatar

Getting a true understanding of your customer avatar goes far beyond simple demographic statistics. It involves forging a deeper connection by understanding your customers' thoughts, desires, and needs. While their demographics provide a good starting place, much of what you will learn about your customer avatar will evolve over time. In other words, what you think about your avatar at the start of your business journey can drastically evolve as you get farther along in your business journey, and that's perfectly fine. It's more important to connect authentically with those who are meant to hear your message rather than forcing a connection with those who aren't.

Starting With You

It often surprises new entrepreneurs to realize that their description of an ideal customer avatar is nothing more than a version of themselves 3-5 years ago. This revelation is crucial; you have an intimate understanding of your own past wants, needs, and desires. The real truth is that we wanted and needed help with an older version of ourselves and now, we are ready to help others who are in that same place.

If you find this to be true, embrace it and know that you have a great starting place. Use your old self as your customer avatar. Write down what your needs and desires were. Write down what you needed and wish you had. Write about what you were searching for even when you weren't quite sure what you needed because when you connect with those who currently are where you used to be, you'll already have the words and the language to start connecting with them.

The Three Crucial Questions

Before you get too far down the road with your avatar, it is critical that you start with the proper due diligence. That due diligence can start by asking three crucial questions that are outlined in this section. A 'yes' response to each question is essential; otherwise, you might find yourself spending excessive time, energy, and resources attempting to convince someone of the need for your services when they are not yet prepared to accept them. Check out the 3 questions below.

1. **Is Your Avatar Experiencing a Current Pain or Problem?** A deeper understanding of this question isn't about whether you think your avatar is experiencing a problem, but whether they have genuinely admitted to themselves that they are. If they are in denial, or they are not ready to admit to themselves they are experiencing a problem, then you can't truthfully answer 'yes' for this question.
2. **Is Your Avatar Actively Seeking a Solution?** Actively seeking a solution is much different from talking about needing a solution. Some people would rather talk about or complain about a need but not take the necessary steps to find a solution. Additionally, trying to sell a solution to someone who isn't looking for one will cost more money and to launch, that's not what we are going to do.
3. **Is Your Avatar Willing to Pay for a Solution?** If your avatar has said yes to #1 and #2, the final question is about their willingness to not only pay for a solution, but to pay for your solution. Some avatars want the cheapest solution, others look for the best solution. Answering yes here means you believe your avatar is willing to pay for the solution you are offering.

If you cannot get a 'yes' with all three of these questions, either look for a different or slightly different avatar or make some adjustments to what you are offering. Additionally, make sure that you have the *right* customer avatar. For example, let's say you are thinking about writing a children's book. You may *think* that your avatar is the child, but in reality, the avatar is the parent who's spending the money. That would require you to make adjustments to your avatar versus starting over with your children's book.

What's most important is to get clarity on your avatar with these three questions prior to moving on because your job is not in trying to convince your avatar that they need what you have, but in connecting with avatars who are ready to purchase your solution. Moreover, you can use your free resources to help the avatar who may not be ready to purchase to move farther along on the buying continuum until they are ready to purchase from you.

Leveraging Competitor Insights

As you gather information about your customer avatar, don't be afraid to look at competitors and even mentors who may have the same or a similar avatar. You can gain valuable insights by conducting this type of research, especially if you're examining the strategies of successful individuals. They have things figured out and more than likely, they have found the words, phrases, pain points, headlines, etc. that already work. Additionally, this type of research can be very inspirational and can help you with your own statements that will work well for your customer avatar.

Keep in mind that direct copying is never the goal, but learning from the content strategies of others is invaluable. Analyzing their websites, reading their copy, and even joining their lists to review their emails can offer guidance and help determine whether your strategy is on point, needs adjustment, or is moving in the right direction.

Action Steps:

- **Avatar Development:** Begin by naming your Avatar. Document as much information about them as you can. This foundational understanding will be pivotal later on.
- **Explore:** Research your competitors. Observe how they engage with their customers and start a swipe file of phrases and terms that resonate with your target audience

Additional Avatar eBook

For further details, click the link below to receive a free gift offering more in-depth insights.

CLICK HERE

Chapter 6: Mastering Simple Research

Before you dive into your market research, it's critical to have a system for organizing your findings. Whether you use digital bookmarks on your favorite search engine, or Google Drive, or Dropbox, or notes on your tablet, choose a method that suits your workflow. This holds true even for sites that you may visit that you want to come back to later. Having that information organized and at your fingertips will serve you well in the long run and help you to streamline your research.

This chapter will cover how to conduct market research using many of the tools that you use every single day. You will gain valuable insight on where to start and how to use the tools that you have to learn a great deal about your customer avatar.

The Power of Artificial Intelligence (AI)

For numerous entrepreneurs, integrating Artificial Intelligence (AI) into their daily business operations is essential, while others may prefer traditional methods for conducting market research. No matter your preference, it's vital to understand how AI can significantly enhance your business operations.

The primary learning curve in leveraging AI for research lies in mastering your prompts. In other words, the quality of information AI provides is contingent upon the quality of the questions you ask. Fortunately, there is an abundance of resources available, including videos, books, and articles on the topic, ensuring that even if you are new, you can quickly become proficient in using AI for research.

Finally, a great place to start with AI would be using ChatGPT. It is a free resource that can help you get up to speed on how it works. It is also one of the most well-known AI resources on the market. If conducting research and getting support with any type of writing is important for you, the paid version is the way to go. The upgraded version is more robust, allows for increased daily searches, and includes various additional plugins—ranging from logo design to productivity enhancements—which can be a tremendous help for you in your business.

Starting with Google: The Basics of Research

Google is one of, if not *the* world's largest search engines and it can provide a lot of great information when you start conducting your market research. Just imagine, if you use google everyday your customer avatar is doing the same thing. The trick is in figuring out what your avatar is putting in the search engines to find the answers they are looking for.

Below, you will find some key indicators that can help you with your research when you use Google.

Ads (Sponsored Links) Indicate Demand

If you are looking to start a business or market a product and you do a simple search in Google, one key indicator that you are in the right place is if some of the big companies (or even some smaller ones) are running ads to your key words or phrases. This indicates that competitors are investing in these keywords to attract similar customers, which is a positive signal for market demand. This helps you to know that what you are wanting to sell at least has a high demand. Take note of those relevant key words and phrases because you can use those later when talking to your customer avatar.

Videos as a Resource

Several years ago, Google started providing links to relevant YouTube videos in search results. While we will cover YouTube later in this chapter, it's important to note that if Google is making connections to relevant videos, then the keywords are also found on other platforms, which is what we want to be the case. Take note of the titles of those videos for later use.

Related Searches Reveal Insights

Many people who do searches on Google stay at the top of the page. In fact, studies show that more than 90% of people who search on Google never make it to the second page. But there is valuable information at the bottom of the first page and it's found in 2 ways. The first way says, 'people may ask' and the other way says 'related searches'. Google is literally telling you what your ideal customer is asking for and some searches that are related to what you put in the search engine that you perhaps had not thought about.

Document this information, and explore the related searches. These insights can be invaluable for connecting with your ideal client.

Expanding Your Research: The Power of Social Media

Many of the larger social media platforms offer a treasure trove of information for you to learn more about your customer avatar. Because there are millions of people daily who use these platforms, that allows us the ability to use them for market research. This section outlines how to use many of the larger platforms to gather some intel on your avatar.

Facebook/Meta

Currently, Facebook/Meta boasts over 4 billion monthly users, a staggering number that can be leveraged to our advantage. Many entrepreneurs use Facebook groups and pages to connect with their tribe every single day and it is very easy to get data on those groups.

First, start with putting your keywords and phrases in the Facebook search bar. Then, click on groups and that's where the fun begins. From there, take a look at the sizes of groups. Are there a lot of groups with thousands of members in each? Or, is it hard to find groups with your particular keywords or phrases? This is invaluable information for your market research.

Many people who do this type of research will also decide to join some of those free groups to get even more intel on how the group is running, what challenges people are facing, etc. You can do the same thing with clicking on pages. Visit some of those pages to see what they are saying and how they are interacting with their potential customers and keep what you find in your filing system.

YouTube

Like Google, YouTube offers insights into your competitors' content and what your potential clients are searching for. Take note of video views and even the number of followers that a person has.

Additionally, there is a filter on YouTube that most people either don't know about or don't utilize. This can be extremely helpful for filtering videos by recency, length, and other criteria. If you have a YouTube account, you can even save many of the videos to watch later and you can gather information from those videos as well.

Instagram

Instagram (IG) is not conventionally used for research, but it can provide great engagement metrics through the use of hashtag searches. Simply type a hashtag followed by your topic in the search bar. This will help you to not only see the number of posts that are made with the hashtag, but it will also give you several variations of the hashtag that you searched. Keep all this information in a file especially if IG is one of the platforms that you use to connect with your customer avatar.

Also, doing a quick profile search can uncover influencers in your domain. Using the '@' symbol with keywords can lead you to discovering prominent figures, offering a chance to observe their engagement strategies and even seeing the comments of their customer avatar. Again, this is great for market research.

Leveraging Marketplaces for Audience Insights

There are a few other marketplaces that have large audiences that you can use to conduct simple market research. Two of my favorites are listed below.

Amazon

Amazon can help you to identify the popularity and even some of the gaps in your market through the books that are related to your topic. What is even more enlightening is reading the reviews to see what customers liked and, in some cases, what they felt was missing from the books.

Udemy

Udemy is a goldmine for course content. Regardless if you want to create a course or not (and I think you should), the research that you do on this platform can prove to be invaluable. You'll get to see course names, the number of students that have taken the courses, and even the topics covered in the course.

You may even find this research to be helpful if you have created a course or if you are considering creating one. You'll have a good idea of what others are including in their courses and what changes you may want to consider for your own course. Either way, you can take note of a lot of information from your research here and add it to your files.

Synthesizing Research for Impact

After compiling your research, it's important to synthesize and keep track of key search terms and findings. This consolidated research not only informs your content and strategy but also has intrinsic value—it could be repurposed into products such as lead magnets. The effort you put into research can be transformed into a tangible asset for your idea customer and for your business.

Action Steps:

- **Organize:** Start your organizational process if you haven't already. This will help you as you find relevant information that you may want to use or refer to later.
- **Market Research:** Start your research on some (or all) of the platforms that were aforementioned. Gather your findings and keep the information organized.
- **Create:** At least start thinking about some lead magnets that you can create from your market research. If you feel confident, you can start creating your first lead magnets and get them ready for distribution.

Chapter 7: All About Your Offer(s)

Deciding on what to sell is pivotal, and this choice often falls into two broad categories: products or services. The distinction is important; physical products involve higher costs due to manufacturing, while digital products typically promise higher margins due to lower overhead. For those selling physical products, consider also offering a digital product. This could be instructional content on using the physical product, providing an additional revenue stream.

The Planning Phase

When you're in the planning phase, one key factor to consider is the amount of disposable income available to you. It's a deciding factor in how quickly you can scale your business operations. Regular investment in advertising, technology, and other potential support will accelerate your growth. Without sufficient disposable income, progress may be slower, and unexpected financial challenges could arise.

With that in mind, it's essential to evaluate whether you possess the skills, time, and patience to create your offerings independently. For instance, when I craft a course, I leverage my abilities to design compelling PowerPoint slides, select appropriate imagery, and deliver engaging content—either through voiceovers or direct-to-camera presentations.

If you lack these skills, you might consider collaboration or outsourcing, especially if it's more efficient. This is why knowing how much disposable income you have is so important—the more you have to learn, the slower your progress in getting started will be. And while that is never a bad thing, you have to be okay with taking more time to get your business off the ground.

Basic Pricing

In terms of pricing, it's vital to align your offerings with your avatar's disposable income. Having products or services priced for your Avatar where they don't have to think much about the cost will be vital to your success. This doesn't mean you should only have entry-level product/service offerings, but you can help more people access what you sell at lower price points. Additionally, having entry-level offerings can help fund marketing efforts and lay the foundation for mid-tier and premium offerings.

Determining how much to charge for entry-level products/services is always a challenging question. Pricing depends on your Avatar's willingness to spend and their perceived value of your offerings. Furthermore, it also depends on the guru you're following. Some will tell you that offering a product for \$10 or less can make you rich, while others wouldn't dream of offering something at that price point.

My suggestion is to have an entry-level product that your ideal client can purchase any time for around \$10 or less. This is a no-brainer because once you create it and offer it for sale, you never have to touch it again unless you're updating it. This gives people who are just learning about you an easy way to spend money with you without any financial strain on them.

Another price point to consider is what many call the 'gym membership pricing' model. This price point is not too high or too low, but it's at a level where most people won't cancel, even if they don't use it. That's why you see most gym memberships priced around \$24-49, often ending in 7's and 9's for psychological reasons. This price point is especially great for membership programs and private groups.

Some mid-tier prices even go as high as \$79-99, but again, that depends on your customer Avatar. For higher-end clients, this is a great mid-tier price where they get a taste of what you offer without any ongoing work from you. It's a set-it-and-forget-it approach.

Advanced Pricing

For offerings like courses or regular sessions that demand more of your time, charge accordingly to reflect the value and results your clients will receive. Keep in mind, the more you show up, the more you can charge.

I have a simple formula for pricing that takes the guesswork out of determining your charges.

Pricing Your Course

To price your course, you need three numbers:

1. **The number of sessions (or hours) in your course.**
2. **Your hourly rate.**
3. **Your value add.**

For a course with six modules, use the number six. For a six-month course with twelve modules, use twelve. If you are doing a 2 hours webinar, use the number 2 and so on.

For your hourly rate, choose a rate you're comfortable with. If uncertain, start with the last hourly rate at which you were employed. If you still need a starting point, anywhere between \$25 to \$50 per hour is reasonable.

Your value add takes into account your education, any certifications or licenses, your personal experience, and the time you spent putting the course together. You'll multiply your hourly rate by either 1.5, 2, or 3, depending on a few factors.

Here's how to apply your value add:

- **Use 1.5 if:**
 - You're new to a field,
 - You've recently obtained certification or licensing, or
 - You don't have extensive personal experience.
- **Use 2 if:**
 - You're educated and/or certified in the field,
 - You have significant experience (5+ years), or
 - You have a wealth of information already gathered.
- **Use 3 if:**
 - You're educated and/or certified in the field,
 - You're a longtime expert (10+ years), or
 - You've already charged for similar products/services.

Feel free to use a 2.5 if that feels right for you, and as you gain more experience, consider increasing your value add.

Here's the formula in action:

(Number of sessions/hours) × (Hourly rate) × (Value add) = Course Cost

Example 1: A 6-module course at a \$50 hourly rate with a value add of 2 would be: **$6 \times \$50 \times 2 = \$600/\text{person}$**

Example 2: A 2-day training at a \$50 hourly rate with a value add of 1.5 would be:

$2 \times \$50 \times 1.5 = \$150/\text{person}$

This pricing model is suitable for any course or live offering. It's important to note that you can always choose to use a lower price when you are just starting out. Maybe you may choose to offer a discount for early purchasers. Do what you feel comfortable doing, but at least you will know the *true* value you offer.

One-on-One Coaching

With one-on-one coaching, the most critical factor to consider is your time. Since your time is limited, charge a premium. Aim to work with as few clients as possible to make it worthwhile. Consider how often you'll meet and whether clients can contact you anytime or must wait for scheduled meetings—this affects pricing.

Also, remember your value because people are paying for results, not just your time. Therefore, as a starting point, double or even triple your hourly rate for one-on-one coaching. Feel out the number and adjust as needed.

I highly recommend charging for at least three months upfront and making it non-refundable. This ensures commitment and helps mitigate the financial impact of cancellations, which can be significant when you rely on this income (speaking from experience). Typically, it takes about three months to see tangible results, so this approach also filters out those who are not serious about the coaching process.

Group Coaching

Group coaching efficiently scales your business, offering manageable sessions, enriching peer interactions, and increasing profitability. Though it might not be viable at the start, transitioning to group coaching as soon as possible is advisable. You can host groups on various platforms, such as social media groups by using video conferencing tools like Zoom. You can even charge less for group sessions as participants won't have exclusive access to you, but you can choose to enhance your offer with individual sessions as part of the package.

Your Next Few Product(s)/Service(s) Offerings

Always have your next few products or services in mind. Diversifying your offerings not only ensures consistent income but also caters to a wider audience. You don't need to have these products ready immediately, but once your initial offerings are launched, be prepared to develop the next ones—your customers will seek them, and it's better they find these offerings with you than with a competitor.

Action Steps:

- **Entry-Level Product:** Create and sell a low-cost product/service.
- **Mid-tier Product:** Once your entry-level offering is established, develop a mid-tier product for your audience. This could be a one-time offering or an ongoing service like a group or paid membership.
- **Know Your Numbers:** Decide on your numbers for how you will price your course. Keep in mind your hourly rate and your value add as you create your offers. Once you know how long or how many sessions your offer will be, you'll have what you need to properly price your offer.

Remember, perfection is not the goal with your initial offerings. They are the first steps toward more refined products as you learn more about your customers' needs.

Chapter 8: The Power of Free Downloads

Starting a business, especially online, it's not just wise to have a free lead magnet; in most cases, it's necessary. In today's world, potential clients often look for something free to get to know you before making a financial commitment. Free lead magnets are a way to facilitate this introduction.

There are several free downloads you can create that won't require much beyond your time and a bit of creativity. With most, you can use Canva to make your download look stunning, and a simple recording program on your computer if you want to create videos.

Additionally, offering valuable content for free or at a low cost is a proven strategy to grow your email list quickly. Focus on creating high-quality, informative content that you could sell but choose to give away to foster connections and build your community. Below are some simple-to-create examples that you can get done in no time.

Checklists

Checklists are an easy and effective type of download to create. Whatever knowledge you want to impart to your ideal client can be summarized in a simple yet actionable checklist. Summarize the key points and, if necessary, provide a short description. Then, you can use Canva to find a design template that matches your branding and recreate your checklist on the template. After you're done, export it as a PDF, and you're ready to offer your checklist in exchange for an email address.

eBooks

eBooks have become a great way to give out additional free or low-cost information to your ideal client. They are packed with condensed, valuable information that can be easily digested. Plus, unlike a traditional book, they are much cheaper to produce and don't have a length requirement. This means you can create an ebook without the pressure of filling hundreds of pages.

One simple way to assemble an ebook quickly is to expand on the checklist you created. Add 2-4 paragraphs to each point, and soon you'll have a well-crafted ebook. You could also include spaces for note-taking, images that resonate with your text, and links to further information. Before you know it, you'll have expanded your ebook into a substantial resource for your ideal customer.

Videos or Short Video Series

If you're comfortable creating videos, or if your customer avatar enjoys video content, a video or mini-series could be perfect. The ideal length for an informative video is around 30-40 minutes, but generally not longer than an hour. You can even break down that video into shorter videos to create a mini-course. It should be enough time to deliver the information you've promised without losing the viewer's interest.

It's important to note that these videos should provide the 'what' but not the 'how'. The 'how' is what you'll offer through your products or services. Even if you provide some of the 'how' for free or at a low cost, people will still pay for you to guide them through the process step-by-step. Once you've completed this, you can use what you've created for a long time, unless updates are necessary.

Proprietary Assets

Any documents, processes, procedures, or proprietary assets you've created can be utilized at any stage of the customer's buying journey. For instance, you might offer a proprietary document for free but charge a premium for a complete system. Even if there's a fee to create or finalize your proprietary assets, they can attract customers and generate revenue for years.

Distribution and Follow-Up

You can distribute your free or low-cost items through an email service provider (more on that in chapter 9) or as a direct download from a landing page (more in chapter 10). Remember, simplicity is key. Ensure your landing page is straightforward, using proven website wireframes for the best user experience. Focus on conversion and clarity in the design.

After you secure a new subscriber with your free or low-cost download, the real work begins. This is your opportunity to build a relationship, which is why setting up your email autoresponder correctly is so important.

For email frequency, 2-3 times per week tends to hit the sweet spot, but this can vary based on your product/service and customer avatar. You can adjust the frequency based on engagement—if more frequent emails lead to low open rates, scale back. The real key is customer engagement.

Actionable Steps:

- **Create Your First Download:** Choose a format that showcases your expertise and provides value.
- **Distribute:** Decide on how you want to distribute your download and get it finalized along with your email autoresponder to nurture your audience.

The goal is to transition subscribers from free content to paid offerings smoothly and naturally. By providing substantial value upfront, you set a strong foundation for a lasting customer relationship.

Chapter 9: Maximizing Your Email List's Potential

As highlighted in previous chapters, your email list is one of the most valuable assets in your entrepreneurial journey. It provides a direct line of communication to your audience. Whether through a free product or an entry-level option, these strategies can significantly bolster the growth of your list. This chapter will delve into various email service provider options, key features to look for, and recommendations on how frequently you should connect with the community you're building.

Choosing the Right Email Service Provider

Selecting an optimal email service provider (ESP) is crucial. Consider the offerings of well-known providers such as Constant Contact, AWeber, MailChimp, Brevo (formerly SendinBlue), MailerLite, ConvertKit, and GetResponse among others as these providers cater to new entrepreneurs.

If you select one that isn't meeting your expectations, transferring your list to a new ESP is typically straightforward. Here are some of my top picks, each known for specific features. I've personally used AWeber, Brevo, and now MailerLite, appreciating their simplicity, affordability upon upgrading, and comprehensive feature sets.

- **AWeber:** Renowned for its user-friendly interface, AWeber is an excellent choice for beginners, offering a free tier to start without any financial commitment.
- **Constant Contact and MailChimp:** Both are superb for intuitive design and functionality, with MailChimp particularly favorable for startups.
- **Convert Kit, Get Response, and MailerLite:** Ideal for growing businesses, these services offer advanced features to enhance your email marketing.
- **Brevo (formerly SendinBlue):** Praised for its automation and segmentation capabilities, Brevo suits sophisticated email marketing strategies.

Key Features to Consider

Key features for an ESP include a free starting tier, robust list management, reliable customer support, strong deliverability, and easy landing page creation. There is more information on each below.

- **Free Tier Availability:** A complimentary version can be great for new businesses, allowing you to start building your list without an initial investment. Be sure to also consider the cost of paid tiers for when you're ready to expand.
- **List Management:** Being able to create and manage multiple lists is crucial for segmenting your audience effectively.
- **Customer Support:** Responsive support, including live chat and email, can be invaluable, particularly when you're just starting out.
- **Deliverability:** Ensuring high deliverability rates is vital for successful engagement and conversion.
- **Simple Website/Landing Page Creation:** The ability to create landing pages easily can simplify the connection between your emails and offers.

Your Email List

Celebrate every list milestone, from the first subscriber to the ten-thousandth. Each one signifies progress and the appeal of your offerings. While there is a lot to growing your lists, below are some key things to consider as you are getting started.

Design template: It's easy to set up an email template for yourself and it is also necessary. Make sure your logo is on your email design as well as your contact information. You can also decide later to set up different templates that serve your needs. For example, you may want a newsletter template or even a course launch template that may be different from your regular email template. Whatever the occasion, you can set up a template and, in most cases, you can start with one of the designs that your email company provides.

List names: You are definitely going to want to have the ability to have multiple lists even if you are just getting started and here's why. You will want one list for your free download. If you decide to do a different free download, having another list can help you to track those folks separately even if you use the same email sequence with your follow up. Additionally, if you have a form on your website for people to just join your list, you want a different list for that as well. That holds true for products that you sell. Lists will help you in the long run keep your customers and potential customers separate.

CTA: Opinions vary on including a call to action in every email. Evaluate and decide which approach suits your strategy. Whichever way you lean, keep in mind that you will need a CTA in *most* of your emails. Even a subtle p.s. works wonders to get your tribe to take the next step in the buying journey. Make sure that it is easily recognized and test it before sending it to your email list.

Tags: Having the ability to tag your subscribers offer you another way to sort them. You may even find that over time, many of the people on your list may have multiple tags and that's perfectly fine. As you get mor sophisticated in understanding how to really use email marketing, you may find that tagging is a great resource to utilize.

Length of emails: The rule of thumb (in most cases) is to consider for yourself if you are okay reading long emails, or do you prefer to read longer emails and start there. As a general rule, shorter is favored. If you have longer content to share, consider providing a link or a CTA for more info for those who want more. The goal is to get your subscribers to not only click on, but to actually read what you've written.

Giving Value: Strive to provide value in every email, understanding that not every message needs to drive a sale. Even if that value has a cost to it. Bear in mind that not all of you emails of value should have a cost. You should genuinely want to help your subscribers solve problems and hear from you in an authentic way and that includes not always trying to sell them something when you want to connect with them.

Number of emails in a sequence: This is a tricky one, but what most entrepreneurs do is they have a sequence for a particular product or offering. That could be anywhere from 3-5 emails to upwards to 10-15 spread out over time. Then, if their subscribers don't make a purchase over the course of that sequence, they set up their sequence to take their subscriber from one list to perhaps a general list and continue marketing to them that way. Find your sweet spot for your product offering, but also make sure that you have an ongoing sequence to stay in touch with your subscribers because you never know when they will be ready to purchase.

Length of time between emails: This too is tricky and this is taught differently by different people. Some believe that sending emails daily is good while others believe in spreading them out to where there are only 2-3 contact points during a week. The good news is you can test this to see what works best. You can try one way over a length of time and then try the other way later. Whatever you choose, just make sure you are consistent with your schedule and that you can keep up with whatever you decide.

Actionable Steps:

- **Select an ESP:** Choose an ESP that aligns with your business goals and can grow with your company.
- **Learn the Platform:** Familiarize yourself with your ESP's capabilities, particularly in areas like broadcasting, segmenting lists, and setting up automated sequences.
- **Plan Communication:** Develop a follow-up email sequence that consistently delivers value to your audience.
- **Establish Distribution:** Organize your lead magnet distribution and establish the initial sequence of subscriber communications.
- **Celebrate Growth:** Each new subscriber is a win; use these milestones to fuel further development of your email marketing strategy.

By giving due attention to your email list and utilizing the right tools, you're establishing a solid foundation for sustainable growth and fostering stronger customer relationships.

Chapter 10: Simplifying Your Website

A common misconception when launching an online presence is the need for a complex website. In reality, a well-organized single-page website can be equally effective. This streamlined approach saves time, energy, and resources, simplifying your startup process. Even with a one-page layout, navigation tabs can direct users to different sections, ensuring easy access without the complexity of multiple pages.

Note that when starting out, even if someone else is creating your website, you are responsible for providing all the copy (the words). Websites often stall at this stage, as crafting SEO-friendly copy that's rich in keywords and resonates with your ideal client is challenging. Starting with fewer pages can expedite your website's launch, allowing you to add more content later as needed.

Utilizing Proven Wireframes

When designing your website's layout, draw on the existing expertise. Companies have spent significant resources understanding buyer psychology to create high-converting wireframes. A simple Google search can reveal these proven layout models. Use a wireframe that is straightforward, visually appealing, and caters seamlessly to your customers' needs. There's no need to complicate the process—opt for a layout that's simple and clean.

Many email service providers offer a variety of landing pages and high-converting website wireframes, which simplifies the process of building a basic site. Even if you find that you don't want to create it yourself, you can easily find someone on a platform like Fiverr.com to do one for you and even connect your site to your downloads and your email autoresponders for a reasonable price.

All About YOU

Avoid the trap of making your website too personal. While your story is important, the narrative should ultimately reflect the journey of your ideal customer. The 'About' section should connect your background to the customer's journey, not just showcase your accolades. It's about making a connection, allowing your audience to see themselves in your story.

You want your customer to be able to say, 'me too' or 'she struggled with that too', or 'she's just like me'. That's the story you want to craft when people are learning more about you. While this may sound counter intuitive, bear in mind that people are looking to solve their own problems and we have to keep that in mind with our websites.

Of course, this is going to greatly depend on the type of website you are building. If you're the face of the brand, include personal photos, but limit glamour shots to maintain professionalism, unless, of course, glamour is central to your brand identity. Your goal is to savvily keep the attention on your ideal customer *through* your stories and images about yourself.

Balanced Calls to Action

You will need more than one call to action on your page, unless your entire page only has one section. Ensure there are sufficient actionable prompts on your page to guide customers to the next phase of their journey with you whether it's clicking to get a download, clicking to get on your list, or clicking to buy, you want that process to be easy for them to find and do.

Also, never have more than one call to action in a section *unless* you want them to make a choice between different offerings or courses of action. For example, in the pricing section, if you have a tiered pricing model, you will absolutely have more than one button in that section. Additionally, if you have a section that differentiates why a person is on your site (ex. Coaching vs. joining a group) it's okay to have more than one button to lead people to different areas on your site. If you are ever in doubt, look at some of the sites that you love and see what they are doing and model your site after them.

Pricing Transparency

Many new entrepreneurs grapple with whether to display their pricing on their websites. There are a few different ways to approach this topic. You can normally make the decision based on the final cost of your offering. Low-ticket offerings tend to lend themselves better to showing pricing on your site. High-ticket offerings tend to work better from consultation calls.

It is important to keep in mind that not giving potential clients a starting point could cause you to have a lot of calls with unqualified people. For example, if you know your pricing is in the \$5,000 range and on your site, you are communicating affordable, or you didn't at least price frame your offer, you could end up talking to many people who cannot afford your services. With that in mind, if you choose to not show your pricing, you can at least price frame your offer to get better qualified people.

Price framing can be approached in several ways, such as providing a starting price to set expectations. You can show value pricing but indicate that you are offering a significant discount. You can discuss what most people would charge for your offer but that you are charging less. These examples at least put a number in the minds of those that are looking to hire you for your services.

Pop-Ups

Pop-ups can be highly beneficial and can greatly increase your opt-in rates. Some pop-ups trigger upon page arrival, others when you scroll to a specific section; some happen if you're on the page for a certain amount of time; some happen if it looks like you're about to exit the page. There is a lot of research on which methods work best if you decide to use them on your site.

If you are just getting started, it may be easier to forgo trying to have any popups on your site and reserve them for when you are farther along. That way, you will have more data to support you in the type of popups that you may use as well as be able to assess their effectiveness.

Domain Name and Branding Elements

As you are gearing up to launch or even set up a landing page, you are going to need a custom domain and a professional email. Secure them through registrars like Ionos.com or GoDaddy for ease of management. This is especially true if in the future, you want to transfer your website to a more robust platform like WordPress. For example, platforms like Wix can present challenges when managing domain names, websites, and emails simultaneously. It can be done, but at times, it can prove to be challenging.

Along with your domain it's important to select your branding elements. Branding alone can get quite expensive as there are some companies that spend tens of thousands and sometimes millions for their branding packages. As you start thinking about your branding, it would behoove you to do a little research on branding psychology and even take some time to research the colors that would resonate with your ideal client.

Most of the time, we set out to select colors that we like, or our favorite colors. While that can be a great place to start, you also have to keep in mind the imagery that would also work well with your colors. You have to consider the typography because there are a lot of psychological messages that are being relayed even through the shapes of words on a page.

Bottom line, even with your logo, take some time to do some research, but don't allow what has been discussed in this section to slow you down because you can always rebrand later. Top companies do it all the time and so can you.

Actionable Steps:

- **Secure Your Domain:** Choose a domain name that reflects your brand and get a professional email address.
- **Hire a Web Designer:** If necessary, hire a professional to create your one-page website.
- **Establish Your Branding:** Settle on your branding colors and logo. You can start with a basic design and enhance it as your business grows.
- **Write a Short Bio:** In two to three paragraphs, link your biography to the value you offer. Focus on pertinent aspects that align with your audience's needs, rather than your full life story.

By focusing on these key aspects, you'll have a functional and effective one-page website that facilitates connections and conversions, allowing you to grow start growing your presence organically.

Chapter 11: Consistency and Sustainability

As we conclude this journey through the ebook, it's my hope that you've discovered actionable insights to guide your successful launch. This final chapter isn't about the rush of starting but about the measured pace required for sustained success.

It is easy to get caught up in the lure of making money fast. The foundational work that is necessary to start and to run as sustainable business is never sexy, but it is always necessary. If you give yourself the time to set things up correctly, you will find that in a short time from now, you will *still* have a thriving business because you started it on the right foundation.

This chapter takes a look at some of the intangibles that are necessary for sustained success and helps you to understand the marathon that you are embarking upon. Done right, not only will you be doing God's will, but you will truly be making a tremendous impact on your part of the world.

Understanding the Marathon Ahead

Remember, the initial excitement of starting a business can be intoxicating, tempting you to move too quickly. You will want to get everything done quickly and may even be tempted to put some things on the back burner. Keep in mind that true success lies in pacing yourself. Sprinting might offer immediate gratification but risks burnout before you've truly begun. The key? Start slow, build steady. This approach ensures that a year from now, you'll find that what you are doing is not only not only manageable but they have become second nature to you.

If you find yourself contemplating speed, here are a few things to consider:

1. Is what you are doing efficient? Will speed make you cut corners and end up with a subpar outcome or would taking your time be better?
2. Will speed be all consuming? Will you have to pull yourself away from other meaningful tasks to complete it, or would slowing down help you to have a more balanced approach?
3. Is the speed short lived? Will you have to keep it up over a long period of time and if so, can you sustain yourself during that period, or will you find yourself burned out and now wanting to do anything business related?
4. Can you outsource for the speed and will that help you in the long run? Can you justify the costs to outsource and is it in line with your overall business plan?

If you can answer these questions truthfully and you feel that speed would benefit you in the long run, go for it. If it's going to have a negative impact on you or your business, reassess and make a decision that you can live with in the long run.

More on Outsourcing

When you are just getting started, the real key is to be mindful of what you need to outsource. If a task is causing stress or consuming an excessive amount of time, consider outsourcing, but ensure it fits within your early budgeting plans. Just make sure to stay within the confines of your budget.

Additionally, you can get creative with bartering your services. You may enjoy tasks that other entrepreneurs dislike, providing an opportunity for mutual benefit. Use that to your advantage and start forging those types of relationships early.

Also bear in mind that your voice matters. You simply cannot outsource something that needs your voice because your customers will know. Make sure that you keep your voice present in everything you do regardless of if someone is helping you. Remember, coaches can absolutely help you to make something better, but in the end, it is still you and your voice that has to connect with your tribe.

The Importance of Documentation

Document every step, every trial, and every success. This record is more than just a personal reminder of your journey. When you get to the level of success that you are dreaming about, your documentation can serve as a roadmap to train and serve others that come behind you. Moreover, it can transform your experiences into many other potential products or services, adding another dimension to your business.

Value First, Perfection Later

Perfection is an admirable goal but not at the expense of progress. Start where you are, with what you have. Value and consistency trump perfection. Early efforts might not meet your ultimate standards, but they serve as critical learning points and foundations for improvement. Keep in mind that good enough is good enough and when you can do better, do better. Just don't let that stop you from starting right where you are.

Branding

Branding is going to be so important to the success of your business. Even if at the onset, you cannot afford a professional photo shoot, or custom graphics, or a custom logo, do the absolute best you can until you can get there. Do not use photos that you are trying to crop in some way, or that were in the car, or you were out with your friends.

Smart phones are way too smart and they can help you to produce high-quality images that should reflect the professionalism of your brand. A simple white background with good lighting can do wonders making sure that your entire body or your entire upper body is in the picture (not top of your heads cut out or your arms cut out or a bad shadow on your face...trust me, I've seen it all).

Take a look at other sites that you like the colors if you don't have colors just yet. See how those colors make you feel. Take a picture of those colors and find a free color generator on line to put that photo in. It will give you the exact color numbers and you can use that in your branding.

Finally, use Canva for your logo to start, but a word of caution: most personal brand logos suck. (There, I said it). That's because we design our logos to speak to us and in reality, it needs to speak to our people. If you are stuck on a look, make sure that you get some opinions from others that you trust to help you make your final decisions and remember, you can always make adjustments to it later. That's what Canva is for!

Final Thoughts

I am so happy that you've gotten to the end of this ebook. Now, it's time for you to take a deep breath and if you haven't yet started, roll up your sleeves and take this thing one chapter at a time. Do what you can and get help with the rest. Just don't quit.

I wish you immense success on your journey and I want to remind you that with persistence, patience, and a focus on providing value, you can indeed change lives—including your own.

