
Business Building Basics 101



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Building Your Business... The Basics



I KNOW how many classes you've taken, how many free lessons you've listened to and how many programs you've signed up and paid for. And you know what? I spend a good portion of my time with my private clients helping them unlearn all of the overwhelming information floating around in their heads and honestly, I'm SICK of it! Your cycle must end so we can get to the good juicy stuff I love coaching you on. Listen, if you want to truly start your business then you have to stop trying to do it all perfectly – your website doesn't have to look like the people who have been in the Coaching Business for years. Hey – a website that doesn't suck is way better than a website that doesn't exist.

Trust me – you're ready to do this. Your business will grow as you grow and as your practice matures so will your message. Accept that and you're on your way...

I'm not going to be overwhelming you with tons of things to think about.

The lessons you'll be learning in the 101 series are the jumping off point for your business. They're simple messages you can read in one sitting without your eyes glazing over sent to you daily for the next couple of weeks.

If you do just these 8 things you'll be ready to rock your business.

Here's what you WON'T be getting (and some tough love to start)

- I won't be teaching you how to coach or heal people. That's a whole different type of training. This is about setting up your practice as a business.

- I will not be checking to see if you've taken action or not on these tasks. You're a grown up business owner and it's up to you to CHOOSE your own path to success. How you do anything is how you do everything. If you want more accountability or guidance I suggest you check out **private coaching** -it's a way faster path to success than taking random courses or reading books like this (just saying...).

- There is no such thing as a one-size-fits all solution. These lessons are not the end-all and are meant to be guidelines that have worked for me and for most of my clients.

Here's what you WILL be getting

- 8 different simple implementable lessons plus references to helpful resources and a guide to knowing what type of marketing vehicles will work for your specific personality type

- Two ways to read each lesson – the Quick List with the steps & only the steps or the Readers' Version with details and explanations

- Super Simple Answers - I'm repeating this one. These lessons are meant to take complex business building and pare them down to the essentials – why? Because I want you to understand that you don't need to wait another day to launch your business.

- My absolute faith in you that you are capable of doing everything in these lessons.

So get going! The most important thing I can tell you is that your business doesn't have to have everything perfect to succeed, but it does have to be launched. Anything you mess up can be fixed... come from that place and you're going to do great!

Your Ideal Client... Demystified

QUICK LIST

1. Teach the things you've learned on your journey. YOU are your client.
2. Detail your Client's Life
3. What are their struggles?
4. What do they want?
5. How do they fix their situation?
6. Combine it all into a few paragraphs and post as "Who I Work With"

"Successful people ask better questions, and as a result, they get better answers." ~ Tony Robbins

This lesson is the foundation of everything you do. Sounds really big and scary right? It's not – in fact it's way easier than you think and you already have the answers right in front of you, you've just been hearing the wrong question.

Okay first things first - do not underestimate the power of knowing your client intimately AND understand that your client can change as your business grows. See here's the deal – **to be a coach of integrity your practice needs to be about things you already do.** I mean if you're not making a 6 figure income please, please don't tell people you can help them make a 6 figure income just because it's a trendy topic and you can monetize it. You coach what you know how to do and can demonstrate its' success in your own life.

Which leads me to how your ideal client can change with you. I do this exercise every year and am always amazed at how my target market shifts – and it rocks because it means that I am shifting and growing as well.

Are you sensing a theme? Stay with me... If you are coaching the proven techniques that you are using in your life already then doesn't that make **YOU your first ideal client?**

Wow right? Your ideal client isn't some made up person – it's YOU! Who knows your struggles better? Who knows how much your programs address the things you have broken through? Look at my platform of breaking out of Perfection Paralysis – TOTALLY ME! Now if you've had some clients and a few of them stand out as awesome and amazing and you'd do anything to work with them all over then they count as your ideal client too.

So as you go through these next few steps, keep both yourself and those awesome yummy clients (if you've had them) in your mind.

Step 1: Who Is Your Client?

What do they do, are they men/women, how much do they earn, do they have kids, are they single, what industry are they in, where do they live... get as specific as you can. Remember, it's about creating the ONE person who totally gets what you're offering and it doesn't mean that others are S.O.L...

Step 2: What are the things that they are totally struggling with?

What is blocking them, stressing them out, what patterns keep popping up in their lives, what mistakes are they making? Think about the things that you have gone through in your life – your biggest lessons are the things you are meant to teach so what were those lessons?

Step 3: What do they want the most?

What seems the most unattainable and what would they pay anything to fix? Do they want to be free of pain, find a mate, create additional income, start a business, find a job, buy a house? Ask yourself - what is it that they would pay anything to be able to have?

Step 4: What's the Fix?

What solution do they absolutely need to have right now to change where they're at, to fix the situation (and don't say they need to sign up with me)... what do they need to learn, not how do they need to learn it? You know what it is that they need to do... tell them, again, not the exact hows, but a statement that if you do this you'll get what you wanted in step 3.

Now take those steps and put them into paragraph format and post it everywhere – “This is Who I Work With”. Notice that it’s not about selling – it’s about understanding. You can see mine [HERE](#). When my ideal client reads this they get tears in their eyes because there’s this feeling of ‘Finally, someone who totally gets me’. Read through it (don’t copy it) but you can see that it takes the reader through all of these steps - in fact each step is its own paragraph and section.

When you have absolute clarity on who you’re working with everything else falls into place – you have easy marketing copy, you know who you’re looking for and can recognize them when you see them and it helps you be intimately aware of their pain and how you can help. This will also help you figure out where to find your paying clients and how to speak to them when you do...

There are very few courses that you will take about building your business or getting more clients that do not use some exercise to get you clear on your ideal clients. Some have you create vision boards with pictures and words about them, some have you name them, some have you write letters to them back and forth or journal about your dream session with them. Whatever works for you is fine - but I’m telling you right now... start with yourself as a client and go from there. It makes an abstract concept

so real and have so much meaning that you cannot fail to personalize all of your messages.

Building A Business Blueprint

QUICK LIST

1. Mission Statement: 2-3 sentences about the core of your business
2. What Your Company is About (cheat and amend last lesson)
3. Who is Your Client (cheat and steal from last lesson)
4. Create a table of services including prices & time each service takes you

“Before you start some work, always ask yourself three questions - Why am I doing it, What the results might be and Will I be successful. Only when you think deeply and find satisfactory answers to these questions, go ahead.”

~ Chanakya

At this level of business when you're really first getting off the ground the most important thing you can organize is who you are and what you offer. As you move into Business Building 201 the numbers become critical... and you'll get there. For today, let's work on the most important LIVING document in your arsenal.

Why is it important? Didn't you just say the Ideal Client was the most important? And what the heck is a living document?

One thing at a time – A living document is one that changes all of the time. I expect you to take this out once a quarter (every 3 months – put it on your calendar) for your first couple years in business (and then annually thereafter) and update it. It includes your Ideal Client statement (thus making it important+1) and it's the blueprint for your business.

Step 1: Your Mission Statement

Since you did a lot of heavy lifting in discovering your ideal client already – go look at the brain storming you did there and consolidate it into one or two sentences that really summarizes everything you wrote. I gotta be honest with you – I change mine all the time. Not because I'm not clear about my mission but because again, I like it to grow with me. Don't ever expect to do it once perfectly. Test your mission on friends, family, ask on Facebook... double check your words to make sure they resonate with others. Tip – this will also turn into your elevator speech later!

Step 2: What Your Company is About

This is your mission but bigger. I cheat here and use my client statement from struggle to solution. Bam – done!

<TIP> Listen - I want you to really hear this... you do not need to create something new every time you do something. Think - do I already have this? Do I have something that can be adapted? You must make your business green and recycle as much as possible.

You don't get paid for creating new stuff all the time, you get paid to coach and to heal and to do the great stuff you're meant to do on this planet. So learn to see the shortcuts and take them!

Step 3: Who Is Your Client

Okay this one's already been done and you're okay with cheating now. Just use the first section of your ideal client statement here filled with details about who they are (you used their struggles and solutions above in the 'About' section).

Step 4: What Services You Provide

Roll out your spreadsheets and create 4 columns and fill them in

1. Column 1: Service Name
2. Column 2: Service Description
3. Column 3: Service Price
4. Column 4: Service Time (that's right... how many hours does it take YOU to provide this service)

Once your business progresses you're going to want to use this spread sheet for your financial goal setting by calculating hours spent and dollars gained.

And that's it! You just totally created the blueprint for your business. The best part is, it's copy and paste so when you're filling out profiles online or sending people info, you don't need to create something new – just use this! In fact – it's critical in being able to fill in the blanks for your website!

5 Things Your Website Needs to Launch

QUICK LIST

1. Business Name, Your Name & Your Photo (& a logo if you've got one)
2. About you & your company – copy and paste from Blueprint!
3. Your Services
4. Email Sign Up at the TOP of every page
5. A Way to Contact You and Buy From You
6. Hit the flipping Publish Button

“Have no fear of perfection - you'll never reach it.”

~ Salvador Dali

I swear that websites seem to be one of the biggest stumbling blocks I've seen. People work for months putting up their website and I can appreciate the work. A website is your face to the world – it has to reflect who you are and what you represent. That's a lot of pressure. Here's the lesson that's missing – **nothing is set in stone.**

That's the beauty of the internet. And you know what? Even the biggest names redo their fabulous perfect websites from time to time. When I was building my site I remember thinking... I'm missing something. I know how it works for you - you're sitting in your office all alone creating all of this awesome content and designing your website and setting up your Facebook and Twitter and you're doing it all by yourself. AND sometimes (most of the time) we miss something that's right in front of us because we're too involved in the process - sort of like that saying 'you can't see the forest through the trees' or is that reversed?

So if you feel like you need a little extra help with what you've already come up, you know, help you identify what's awesome and what might need some tweaking I would recommend signing up for a **Marketing Breakthrough Session**. It's something I wish I had all of the time - a second pair of experienced eyes, the eyes of a fellow SoloPreneur who totally 'gets' what I'm trying to do.

Now, you only need 5 basic things to get started. Yes, you will absolutely add to your website over the course of the years. In fact I expect you to change it up because like your clients, you grow and it should be reflected in what you are showing the world.

#1 Business Name, Your Name, Your Photo & Logo (if you've got one)

I can't tell you how many coaching sites I go to that have great business names and artwork but I don't know who the coach actually is. And coaching is a personal decision – you have to resonate with your coach and visualizing them is really important. So a good picture is critical... please upgrade that a.s.a.p. BUT if you're going to stall on the website until you get a good picture (yeah, I've heard that excuse a lot!) then for goodness sakes, just put ANY photo and upgrade it later.

#2 About

Remember that fabulous business blueprint you wrote? Sections 1, 2 and 3 go on your website – copy and paste (easy right?) You can also add a whole separate page with “Who I Work With” – which is super powerful and awesome.

#3 Your Services

You'd be amazed at how often this one is missed. You MUST tell people how to work with you because they don't want to guess or search for it. Up front and center and with some compelling details – Say to the world “this is what I do”. I like to list prices but that's a personal preference. There are many who prefer to engage in a conversation before they tell what the price is. Me - I like knowing so I like telling. Do what feels right to you.

#4 Email Sign Up

There will be a whole lesson on List Building and why but for now know that you must have a way for people to sign up to get emails from you. You don't have to have a free giveaway to start but you do need a box up on the TOP of every page giving people the opportunity to get more info from you.

#5 Contact & Buy

You need to have a way to contact you and buy from you – If I can't email you or talk to you or have no way to add that great coaching package to my cart, I'm moving on. Make it as easy on your potential client as you can possibly make it.

And that's it! If you have these 5 things ready to roll then **hit that Publish button** and add to the site as you go! We're not going for perfection here... we're going for results!

Your List: The Basics

QUICK LIST

1. Your List is where the Money Comes From
2. Network your list
3. Host Events
4. Have a sign up on your website
5. Get More Sign Ups on Your Site by Adding an Incentive

“We need to do a better job of putting ourselves higher on our own 'to do' list.”

~ Michelle Obama

Repeat after me... “My list is my best friend”. Your ‘list’ is the best marketing tool in your tool belt and in fact if you did nothing else but build your list and communicate with them regularly (that will be the next lesson), you will build your business. If you’ve heard of Ali Brown then you’ll know that she started her multi-million dollar coaching empire by sending regular emails to her list of 10 people that included her mom and her cat.

Your list is truly where your money comes from. And don’t worry about the size – it’s about building a list that LOVES you and will snap it all up, whether it’s 10 or 10,000 – got it?

Your job as you start building your business is to pay attention to email addresses, every email that you can gather. Now ideally you’ll be looking for emails from your potential clients – your target market. But in the meantime, you just need an audience.

Strategy 1: Network Your List

Ask for business cards, ask people you know personally, if you're really bold and you know where your clients are working, call them and ask. Call your friends and family. At networking events, be more interested in getting cards from other people than in promoting your business because they will learn about your business when they get your emails right? Now that doesn't mean to not talk about yourself ever, just make sure you don't leave a conversation without a way to contact them.

Networking your list means you're going to need to be bold and fearless but remember that your list needs constant feeding – it's like a teenage boy, never full.

<Tip> Never Ever add people to your list without asking. That's just smarmy and creates bad Karma. And, just because they give you their card does not mean they really want to hear from you. Ask them when they give it to you – some will say no so mark that on their card right then and note that you need to reach out to them in some other way until they trust you enough to be on your list.

Strategy 2: Hosting and Speaking at Events

Hosting events is a great way to not only build your list but to help build your relationships as well. There are both online and in person events that you can leverage... these are just a few ideas but let your imagination go wild!

- Hold online Teleseminars (please record them to use in Strategy 3)
- Offer to do talks at book stores, the library or at offices where your clients are
- Find clubs & networking groups to speak to. Take a piece of paper to get emails
- Create your own club... book club, wine club or running club, whatever you love to do and organize it

Strategy 3: Have a sign up on Your Website

Okay – this was one of the 5 things that you must have on your website. Here are the specifications – put your sign up form on the top of every page on your site. If you can't figure out how to do a form ASK SOMEONE. The email programs I use all have sign in forms that you can copy onto your site and they often have tech teams who can do it. My friend hired someone for \$5 to do it from Fiverr (links are in the resources page). Figure out this how okay?

Strategy 4: Give an Incentive to Sign Up

This is the second part of Strategy 3... and I separated them on purpose – see I don't want you to wait on putting up the sign up form until you have an incentive to give.

Make sure they're something that YOU would want to get – that's the important test... “Would I give my email to get this?” There is a large list in a following Chapter filled with ideas for this, but get creative - heck! I've even given away free iPhone Wallpaper. I had hundreds of people download them and I posted it up over the Holidays.

If you don't know how to set it up for your client to get the give automatically, then send it to them manually at first... they sign up and you email them thanking them and attach the give away. Eventually you'll want to automate this but at first, don't worry about the how – just make it work!

I know there were a lot of ideas here, especially about the giveaways. Here's my word of caution - don't just create something to have something. Make it something that gives people a taste of you, of what they can expect when they work with you. You want it to be something your target market CRAVES so do your research.

The best giveaway ideas come from talking with like minded people - other coaches or solopreneurs who 'get' what you're talking about (my mother in law was so concerned that I wasn't going to make a living by giving away my book on Ending Overwhelm! I had to explain the whole list thing to a pair of confused and glazed over eyes). In our weekly sessions with my **Private Coaching Clients** we constantly refine ideas and get the overwhelming prospect of creating something down to the basics.

Put your incentive on the top of every page where your sign up forms are... that's right, every page of your website! And feel free to tell people about it all of the time.

The trick is to make sure your giveaway is relevant to your business – don't give away hair care products if you're a business coach. Got it?

<TIP> Give your incentive (or freebie or giveaway) a quick 3-5 word title that grabs people's attention and use the word FREE. Things like '3 ways to whatever' or 5 Easy tips to blahblah... Got it?

Now repeat after me... 'My list is my best friend'. Grow it, love it and it will love you right back.

Networking for Better Relationships

QUICK LIST

1. Arrive early to acclimate
2. Don't talk too much about you - make it about them
3. Do not give sales presentations, create relationships
4. Make a kick ass elevator speech
5. Volunteer to help
6. Collect business cards from the people you really want to know better
7. Remember your purpose for networking

"I feel that my fans have cultivated my talent and they continue to nurture me."

~ Lady Gaga

Yes, you need to get out there and network, make contacts and start building relationships. There isn't a loop hole. Attend networking meetings and promote your business. This sounds like a good idea until you actually arrive at the networking meeting. Then the self-doubt and fear sets in. According to an article in Psychology Today, "48% of people identify themselves as shy." Is it any wonder that networking is difficult for many entrepreneurs?

Even if you don't consider yourself shy, networking is a challenge. How many of us really feel comfortable walking into a room of strangers and starting a conversation? Except for those few souls who love to "work a room," the rest of us struggle to fit in. We revert back to that little kid on the first day of class at a new school.

But, it doesn't have to be this way. You can learn to feel comfortable networking if you change your outlook. Here are ten tips to help you become more of a social butterfly:

1. Understand that most of the people around you are also feeling awkward. Shy people are focused on watching others and falsely believe that everyone is focused on them right back. Wrong. They aren't thinking about you; they're thinking about themselves.

2. Give yourself time to feel comfortable in a situation. Get to networking events early, before the main crowd shows up. Strike up a conversation with a few people and build your confidence.

3. Listen to discussions before you jump in. Get a feel for the conversation and then contribute when it seems right.

4. Ask questions when you first meet someone and get them to talk about themselves and their business. Make them the center of your attention.

5. Don't insist on talking about yourself and what you do. Go into networking with the attitude of gaining more information about the people in the room.

6. Don't try to sell your products or services. Networking is for building relationships, not selling. When someone asks you what you do, that doesn't mean they want a sales presentation. You can set up a meeting to chat about it at a later date though!

7. Learn how to describe what you do in a few seconds. This is your elevator speech. Go back to your mission statement and then get it down to the really essential words – 1 short sentence and no more. Then practice it – practice so often that it's second nature to say it. And say it with passion and meaning.

8. Always ask someone how you can be of help to him or her and really mean it. In fact the easiest way to get the most from your networking is to volunteer to help. You'll get to know people on a whole different level and be known as someone they can trust and depend on. Now - warning here... only volunteer if it's something you're good at and love to do and are drawn to doing. If you don't know how to work on a website and someone asks you to volunteer to set up their club site, politely say no and ask if there's something else you can help with - see it will hurt your reputation if you're doing something you're not good at and it will suck your energy. Never do energy sucking things.

9. He who collects the most business cards or gives away the most business cards at a networking meeting is not necessarily the winner. Having someone's business card means nothing if you weren't able to personally connect with that person. Yes – you want to collect cards, but make them the ones you really, really want and ask if you can add them to your list.

10. Plan ahead and have a specific purpose when you attend a networking event. Rehearse the questions you want to ask and know where you want the conversation to go. If you are starting a new program, plan on saying that's what you're up to (briefly) and if they want more information or details ask for their card and you'll be happy to send it to them. Having a purpose will help you get real results from your networking.

11. Follow Up - sending an email saying 'hey, it was great to meet you yesterday' is so awesome and a great way to deepen your relationships. Where appropriate, set up a time to chat over coffee... that's where the real networking becomes profitable.

One of the best ways to build your business is to build relationships with other business owners. People want to do business with people they like and trust. Use a networking event as an opportunity to get to know people better and find out how you can help them grow their business. Your networking will be successful once you start looking at it as a way to help others.

Social Networking Basics

QUICK LIST

1. Stop Marketing, Start Engaging (Thank you Scott Stratten)
2. It's not about the numbers, it's about the participation
3. Twitter basics - how to set it up and engage
4. Facebook basics - how to set it up and engage
5. What about the rest of the platforms? 411 on where, what and how

“To be social is to be forgiving.”

~ Robert Frost

Ah social media... some people embrace it and some people shun it but everyone agrees that you need to be on it. And I'll tell you something else - most people are using it wrong. We're not perfect - I get that, but seriously there are so many lessons and so many people claiming to be experts that it's hard not to feel either completely overwhelmed or to start down the wrong path...

The most important rule you'll want to repeat over and over again is **“Stop Marketing, Start Engaging”**, which is the motto of one of Twitter's superstars Scott Stratten (look him up to read someone passionate about real online networking). Seriously people - it's called 'SOCIAL' Networking for a reason. I make only one rule - You are required to be yourself... it's no fun if you're trying to spew out marketing speak and flashy buy me stuff - it's about relating to your audience like you would your best friend.

Here's my most basic litmus test and it's one I want you to cling to in all of your marketing - ready? Ask your-

self when you post something “Is this something I would want to see?” and about your profiles “Is this someone I would want to follow?”. I’m picky about the people I follow - I want to see that they reply to people, that they engage, that they’re not just spewing out a bunch of sales pitches, that they have really good content that’s relevant to me. So why the hell would *I* be creating an online campaign that goes against all of those requirements I expect of others? ***If I wouldn’t follow me based on those things then why would I expect others to?***

Get it? Only put out things that would interest you if you came across them randomly. Do you really want to follow someone saying ‘Buy My Stuff’ all of the time? Probably not. So don’t do that. Would you want into a networking event and steal the microphone and tell everyone “Hey I’m here to fix you - buy my coaching program now or perish”. I hope not... so why are you doing it online?

All networking is about relationships. And remember tip #10 in the last lesson? Have a purpose. As you advance in your business, having a marketing production calendar is really super important for just this reason. But in the beginning, your plan and purpose is to build relationships, add to your list and start getting your first clients. Go into social networking with those goals each and every day - engage & enlist.

The Numbers

I’m going to tell you right now, my numbers aren’t all that impressive. I’ve been on Twitter since it began and should have tens of thousands of followers, but I don’t. My Facebook numbers aren’t jaw dropping either but I have as much engagement as some of the heavy hitters and I get a high percentage of my coaching clients from there. On Google+ I have about 10,000 people who are following me and I rarely get a comment or a +1 there - it’s crazy!

It’s about the quality of the fan, not the quantity (same with your email list - remember that). My **private clients** get spot checked on their social engagement. That’s right, I check on your profiles on our calls to see how you’re doing. And yes, I’ll mention your numbers and I’m not going to discount the fact that increasing them is important - but more importantly I want to see that you’re using those numbers to their HIGHEST purpose.

Twitter Basics

It's the one social network where I most often get a response of "I don't get it". Here's what you need to know:

1. Set up your profile as thoroughly as you can with links to your website, Facebook, a witty clip about what you do - if people don't know these things or there's no way to get in contact with you outside of twitter then they won't bother, and the point is to get followers and connect with them outside of the platform.

2. Follow people based on what they do, where they live and what they post - or a combination of all of the above. Do not automatically follow people back without checking what they're posting. There are a lot of spammers there that suck.

3. When you post, you are only allowed to use 140 characters but there's a secret here. Only use about 120 for each post (including links). That means you have to be concise and compelling with your one liners. Why 120 if you have 140? If you want people to respond to you make it easy for them to retweet with a comment. Just trust me on this one okay?

4. Post frequently and regularly. See Chapter 11 for the free resources to help you schedule things. Please

however, do not abuse the scheduler... plan on checking in to Twitter live and comment on what other people are doing and share their stuff. Nothing gets your reputation up faster than supporting others and having conversations. As far as how much to post - just go for it! There are over 3,000 tweets PER SECOND so don't feel like you're ever tweeting too much (unless your entire day is consumed with it and then you need to stop and start making some money in your business).

5. Do NOT link twitter to your Facebook or to other platforms (or visa versa!!) - it looks lazy and the formatting is always wonky. It takes an extra few seconds to post things separately. If you're lazy with your social media people will infer that you're a lazy business person... got it? Do NOT be lazy about your networking. Don't be the person that makes their customers go through a series of button punching before they reach a customer service rep - be the person who loves and cares for them, live and in person.

6. Do not send people an auto response of 'thanks for following me' when they follow you. Gotta be honest - it's kinda lame and disingenuous. I don't feel welcomed when I receive one, I feel like you're too busy to actually notice me and care. People appreciate a follow back or a retweet way more.

7. There is a lot of training and even more 'gurus'. Shun any that tell you what time to post, how many times to post and what to post. Go back to the golden rule of engagement and post things that you'd like to see.

8. Do not post blind links to stuff, meaning just a link without telling people what it goes to. Explain what it is and then post the link. No explanation = no clicks

9. Don't expect quick results unless you're spending time interacting with people. If you go to a meeting and sit in a corner talking about what you do, does anyone actually care? If you go to a meeting and you engage with others then they listen. Yes it takes time and yes, I have gotten some major business from Twitter when I choose to tap into the flow.

10. Remember, this is a marketing tool in your kit but it is not your whole business. Use it to create relationships and to bring people into your sphere of influence.

Facebook Basics

Ah Facebook... I know a lot of people who have serious addictions to Facebook - and of course my husband likes to tease people about having a profile (he's a technophobe so I don't expect him to understand...).

But here's the deal - I DO get business from Facebook and anything I get business from deserves some love don't you think? I have several areas that I engage on the network and most of my business comes from Private groups I am a part of and network in, but my fan page has brought beautiful things to my business to and that's the best place to start. This is BASIC training - what you absolutely need to know (and you can learn more as you go).

Personal vs. Business

There are 2 types of profile pages you can have on Facebook. The first is a Personal Profile and the second is a business profile or a Fan Page. It is not okay to use your personal page as your business page - I've seen people get shut down for that. Yes, shut down- profile closed, friends gone. Don't go there... Here's the thing - you need both. A personal profile is for your 'real' friends and new internet friends (and you can re-share some of your business posts). It's great to be personal - but please remember, no matter how much you lock down the security, there will be leaks so only post what you don't mind getting around.

A word on setting up your personal page... even though it is personal, people will search for you and this is the page that will show up. Who will search for you? Well if you're out networking sometimes people will remember your name but not your business... how many times have you done that? Yes - they are looking for you. Do not lock your security so tightly that people can't get in contact with you. Here's what needs to be seen:

- What you do (If you're a coach, please write in your profile that you're a coach, don't leave it blank or just say self employed) AND
- List your fanpage and your website.

The point is, give people a way to get in touch with you - make it EASY for them to do business with you. If you're not sure you've done it right, log out and search for your profile. You should see all of the things listed above.

Your Fanpage

Your Facebook Fanpage is the public face of your business. When you get it set up, you'll have no fans & no photos... it will be a sad and lonely place. But don't despair, it's okay to talk to yourself. Start setting it all up by filling in the Mission and Description information - do you remember where this comes from? Yep - you're already written Business Blueprint! Woot! Cheating rocks...

Now your short description is what will be seen on the main page so only use a few words and list your website. Look at my fan page [here](#) (and click the LIKE button while you're there!) to get an idea of what I'm talking about. It shows up just below my square picture on the left... See how you can see my websites clearly? I'm making it EASY for people to find me and do business with me. I also include my Twitter handle and email address. Again - make it easy for people to contact you.

Get Fans

Ask your friends, family, general public. Be shameless and ask everyone to be your fan. A little tip - I know there is a mass request button and use that but also post it up on your personal wall AND send direct messages to each person INDIVIDUALLY. A personal request is listened to and acted on way more often than something generic.

Then you know what else you need to do? Ask them to help you out and invite THEIR friends to hit that 'Like' button. You also need to put a link on your website to your fanpage, although that and paid Facebook ads are more advanced techniques but ones you can look into in the future.

AND be sure to network on Facebook... join groups and follow people and create a connection to promote Likes. Be fearless. Remember that this is a SOCIAL Network - engage and network!

I'll tell you one thing though, even though I do get business from Facebook, your list is still more important to build so keep that in mind as you're planning out your marketing time and while deciding on what you want to post... try to drive people to sign up with you at least once a week (or more).

What to Post

So it's set up, you've got some fans now... what do you do? Well, what do you like to read when you look at other pages? Do you love inspirational quotes or pictures? Do you like to read juicy philosophical questions? Links to great articles? Videos? What inspires you? Now take that and make it relevant to your business. That's it... I don't adhere to the whole post this for clicks. I post what I want to see because let's go back to our ideal client - it's us!!! Now don't start posting stupid cat posters all of the time (although I posted one today that was tooo cute!). Remember - make it RELEVANT to your business - that Cat picture had a great motivational reminder that I typed up when posting it. It needs to inspire people to want to know you better. They are your people so treat them like they are.

One more Facebook MUST DO... respond to people. Tag them with you speak with them. Make them know you HEAR them and appreciate them. They are part of your circle so make them feel wanted and loved.

<TIP> I check into Facebook 3 times a day to reply to people and engage and post - I do not keep it open all of the time. Why? Hello? It's a tool, not my full time job to use Facebook. Be disciplined with your time.

Other Platforms

Pinterest

I don't think it is a necessity to have a Pinterest profile for your business - although it is my digital candy when I need a moment to chill. If you're bored and love to cook and craft - go for it. If your brand is highly visual then for sure be here. If you like to read infographics and are attracted to LinkedIn, don't bother. This is an optional network for most Coaches, Healers and Intuitives.

Yes there are people using this for business. No, I don't recommend that at this phase of your business you get distracted too much here. You have higher priorities.

LinkedIn

Okay I'll admit it up front- I hate LinkedIn and do not consider it a Social Network - It's really more like a fancy resume display case. However if you are an Executive Coach or your target client happens to be Professionals (mine isn't so I'm not forced to be here), I'm going to say that you should not only have a profile but use it as an awesome way to do instant research and find ways to contact your ideal clients all the time. I have had clients who use this network with great success so if it is totally you then go for it and don't forget the golden rules of networking... be sure to give more than you ask to receive and see the areas where you have the most to gain and go there.

<TIP> If you hate a particular network then don't be on it. I had a LinkedIn account for about a year, realized that because I didn't like it, I didn't maintain it. And honestly an unmaintained site looks worse than not having a presence. If you set up a profile, maintain it and make it awesome. I wasn't so I deleted it - please don't invite me.

Google+

Google+ is actually quite a cool platform. It's got great visual capabilities, you can have live video chats with others and you can segment the people you follow really easily so you see posts from who you want to see.

Not everyone loves it, some are making money... but I'm going to tell you it's not an upfront requirement. Play with it once you've set up the 2 biggies - Facebook and Twitter.

Setting Your Traps

QUICK LIST

1. Study other people's freebies
2. Find something you're drawn to doing
3. Create a giveaway... no fear, one day or less
4. Promote the giveaway

“If you ever find happiness by hunting for it, you will find it, as the old woman did her lost spectacles, safe on her own nose all the time.”

~ Josh Billings

When you were reading about building your list we hit upon this a little... laying out a trap. Well, we didn't call it that actually. One of the strategies when building your list is to set up a free incentive. I'm going to say that this one step will totally catapult your list building and is it one that 2/3 of my clients get stuck on.

Why? Because it's like creating a product... you want to give something good with quality teasers and content but you also don't want to give it all away for free and heaven forbid it's lame and no one wants it right?

This free to paid business model is extremely important for you to understand but remember, like I said, do not hold back on your business if you're not ready for this. Launch and figure it out later.

If you're ready though - let's do it! Because here's the thing - it's way easier than it seems. I want to ask you a few questions that will make it much simpler and give you a few quick rules to help you out...

1. What free giveaways or promotions have you personally signed up for? Just pick 3-5 that stand out and list what you liked or didn't like about them. Can't think of any? OMG then go sign up for some!!! How much information did they actually give? How did they lead you to the next step of the sales cycle? Study them...
2. What are you really good at? Are you a writer, a talker, are you an artist or a photographer? Do you love video? The key here is to pick something you think would be fun not do something just because someone else is doing it. Listen - this is really important... Even though you are analyzing other people's stuff, you MUST not copy them.

Pay attention to #2 because you need to make this a fun exercise, not something painful and if you're busy copying someone else it won't be powerful or inspirational because you're not SHINING from within you.

I was watching a video series for a fairly expensive coaching program once and there were 2 coaches. One of the coaches was great on video, comfortable and glowing, making eye contact and getting people engaged in the content. The other couldn't even look at the camera, you could feel how uncomfortable she was and it was hard to watch. I could tell she was a really neat, vivacious and funny per-

son but I just couldn't get excited in her program because the video made me feel she was unsure of herself and therefore I lost the faith that she could lead me... Do what you are GREAT at and learn how to do other stuff later.

So here is a list of possibilities, but they're only limited by your imagination:

- Ezine or email newsletter (this one you should be doing no matter what... see the next chapter) - not a great incentive though so keep that in mind.
- Report (These are all free.)
- Audio or CD
- Video or DVD
- Live teleseminar or webinar that you can record
- Live event (where you actually speak to people) that you can record
- Coupon
- Physical gift or sample
- Online Magazine
- Computer or phone wallpaper
- E-book (I like mini ebooks better than reports but it's the same thing!)

- Recorded interview
- Recorded (or live) meditation
- Emailed instructional series
- List of resources
- Access to a 'member's only' area
- Affirmations (recorded or written)
- Anything else you can think of that would be something you'd sign up for

Now pick one or two that appeal to you. Next...

3. Now that you have some ideas & you've figured out what you can possibly do and you've studied how others use the free to paid model, go create your freebie. Don't take more than 1 day (less would be better). Remember, your giveaway can change and it can be updated (great reason to get in touch with the people who downloaded it right?). You can do this.
4. One last step - promote the freebie. Remember, you're using this primarily for list sign ups and then eventually to sell products. I want you to think strategically here. What always comes up is that this is a really important tool on many levels - See it gives you something to talk about on social networking sites and when you're net-

working face to face you can tell people about your free video series - you can even make a special business card that talks about this cool free thing they will get that you're happy to give to them because you like them. So yes, put it up on your website with a sign up (at the TOP of every page on your site okay?)

The list has things that are more appropriate for certain applications types of giveaways, like a live teleseminar or events are great if you're going to be selling a specific program and a free ebook is great to capture people for your list, but I want you to notice something - that by doing this exercise you actually have just given yourself a head start on producing packaged programs in the future...

Marketing Inside Your Box

QUICK LIST

1. Build your list - yep, saying it again
2. Don't forget about nurturing your list while you're looking around to fill it more.
3. Email regularly
4. Add value and voice
5. Follow up on the actions

“I feel that my fans have cultivated my talent and they continue to nurture me.”

~ Lady Gaga

When it comes to marketing I have a secret sauce and it's the step that lots of people discount as something small. See when most people think marketing, it's talking about what you do and use great copy to bring people in and make a sale - getting the word OUT. It's all about bigger and more but what I personally love about marketing is what happens inside of that promotion to sale cycle.

See what happens in the middle of the cycle is what I call marketing inside of the box. And that comes down to your list (and additionally to your existing fans on Social Networks). These are people who have taken some action to be able to hear from you - they've signed up or agreed to receive more information or better yet, they've paid for your products or services.

They are YOUR people.

Building that list or creating new relationships never ends but here's the thing... if you don't nurture the relationships you've already created then you're leaving money on the table.

Did you know that it typically takes 7 - 10 touches from you for a person to even consider buying from you?

So that's great that they signed up and all - but what are you doing to get them to that tipping point? It's simple...

Email Marketing

I've been an Entrepreneur for well over a decade now and it always amazes me when I'm going through an evaluation with a new client and they tell me they're only sending an email once a month, or once in a while or worse... not at all.

Listen... Email is free and it's easy.

What I learned when I started asking why people didn't send emails was something like:

- I don't want to pester people
- What if they all unsubscribe?
- I don't know what to say
- I've got nothing to talk about
- Well I just forget to do it
- And yes... I get a lot of 'I don't know' responses as if it never really dawned on them.

I can totally accept the last reason - you don't know what you don't know. And I want to debunk all of the first ones...

Here's the real scoop: **If you aren't talking with your potential clients, someone else is.** And their yummy juicy ah-ha's that you want to coach them through are now some other coach's privilege.

Ouch right?

And if you're sending them good stuff regularly, you have the chance of changing that. You also run the risk of having people unsubscribe and when your list is still young and small - every person that leaves is like a personal blow to the ego.

I get it. It's hard to set yourself up for rejection. But isn't it even harder to think that you're setting yourself up for failure? Ignoring your list is like turning your back on your best friends.

So turn the dial a bit and don't worry about saying the wrong thing or offending someone. Your list will change constantly but if you're not being yourself it will never be any fun.

Example One: I have a friend who every Friday like clockwork sends a 12 Second Inspiration... a short inspirational quotation and her professional signature. I have some sug-

gestions to improve it (like adding a call to action somewhere!) but I enjoy and expect that email every week and often tweet out the quote. The point is that it's short, sweet and consistent.

Example Two: I subscribe to another email with a gal who gives a little blurb about her products and then 5 of her top favorite reads from OTHER people in her field every week without fail. Again it's consistent and the information is really, really good, it builds loyalty because she isn't threatened by competition but rather believes in collaboration and lastly - she always includes a CALL TO ACTION.

Example Three: I've followed one particular internet marketer for years and years and his emails are an affront to all of the 'make it pretty' and 'use spell check' rules. He flat out tells you his grammar is horrid and he's not lying. My Virgo Perfectionist had to work hard to keep her red editor's pen in the drawer, but I stay subscribed because he gives me really good content. I learn something all of the time. There is always a call to action, whether it's to read a blog post or buy his latest piece of brilliance.

Example Four: I love my newsletter... in fact I have people reply to them all of the time as if I were sending it only to them and it required a response specifically from them. I love hearing from my list when they tell me they love how I write or how I moved them. I send one out nearly every week (Yes, I'm admitting to you that I am flawed -it's not

perfectly consistent)... however sometimes it's strategically delayed because I have something I really want to promote on an off-newsletter day and don't want to send 2 in a week, or sometimes it's because I need a week off and didn't plan ahead. Hey, it happens but the next week you better believe I'm sending one. I write with my voice, my sarcasm and witticisms and yes - there is always at least ONE call to action.

Example Five: How about the newsletter I get each and every Tuesday that is a few sentences and a link to a video that is only a couple minutes long that teaches me something awesome. Why would I stop receiving something that gives great inspiration every single week?

Example Six: Think of the emails you get... which ones do you love and which ones get tossed into your Trash without opening. Why? What can you learn from how they inspire you (or not).

So what have you garnered from these examples?

1. Consistency Rocks - make it happen
2. Content Rules - give the reader reason to read... it's not about you, it's about them
3. Size doesn't matter - it's about moving your readers to love you, not about whether or not you are a good writer.

4. You have to be authentic to you and your message. Everything you do is part of your brand. If you're playful and colorful then why are you speaking stats and graphs? Give your people YOU.
5. Do NOT send out an email that doesn't drive some sort of action from your audience... [click here](#) to hear this week's meditation, [read this](#), [watch this](#), [buy this](#), [get more information here](#), [go check out my vacation pics](#). Whatever it is, you must train your audience to click so when it really matters, they will.

One last thing... when you use an email client like Mail Chimp or Constant Contact (which I HIGHLY recommend you do - it can be free and is something that will help you in the short and long run - see the last chapter with resources) you can see not only how many people opened your email but also WHO opened your email. Even more importantly it tracks who CLICKED on what link so if you're promoting something specific and you find out that Mary clicked on it to get more information, how easy is it for you to follow up and send her an email asking her if she had any questions you can answer for her personally? It's an extra step that often brings you money directly.

Okay I lied - there is one more thing. For the love of all that is good, do NOT use email addresses like @yahoo.com or @gmail.com - they scream to everyone around that you are new or inexperienced or not really 100% in business. If you buy your custom website URL for like \$10, you very often get a free email address (Go Daddy does this) that says you@yourURL. Take the extra minute and a few dollars to make this happen.

Marketing For Your Personality

“Always be yourself, express yourself, have faith in yourself, do not go out and look for a successful personality and duplicate it.”

~ Bruce Lee

Getting on my Soap Box now so watch out! I am so passionate about YOU being completely authentically YOU. Your voice, your style - your business needs to be built the way it works for you, not the way it works for the ‘gurus’. I am being completely honest when I tell you that 9 times out of 10 I am retraining my clients in **Private Coaching** and we end up deleting all of the canned ‘I was told to say it this was’ sort of things that are popping up all over their marketing.

Hey listen - if you want to do what your told then go get a regular job and conform. But if you’re serious about building your own business then you have to be serious about expressing yourself in ways that make you happy and allow you to shine through. Are you hearing me?

Just because one person is a rock star at video and says you have to make video doesn’t mean it’s your gig. Yes, you can train yourself and you can get good at it eventually, possibly - or you can find a way to convey your message in a way that’s totally you right NOW... There’s something to be said for stepping outside of your comfort zone and I’m all for that, but there’s also power in staying within it and finding ways to use it for your best advantage.

Not everyone in the coaching world is meant to be la-la woo-woo and some need to express their creativity. I have a client who asks me to give her just the 411 - not the feelings based answer... and that's okay. We still get the same results but knowing her style makes it easier for me to coach her, just like knowing your style makes it easier for you to express it.

This list isn't an end-all for you - it's meant as a guide to help you gravitate towards things that are more in alignment with your personality and the ways you naturally communicate. If you hate public speaking it is probable that you won't be very good at it for a while until you train yourself to get good - it's not the fastest path to success so it shouldn't be given a lot of attention at first if there are other ways (like maybe doing radio show interviews are more fun - still speaking in front of groups but if it's fun for you, it will be a faster path to success.) There's a handy dandy chart and an explanation.

I'm going to be honest - I fit into several of the categories myself so I built my marketing around a combination of things and left out the things I do't resonate with - I'm not an Extrovert so calling isn't on my list. Get it? Feel free to make your own chart based on things that you're drawn to doing!

| | B U S I N E S S | A R T S Y | E X T R O V E R T | I N T R O V E R T | L E A D E R S | T E C H Y | W R I T E R S |
|---------------------------|--|----------------------------------|--|--|--|----------------------------------|--|
| CALLING | X | | X | | | | |
| COMMUNITY BUILDING | | X | X | | X | | |
| EMAILING | X | X | X | X | X | X | X |
| FACEBOOK | X | X | X | X | X | X | X |
| GOOGLE+ | X | | | X | | X | X |
| LINKED IN | X | | | X | | | |
| NETWORKING | X | | X | | X | | |
| PINTEREST | | X | | | | | |
| PUBLIC SPEAKING | X | | X | | X | | X |
| RADIO | | | X | X | | X | |
| TELESEMINARS | | | X | X | | X | X |
| TWITTER | X | X | X | X | X | X | X |
| VIDEO | X | X | X | | | X | X |
| WRITING | | X | | X | | | X |

All Business

There's a no nonsense approach you take to everything in your life - hey I'm not saying you're not fun. You just see the logical way and then the wrong way. So if you're going around posting up butterflies and rainbows when you're feeling spreadsheets and proven methods then you're not playing to your strengths.

Listen, if you're one of the rare people who actually has common sense then for goodness sakes, please express that! I'm telling you that Twitter is calling for your ability to be succinct and to know exactly the message you need to create in less than 140 characters. And LinkedIn - overflowing with people just like you - professional and ready to connect.

Want to know what else you're really good at? You're really good at the follow up because you can put a system in place and do it but to take it one step further, you'll even be really good at picking up the phone to do that follow up - a rare skill that most resist. Use it to your marketing advantage.

Artsy

If you're a little more artsy or need that visual inspiration to get you through your day then I'm going to tell you right now - LinkedIn is NOT for you. No visuals to keep you happy at all however I do believe that you are one of the rare personality types that could make some good connections on Pinterest in a non-smarmy I'm posting up business-ey stuff on a social crafting site. Feeling me?

If you are visually inclined or veer towards the woo-woo then I highly recommend starting local meditation groups, teach The Artist's Way to groups of people, attend meetups that involve creativity, schedule talks at the local Yoga Studio with a social slant rather than a formal 'sit and learn' style.

Post up those inspirational pictures, use dynamic colors, change the header on your Fan Page regularly, engage your fans with poetry and dynamic visuals, show your own photos of flowers. Sitting at a conventional networking meeting isn't your idea of meeting people - but going to a conference to be inspired... bingo! Your neighbors will want to keep in touch.

Approach getting business in a very non-threatening rainbow technicolor way and people will be clamoring to be near your free spirit! Color is very important to every-

thing you create so either find a palette that appeals to you and stick with it or do what comes naturally and toss the whole bag of markers on the table and get to coloring.

Do not, under any circumstances use a text-only version of anything. It's not who you are.

Extrovert

Is there anything you're NOT good at? Why yes actually... you're not all that good at sitting at the computer all day. You need to Get Out, be with people, talk with people. In fact if I didn't think that most everyone should have a Facebook & Twitter account I'd tell you not to because it's too much quiet.

Your soul is fed by the energy of life and you need to be right in the middle of it all. Network, do Public Speaking, book in-person events and make friends, lots of friends who are your raving fans. If you are creating an on-line business understand your inherent need to talk with people and connect. Schedule times where you're interacting with others outside of your office walls. Shoot, some days pick up your laptop and work at Starbucks for the day and chat with anyone near you.

That said, sitting and writing things probably isn't your first love. Instead of blogging, create video blogs or host online radio shows and then hire someone to transcribe them for you to get written copies. Play to your natural strength of being a people person.

Introvert

Ah the internet... greatest thing to ever happen to my introverted brethren. I know that going to networking events isn't just un-fun for you, it's downright painful. So if you really hate it imagine the energy you're bringing along with you. Instead reach out to the virtual world of networking. Some of the most successful online marketers are actually natural introverts - it's a fact (I don't have numbers though... just trust me, I read it on the internet lol)! See look - I just laughed and you didn't see me - that's the power of marketing online. I can't tell if you laughed at my joke and that's okay.

Here's the thing, you can totally make all of your marketing efforts about supporting other people without having to step out of your shell. Your hesitancy to be the center of attention is a huge asset to social networking... why? Because you're not going to be shouting your message at everyone. You're going to be commenting on their posts and saying yay! when others succeed.

You are patient and steady. It's more natural that way, and because you are so supportive and aren't posting all of the time (although I do still recommend 1 post a day okay?), people will love you and will clamor to support you when you do say something. It a very quiet, relational way

of bringing business to you without having to feel outside of your comfort zone.

Do not get trapped into not giving calls to action however - just make them warm and fuzzy so it doesn't feel unnatural when you ask.

Radio spots and teleseminars are also naturally in alignment with an introvert - hey, no one's watching you and you totally get passionate when you speak about your purpose so instead of booking those speaking gigs, look for all of the online roads you can take.

Leaders

You must have a role. If you are going to use your natural ability to lead and inspire people then you need to find things you're passionate about and step into the leadership role you were meant to take. This means you'll be on the Board of Non-Profits and Networking Organizations and you'll start up your own groups and causes. Public speaking is a no-brainer because you're leading the room when you're up on that stage.

Don't expect to come into a room and not be noticed for your ability to bring people together. You are a connector... you take this person and match them with that one because you can see the bigger picture. It's not about being extroverted, it's about making connections and seeing where things or people need to be.

Now as a big picture person, it's the details that will kill you. You need to have a great support system or you'll overextend yourself. Always coming up with a brilliant idea has a price. Also, you need to know when it's okay to say no. You are building a business and if it doesn't serve a purpose in it or doesn't enrich your life, move on.

Techy

Website design? No problem. Find the exact size for your Fanpage banner? Done. You know who you are... you're the early adopter, always trying out the new online tools while they're still in Beta. If you're techy you even know what Beta means. Because of your belief in the power of the internet, your marketing should be cutting edge - build yourself a daily affirmation app, learn to set up the perfect lighting to film your video, cyber craft your logo.

And of course, social network. But take it a step further and consider doing more complex techy marketing - like run a Tele-Summit (lots of tech skills required) or publish an online magazine. Teach others how to do the things that you find brainlessly easy because believe me, there are plenty of technophobes in the world.

It's not that you're going to be bad at Networking or Public Speaking, it's just that you have a gift of being able to be ahead of the curve online that you should exploit all of the time. It's your edge.

Writers

Okay wordsmiths... what do you think you should be doing? Writing your beautiful words!!! Please get your book into the world, have a blog, create awesome newsletters that people can't wait to read. You can even go out of your way to be a book reviewer on Amazon (so when your book comes out people will love to reciprocate!)

Writing is a skill that people wish they had so flaunt it!

But here's the deal - it goes deeper. If you are naturally a good writer then you need to also be writing killer copy for Public Speaking and for Video - having a script before you speak is so critical for seamless delivery. Your writing is what can make or break a speech or is the difference between an average video and one people love.

Use your word smithing as a huge tool in your arsenal. But beware of too many words. Not everyone is a reader like you. Develop the skill to include bullet points and omitting about half of what you really think is necessary (this book was once 200 pages! - okay not really but it could have been!).

Work With Me



Hey listen - we're just covering the tip of the iceberg. The trick isn't just in learning all of the skills and techniques and methods we've been talking about in this course. I mean if you could read this and magically your business would be put together then that would be awesome! But let's get realistic here - the Real trick is to put it all in to ACTION.

Who I Work With

Are you a Healer, Intuitive or a Coach (or all of the above) in your first few years of launching your own practice? You have calling, a feeling that there is something more to your life and it begins with helping others with your gifts. So you opened up your own practice, doing things you're naturally great at, that you have great passion for, teaching things that you yourself have learned to overcome.

You've got a huge vision (that is probably organized somewhere on a vision board) and a pure intention to help heal others. The Vision is so inspirational and beautiful and perfect.

So, What's The Problem?

Then the realities of building a viable business hit you. In order to act upon the opportunities the Universe has given you, you're going to have to get uncomfortable, market yourself and shine, do everything the business building gurus are telling you to do and in fact since the Vision is so personal you also run the risk of being exposed as a fraud, not good enough or knowledgeable enough or simply just not enough.

You want so badly for the Vision to become true that your fear of f*#king it all up makes you overwhelmed and launches Perfection Paralysis. Lovely right?

And then you go through the cycle - days where you're jumping for joy in your office, celebrating great wins and then days when you're crumpled in a ball, defeated, deflated and ready to walk away from it all...

How Do You Stop the Cycle?

You can stop the cycle. Here's the thing - it's not about learning what to post on Facebook or how to build your list (important, but not step one), it's about taking action and worrying about the 'How' as you go. It's about giving yourself permission to mess things up in order to move forward. You want to build a business? Well 85% (or more) of building a healing, intuitive coaching practice is PERSONAL so you're going to have to let go of the need to be everything to everyone and follow your OWN path. Then, and only then, will you know what to blog about and be able to figure out what the heck Twitter is...

Are You Over It?

There comes a point where you've got to feel like enough is enough. It rocks you to your core, that you're ready - this is YOUR time! Perhaps you just need a little extra help and want accountability and a network of other business people in the same stage of business building as you are to

bounce ideas off of. Possibly you just need a professional to check out what you've created and set you on the right path or even confirm that you're doing it right. OR, if you're serious about tapping into your message and deepening the path you're on, then signing up for 1:1 programs might be the best place for you to start.

Please go to my site [here](#) sign up for a FREE Business Breakthrough session and we'll chat about your options and see if we're right for each other.

Resources

“Expose yourself to your deepest fear; after that, fear has no power, and the fear of freedom shrinks and vanishes.

You are free.”

~ Jim Morrison

These are some of the free tools I use or have used... there are thousands more but I know that these work for me.

Phone Lines

Great for teleseminars and for recording client sessions or free giveaways!

- **Google Voice:** Great for recording client sessions. The client calls you on the line (which you can forward for free to your cell phone), you press the 4 to start recording and the instant you hang up you can download an .mp3 and email it to your client for their listening.
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- **Free Conference Calling:** Great for recording teleseminars because you have an online call management tool where you can record and choose to mute callers. Also, you can download an .mp3 within an hour after your call ends.
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- **Free Conference Call:** Yes, slightly different but you can make international conference calls. No control panel but you can record calls.

Get Help

Sometimes you need a little hand... from creating a banner for your Facebook page or making a logo, setting up your sign up form or entering email addresses into your address book. If you have little jobs that you just need an extra hand on and are on a tight budget, check out these two great resources

- [MarketingImPerfect.com](#) -for Facebook page makeovers, copy help, ebook design or magazine publishing
- [Fiverr](#)
- [ODesk](#)

Send Emails

Don't try to send your emails from your gmail account okay? Go to one of these clients and sign up for free.

- [Mail Chimp](#) - I love MailChimp. It takes the colors from my website automatically, has a great delivery rate and it has drag and drop editing capabilities. And you can had a nice size list before the free capabilities go away. And they have a great chat support so I can ask quick questions when I get stuck.

- [Constant Contact](#) - Very good and easy to use. I love their reporting and the way you can manage contacts is great.

Social Networking Scheduler

Okay I've tried a bunch but there's only 1 that really does it right...

- [Hootsuite](#) - schedule your Tweets from here. You can also schedule plain text posts for Facebook and Google+ but visual posts (with pictures) don't turn out right and you're better off not using it.
- Facebook - I use Facebook's own scheduler every Monday and schedule out my posts on my FanPage. The posts come out looking the way they should and I can set the time and date with a few clicks.

Other

- [Appointy](#) - This is my online scheduler. I tried quite a few before I was satisfied with this one... why? Well most schedulers will put the appointments on your calendar but there's no way, other than manually, to put appointments you put on your calendar onto your scheduler... Appointy has 2-way synching so I hit a button and

my calendar is uploaded onto the online schedule and the time is marked as unavailable for my clients. Easy.

- **My Ecover Maker** - You know how some people's ebooks look like, well actual book covers? This is the easiest program to use and it's anywhere from free to like \$5 for a professional looking ebook cover.

- **PicMonkey** - I love the fonts on this tool. This is a great little photo editor+. I upload basic pictures and then add effects and fonts to make them cool. All of the graphics used in this book have been made with this free program (I even use it for my online magazine covers!)