

10 Steps to Create A Thriving Business and Enviably Lifestyle



1 Are You Broke & Burnt Out?

There is more to life than unfulfilling jobs, more money than money and wondering "Is this all there is?"

Escape The Grind & Love Your Life

Follow this simple roadmap to create your thriving business and extraordinary life.

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Identify Where You Are Now (Honestly)

On a scale of 1 to 10 - How satisfied are you with your work, finances, relationships, health, level of daily joy and fulfillment? Are you living your dreams?

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Define Your Desired Lifestyle

What do you *really* want? Why do you want it? What's holding you back? Who or what can help you move forward? Create a vision for your life that's so compelling it drives you forward.



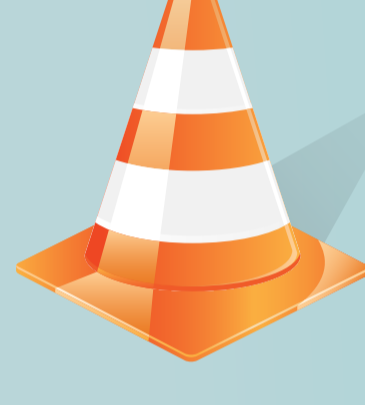
(Re)Discover your passions, purpose & professional skills.

Think of all of the creative ways to use them to solve problems for other people, while earning a profit.

Pitfall - Choosing the wrong business model can be fatal.



Lots of passionate entrepreneurs set out to create freedom and end up creating awful jobs for themselves. Make sure the business model you choose supports the lifestyle you want.



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Find Your Tribe

Go where your ideal clients are -in person or online. Get to know them. Uncover their fears and aspirations. Create products and services they *actually* want and are eager to pay you for.

Leap Forward: Take the time to understand your customers' most painful problems and the solutions they want. Don't guess. Go ask them.



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Leverage Competitors

Don't be afraid of the competition. Join forces to create more valuable products and services for your combined clients. Act as joint venture partners and support each other's product launches. If all else fails, let their success inspire you.



8

Automate & Build Your Team

Starting a business can be overwhelming and can easily take over your life. Automation tools like AWeber and Hootsuite will save you time. Outsourcing to UpWork or Fiverr will save money. Hiring a Virtual Assistant (way sooner than you think you should) will save your sanity.



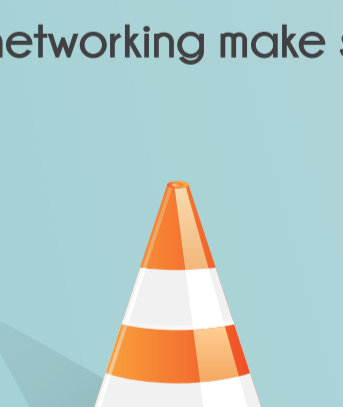
Obstacle - Avoid "Social Media Madness". Social media is a great way to build your business, but it can quickly consume all of your time. Focus only on the ones that best fit your business, market and lifestyle. Ignore the rest.

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Market & Sell

If you are not marketing and selling daily, you have a hobby, not a business. Effective campaigns, well-crafted launches, content/story-based marketing and next level networking make selling simple and stress-free.

Pitfall: You don't have to be "sales-y, slimy or pushy" to close the sale. Add real value and help your clients get their desired results. Happy clients are your best sales force.



10

Make Self-Care A Priority

Starting a business is a lot of work. It's more sustainable if you enjoy the journey. Remember, it's about lifestyle, not just business

Pitfall: Lots of people want to start a business, but most never do. You don't have to be perfect or have everything figured out before you start. Start small and learn as you go. The key is to just START.



Success on your own terms

Congratulations!

You have built a thriving business and extraordinary life. Enjoy family, friends, fun and the financial freedom that comes from living your dreams today.



BONUS TIP

Every year, as you grow your business, check that it is still supporting your income and lifestyle goals. Bigger isn't always better. You want to love your business and your life.

Want to build a thriving business and extraordinary life? It's easier than you think.

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