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LOVE YOUR BUSINESS

5 steps to connect who you are to a business you love.

an Ergonomic Entrepreneur publication

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Overview

How to Use this Guide

Who is This eBook For?

I designed this eBook specifically for heart-centered entrepreneurs (life coaches, consultants & other service providers) who are transitioning from corporate careers and starting businesses for the first time.

If this is you, you want to make your new business work, get your important work out to the world, and eventually leave that soul-sucking job behind for ever.

But you're stuck & frustrated.

Designing & running your business isn't what you thought it would be. And you don't want to feel that same day-to-day struggle to get things done like you did in your old career.

You want to love your new business. You want to feel energized and inspired. You want to make a difference – and have fun while you do it.

But you're not an expert in business, marketing and "being an entrepreneur". So you have a whole new skillset to learn.

And most of the information out there is more advanced - designed for experienced entrepreneurs who already have a solid foundation in place and are looking to level up.

But you're just starting out. You need the basics. You need to know what to expect, and what to do FIRST.

That's why I created this eBook. To let you know what to expect on your career to business journey. To help you learn what you really need to know FIRST when it comes to designing, marketing & running your business.

So you can get those basics in place. So you can build that right foundation. And so you can get unstuck, start moving , overcome challenges, and keep moving.

Most of all, I designed this eBook to help you navigate your career to business journey. Because your business is a journey, and you're just getting started. And that means you don't know everything yet. You don't have all the information you need yet. And the only way to gather the information you need is to start moving.

And this is great news. Knowing that your business is a journey and not a destination means that you don't have to figure everything out first. You don't have to make all the right decisions on your ideal clients, your niche, and your programs before your start.

All you have to do is make your right guess for where you are right now. And once you do that, you can start moving. You can start gathering information. You can start getting closer, and closer to a business you love. And closer and closer to leaving your soul-sucking work behind forever.

Are you ready to get started? Here's what we're going to do:

First, we're going to review the TWO MAIN THINGS you need to know first, before you start any business building or marketing:

1. Why you might not be a typical entrepreneur (and what that means in terms of building & marketing a business you love)
2. The typical phases in your career to business journey, and what to do & expect at each phase

Then, we're going to look at the FIVE CORE STEPS to building a heart-centered business you love:

1. Know Yourself
2. Know Your Business
3. Know Your Voice
4. Know Your Marketing
5. Know How to Be an Entrepreneur

The key to a successful business – is aligning every aspect of your business around who you are.

What to Know First

Why You Might Not Be A "Typical" Entrepreneur

Are You a "Typical" Entrepreneur?

Here's why typical business & marketing programs don't work for you

If you're a new life coach or heart-centered entrepreneur, who has left (or is leaving) your career to start a passion-based business you love for the first time - then you likely aren't a typical entrepreneur.

The Oxford dictionary defines an entrepreneur as: "A person who sets up a business or businesses, taking on financial risks in the hope of profit." Does that sound like you? Probably not.

Typical entrepreneurs tend to have a passion for entrepreneurship and business building in and of itself, and their main motivation for being in business is money & growth.

Typical entrepreneurs also tend to already be well-versed in business & marketing, and have likely come from careers related to sales, finance or marketing – or have already run previous businesses.

Heart-centered entrepreneurs tend to be a bit different in three key ways:

1. Their main motivation for being in business isn't money or growth. Instead, their primary motivation is connected to their purpose – the transformation they want to help people make or the important message they want to share.

2. They don't have a passion for business building in-and-of-itself. In fact, having a business & being an entrepreneur is more of a necessary evil to getting their important messages out into the world.

3. They don't have a background in business, sales or marketing & haven't run businesses before. Instead, they're transitioning from unrelated careers & starting businesses for the first time.

4. They likely have a personality style that falls into the intuitive-feeler category (if you know the Myers-Briggs type indicator – this is usually anyone with NF in the middle of their four letter code). This means that you like to understand the big picture, know how everything fits together, and do things your own way. It also means that everything you do needs to feel authentic and "right" for who you are.

Typical entrepreneurs on the other hand, tend to have a intuitive-thinker or sensor-thinker personality style (not all – but many). This means that are most focused on finding the "best", most effective or most efficient way to get something done & aren't as concerned as to whether they like or enjoy doing it (that might be important too – but it's MORE important that it's effective).

This is important to know for four main reasons:

1. Because money isn't your primary motivation – but you need to MAKE money in order to do your important work & leave your soul-sucking career behind – fear & perceived (or real) family or social pressure can easily block you or lead you off track.

   And then you can find yourself accidentally building your business around something that isn't your true passion & purpose (because you think it will make you more money and quell those fears) – and then lose all motivation for running your business (because you're not following your passion & purpose, and are not motivated by money).

   This turns into a vicious chicken-and-egg loop that's hard to get out of – and is a trap that many new heart-centered entrepreneurs fall into.

2. Because you don't have a background in business or marketing & are starting a business for the first time – it means that you have a lot to learn, and you can't just expect to understand everything or have it all click together overnight. It also means that you need to learn business & marketing BASICS first, and set up your initial foundation.

   BUT – most of the business & marketing programs out there are more advanced and targeted to experienced entrepreneurs who already know the basics & have their foundation in place. And because you're just starting out, it's hard to tell the difference.

3. Because "being an entrepreneur" and starting a business is more of a necessary evil vs. your true passion, you need to make running & marketing your business as fun & easy as possible – otherwise you simply won't do it.

4. Because you have a more intuitive-feeling personality type, it means that everything about your business needs to feel authentic & right for who you are. It also means that you need to know how everything fits together at the big picture level and "why" you're doing something.

   This means that following someone else's set step-by-step system usually won't work for you. If you don't understand the system or why you're doing something, you won't do it and it won't work. Or if just one step in the system feels wrong or inauthentic for who you are, you won't do it and it won't work.

   But most of the programs out there ARE step-by-step systems that work for the person who created it. And how do create your own right & true authentic system when you're just starting out? When you don't yet know how everything fits together?

Well, what many coaches and heart-centered entrepreneurs do is try to build their business the same way as typical entrepreneurs. Usually, because they don't realize that they need something different, or because they don't know there's an alternative.

And then when things don't work out, when their businesses don't get off the ground, they make it mean that no one wants what they have to offer. That they can't run a business. That they are failures. And that they need to stay in their soul-sucking careers.

But they really have no way of knowing if this is true. Why? Because they haven't yet tried to build their businesses in a way that is right and works for them.

Instead of advanced marketing programs like list building or online advertising, what you need right now instead is:

- A realistic career to business transition plan that gives you a sigh of relief
- Clarity on who you are, including your true passion, purpose, unique flow & genius
- An understanding of business, marketing & being an entrepreneur at a big picture level – so everything clicks
- Practical knowledge of business & marketing basics so you know how to build the right foundation
- The ability to customize every aspect of your business & marketing to who you are and how you work best
- To focus on incrementally building a business that stays true and aligned with who you are & what you truly want

And that's what we're going to do in this guide.

We're going to go through the exact seven steps that you, as a passionate solopreneur, need to take FIRST to transition from your soul-sucking career or "good enough" job to a purposeful business you love – because it's completely aligned with who you are & how you work best.

As a passionate solopreneur, you need to market & run your business in a way that feels authentic, right & fun for who you are.

What to Know First

Know Your Business Journey

Your Career to Business Journey

An overview & reference

I created this overview diagram to use as a reference as we talk about your career to business journey and work through the steps to build & market a business you love.

The first section of the diagram outlines the four main steps every new solopreneur needs to explore – in order to have the best chance of designing, marketing & running a business they love:

1. **Mindset & Expectations:** This is what you need to know about your journey, including the typical phases of business you might go through, and what to expect & do at each phase.
2. **Business Clarity:** These are all the business building steps you take BEFORE marketing – that's why I call them your pre-marketing steps.
3. **Marketing Your Business:** How can you create a marketing strategy you love, and bring it to life in the real world?
4. **Running Your Business:** How will you manage your business day-to-day in a way that feels fun and easy? What do you need to know to be a strong self-leader?

The second section of the diagram expands on what you need to know to be clear on your business (prepare for marketing), This includes three main areas:

1. **Know Yourself**: Who are you? What do you want? Why do you want it?
2. **Know Your Business**: Who do you help? What do you help them do? How do you help them do it?)How do you help them?
3. **Know Your Voice:** What do you say? How do you say it?

The third section expands on what you need to know to market your business in a way that both follows best practices AND is aligned with who you are & how you prefer to work – so it feels authentic, in-flow & easy.

Now, let's get started by talking about Mindset & Expectations.

Mindset & Expectations

How to set the right expectations for the phase of business you're in right now

Before you start moving forward with designing your business & setting up your marketing, it's important to know what to typically expect on your career to business journey.

In my experience, most heart-centered entrepreneurs go through three main phases, with each phase lasting around a year.

And it is SO important to know which phase of business you're in, so you can create the right mindset & expectations.

Where things go wrong - is when new coaches & solopreneurs THINK they're in a more advanced phase of business than they really are – and set marketing, business and financial goals that they believe they SHOULD be able to achieve – but are completely unrealistic for the phase of business they're really in.

This creates an expectation gap. And then when these new solopreneurs don't get the number of clients or financial reward they expect, they make it mean that no one is interested in their services, their businesses have failed, and they have to go back to their soul-sucking careers.

But when you identify the phase of business you are really in, you can set realistic goals you can actually achieve, Better yet, you can give yourself permission to BE in that phase of business, to try stuff out, to have some fun - while you start building the right foundation for growing a business you truly love.

So which phase of business are you in?

Phase 1: Quick Start Your Business

Learning – Trying Stuff Out – Information Gathering

Where you are: Still in your career/good enough job – getting out & coaching – figuring out your business

What you need: More information to make important decisions on your business & marketing

Your action steps: Quick start your business, make your best guess, learn business & marketing, try stuff out, start getting clear on your business in the background

Your expectations: Realistic, figure out how you want to be a life coach, have a good enough job paying the bills

Phase 2: Launch Your Business

Where you are: Still in your career/good enough job, coaching some clients, figuring out your business

What you need: More information to make important decisions on your business & marketing

Your action steps: Quick start your business, make your best guess, learn business & marketing, try stuff out, start getting clear on your business in the background

Your expectations: Realistic, figure out how you want to be a coach, good enough job to pay the bills

Phase 3: Running Your Business

Keep gathering information on what works/doesn't work & what you love/don't love doing.

Continue to set realistic business & financial goals (similar to Phase 2) that are in line with your ideal day & life.

Continue learning more about business & marketing – adding in some more advanced concepts.

Phase 1: Learning, Trying Stuff Out, & Information Gathering

This is the phase where you're either in the process of learning your craft (for example in your passionate solopreneur training program), or are in your first year of business after training.

During this phase, you likely:

- Feel like you want to get your business going – but don't have any firm financial goals, aside from, "I'd like to get some clients".
- Are still in your old career or business or have a "good enough" job to pay the bills while you get started.
- Know what you want to do and who you want to work with only at a very high level, but you're not sure whether or not this will stick. You need to find out!

If this is the phase you're in, then it's important to keep a few things in mind:

- RECOGNIZE that you're in this phase, and give yourself permission to try stuff out, to gather information, and to learn – without the pressure of unrealistic client or financial goals.
- This is the time to really connect to who you are – and get clear on what you really want & why you want it. This will help you find the true focus & purpose for your business.
- Then, you can start to dream and scheme how you want to bring your purpose & business focus to life in terms of a core service or program – and start getting clearer on who you want to help & how you want to help them.

  It's important to keep in mind that you will need to make your BEST GUESS for right now –and remember that you're not choosing your ideal client or program for all time. This is your opportunity to make your best guess, test out your services and programs – so you can gather information and intelligence that will inform your NEXT phase of business.
- This is also the time to learn about business and marketing, create a super-simple marketing strategy, build a really basic marketing foundation, and start building your foundation and learning/implementing best practices at a basic level. This is NOT the time to skip all the basics and sign up for the course that will help you earn six figures in one year.

Phase 2: Launching Your Business

This is the phase where you know exactly who you are targeting, what you are going to offer, when you are going to offer it, and how (or at least your sure you're going to focus on this area for the next year). And you know all of this because you spent time in Phase 1 making your best guess and trying stuff out.

***I have to REALLY EMPHASISE here that it's so important to remember that you can't know for sure who you want to work with & what you want to do BEFORE you take action. And that's why skipping Phase 1 can cause so many problems.*

If you skip Phase 1, then you run the risk of setting up complete marketing systems around a target audience and program that you've chosen and not tried out – and might not be right for you – which makes it so much more difficult (and time consuming and costly) to back up and make adjustments.

During this phase, you likely:

- Have completed your training program, and feel like you've tried enough "stuff" out and gathered the information you need.
- Feel like you're clear on your ideal client and core offering – and ready to build your core marketing foundation & launch your business
- Are ready to set some financial goals you need to eventually leave your old career or "good enough" job behind – but plan to stay in your old career or "good enough" job until you reach these financial goals (or you may even decide you love having a good enough job AND your new business!!)

If this is the phase you're in, then it's important to keep a few things in mind:

- RECOGNIZE that you're in this phase, and realize that you're not just trying stuff out anymore.
- Be REALISTIC about your business and financial goals. Remember that this is really your first true year of running your business in a serious way – so set achievable goals.
- REALIZE that this is still a year of learning. Take note of what you like and don't like about running your business, test what works and doesn't work.
- This is the time to learn through ACTION.

Business and Financial Goals for Phase 2:

- Phase 2 is the time to start setting some more specific business AND financial goals – along with understanding exactly what you need to spend and do to achieve those goals.
- Phase 2 is STILL not the time to set super high unrealistic goals. Remember that you are really in your first year of business launch, and part of this phase includes actually building your real marketing foundation. But also keep in mind that there is no set limit for YOUR business goals – it all depends on who you are and what you really want. Everyone is unique.

Phase 3+: Running Your Business

In the more advanced phases of business, you will continue to gather information on what works and doesn't work and what you love and don't love doing. You'll continue to create realistic business and financial goals (similar to Phase 2) that are in line with your ideal day and life.

This is the time where you can evaluate what's working and not working with your marketing, and consider taking more of those advanced courses or adding in some new & fun tactics.

How to Not Get Stuck & Overwhelmed

Don't let perfectionism and overwhelm stop your business momentum

As you move through this workbook, you may start to realize that you've missed a few steps in setting up your business, that you're not as clear on your business as you thought you were, or that you really don't have a marketing system in place at all.

And if you're in the first phase of business, you may not know for sure who your ideal client is, or what packages and services you really want to offer. You just don't have that information yet.

It's easy to get overwhelmed with all the stuff you need to do to really put the right business foundation in place. And when you get overwhelmed, it's easy to get stuck. And then you do nothing.

Some of you will feel compelled to stop doing everything in your business until you figure this all out. Others will spend endless painful hours trying to figure out your ideal client or the exact right package to offer.

But you don't have to stop your business. And you don't have to spend hours agonizing over "the right" decision.

Yes, it's important to make sure you have the right foundation in place. Yes, it's important to audit your business and fill in any gaps. But you can do that WHILE you're moving your business forward.

Here's what I recommend:

1. Quick Start Your Business:

While you're moving through this process, it's important to continue working with clients and talking about your business.

Why? Because you'll be taking some action in the real world, feel like you're moving forward – and you'll start getting valuable intelligence right away on who you like and don't like working with. What stuff you like and don't like doing.

And all of this information will help you make the "best guess for right now" as we move forward with our business building steps in the rest of the program.

If you aren't working with clients right now, I highly recommend setting up some business basics so you can start talking about your business and working with some clients.

- Setting up your phone, scheduling and payment system
- Creating a quick one-page website

2. Make Your "Best Guess" For Right Now

It's important to understand that your business is not a destination, but a journey. All businesses evolve over time, and this is great news for you as a passionate solopreneur.

Why? Because it gives you permission to let go of "making the right decision for all time" and instead make your best guess for where you are right now.

The great news is that when you set up the right foundation, it's easy to make changes at any time. But if you don't at least make a best guess, it will be difficult to move forward with your messaging and marketing – because you'll have no clue of what to say – or who to market to.

Your Checklist

Now that you know what it means to quick start your business, use the checklist below to make sure you have all your "quick steps" in place so you can start gathering information and working with clients now.

- ❑ I have a phone, online or face-to-face system so I can hold one-on-one sessions
- ❑ I have a way to accept appointments and schedule clients
- ❑ I have a way to accept client payments
- ❑ I have a one-page website where clients can find more information

Let's Get Started!

Five Steps to a Business You Love

Five Steps to a Business You Love

How to connect who you are to a business you love

Now that you know what to expect on your career to business journey, and understand the phases of business you might go through, and what blocks may come up on the way, it's time to learn the five steps to building, marketing & running a business you love:

1. Know Yourself
2. Know Your Business
3. Know Your Voice
4. Know Your Marketing
5. Know How to Be an Entrepreneur

You'll notice that there is one very important first step on this list – and it's a step that most entrepreneurs skip. That most business & marketing programs ignore. ***And that step is knowing yourself.***

But I believe this is THE MOST important first step in business building, especially for coaches & heart-centered solopreneurs. It's the key to designing, marketing & running a business you love.

Why? Because when you take the time to really do the deep work to get clear on who you are (your genius), what you want (your definition of success), and why you want it (your purpose), then you can ***connect who you are to every other aspect of your business***.

And when you're able to design, market and run your business around who you are & how you naturally work best, you'll feel energized, purposeful and inspired every day. But when you skip this step, running your business can feel hard & exhausting - the exact opposite of what you're yearning for as heart-centered entrepreneur.

STEP 1

Know Yourself

WHO ARE YOU?

Do you know who you are, what you want, and why you want it?

As a passionate solopreneur, you are your business. You report to yourself, and you get to choose exactly what your business looks like, who you work with, and how, when and where you work.

So wouldn't it be a good idea to get clear on who you are, how you prefer to work, and what success means to you *before* you launch your business?

Most of us either have an idea in our minds of how a "business should work" or set up our businesses in the same way as our previous corporate jobs.

But didn't you leave your corporate job for a reason? Don't you want to set up a business that you really love – a business that is easy to run because it's set up in the way that you work best?

Knowing who you are and how you prefer to work means that you'll not just know how to create a business that you love – but put business systems in place that actually work because they match how you prefer to work.

Best of all, when you work in line with your natural tendencies, you'll be more energized and get more done.

The key to building & launching a successful passion-based business is knowing who you are – and what you really want.

Your Questions

1. Who Are You?

Really diving deep into knowing who you are, how you prefer to take action, and what values are most important to you is a step many aspiring entrepreneurs skip, but is essential to creating & launching a business you love. So make sure you've taken some time to explore who you are in these areas:

- ❑ Personality Style
- ❑ Action Mode
- ❑ Unique Genius
- ❑ Values
- ❑ Strengths

I am:

2. What Do You Want?

It's important to explore what success really means to you – instead of operating under society's standard definition of success. Have you defined success for who you are – and developed business goals that align with your true definition of success and your ideal life?

- ❑ Definition of Success
- ❑ Business/Life Goals
- ❑ Ideal Day
- ❑ Ideal Life

I want:

3. Why Do You Want It?

Knowing who you are and what you want isn't enough. You also need to know WHY you do what you do. This is the key to felling motivated, inspired and fulfilled every day.

- ❑ Purpose/Why
- ❑ Meaning/Fulfillment

I want it because:

4. What's Blocking You?

We all have fears, limiting beliefs, and people in our lives who can block us from moving forward in our businesses. When you identify all the thoughts, fears and people who may block you up front – you can take some of the power away from them and mitigate their impact right from the start.

- ❑ Fears
- ❑ Limiting Beliefs
- ❑ Painful Thoughts

What's blocking me is:

Struggling to get clear on your genius & purpose? *Our free Soul's Calling Roadmap Mini-Course can help:*

www.soulscallingacademy.com/p/souls-calling-roadmap-course

STEP 4

Know Your Business

ARE YOU CLEAR ON YOUR BUSINESS?

Before you start marketing, you need to know who you help & what you do

Now it's time to take everything you've learned about yourself and apply it to your core business (your ideal client, core difference, programs & services) – to make sure they're clear and in line with who you are and what you want.

What You Need to Know About Your Business *Before* You Start Marketing
Before you can get out there and start marketing your business, you need to be able to answer four key questions:

- Who do you work with? (so you know who you're actually marketing to)
- What do you do? (so you have something to offer to your people)
- How you do it? (so people know exactly how you can help them)
- What do you say? (so you can communicate who you help & what you do)

Why is this so important?
Because if you don't know who you're marketing to, what you're offering & what you're saying –you'll likely find it challenging to take even the basic steps in marketing – such as:

- Creating your website – *because there will be nothing to put on it*
- Finding your people *(and therefore choosing the right marketing vehicles & where to market*)
- Writing marketing messages *(which you will need for the marketing vehicles)*
- Getting your people to contact & work with you *(because they won't know what you do or how you can help them)*

So if you're trying to create your website & market your business, but keep getting stuck and frustrated, it's likely because you're not yet clear enough in one or more of these areas.

How Clear Do You Need to Be?

Many new solopreneurs get stuck at this stage because the idea of defining your ideal client, choosing a niche, and outlining your programs & services can feel like a pretty huge & daunting task.

Especially if you believe you need to make the right choice, right now, for all time.

The good news? You don't.

What you can do instead is *make your best guess for right now*. That way you can set up a basic website, start talking about your business, create a simple marketing strategy – and start working with some clients.

And this is what's going to give you the information you need on what you like and don't like – so you can get more and more clear on your business, and make tweaks & changes as you go along.

Three Simple Steps to Get Clear on Your Business (for right now)

In this section, we're going to guide you in making your best guess for right now on four key areas:

- **Your People** *(who you work with)*
- **Your Thing** *(what you do)*
- **Your Services** *(how you do it)*

That's it! With this information, you'll have everything you need to move onto the next section – *Know Your Voice* (where you'll craft what to say to your people through your core messages) and then *Know Your Marketing*.

Being super clear on your core business fundamentals is essential in order to craft your messages & launch your marketing.

Your Questions

1. Who Do You Help?

Can you clearly communicate who your people are?

I help:

2. What Do You Do?

Can you describe the main problem you help your people solve?

The main problem I help my people solve is:

2. How Do You Do It?

Can you describe how you help your people solve this problem (your core process, program or service)?

I help my people solve their problem by:

STEP 5

Know Your Voice

CAN YOU COMMUNICATE WHO YOU ARE & WHAT YOU DO?

Have you connected who you are to your voice?

Now that you're clear on your core business fundamentals, you need a way to communicate who you are & what you do to your people in a way that both resonates with your ideal clients and feels authentic & true to who you are.

The very basic messaging pieces you need as a new solopreneur include:

1. Your Core Statement: *This is a one to two sentence statement that you can use to concisely describe what you do in print, online and in person.*

3. Your Program Outline: *Your program outline answers all of your ideal clients' most important questions around how your core program helps them, including what problem it solves, the steps in your process, how it's delivered & what it costs.*

4. Your Unique Story: *Similar to a website "About" page, your unique story outlines how your background, qualifications, genius and purpose relate to how & why you help your people today.*

With just these three main messaging pieces, you will have everything you need to create the content for a basic website, print brochure or to communicate in person.

When your ideal clients land on your website, they need to know that what you have to offer is for them.

Your Questions

1. What Is Your Core Statement?

Can you describe who you are, who you help & how you help them in one or two sentences?

My core statement is:

2. What Is Your Program Outline?

Can you clearly communicate how your core program helps your people, including what problem it solves, the steps in your process, how it's delivered & what it costs?

My program outline:

3. What is Your Unique Story?

Can you clearly communicate how your unique background, qualifications, genius and purpose relate to how & why you help your people today?

My unique story:

STEP 6

Know Your Marketing

IS MARKETING A ROADBLOCK TO SERVING YOUR TRIBE?

How do you get your people to know, like & trust you?

If you find the concept of marketing confusing, scary, complicated or downright icky, you're not alone. Marketing is one of the biggest roadblocks to launching a passion-based business, especially for new solopreneurs who are transitioning from a career and launching a business for the first time.

The good news is that once you understand how marketing works and how all the pieces fit together, you can create a simple strategy that feels fun, authentic & easy because it fits who you are & how you naturally work best.

At a basic level, your marketing strategy simply outlines your process for:

- Letting your ideal clients know that you exist
- Educating & informing them on who you are & how you can help them (so they get to know, like & trust you)
- Giving them ways to try out your services in a low risk way, buy from you, continue buying from you, and refer you to others.

You can easily create your own simple marketing strategy using a framework called The Marketing Hourglass ™ (created by Duct Tape Marketing) using a table like the one below.

This table includes seven boxes that pretty much sum up the process I outlined above.

Know	Like	Trust	Try	Buy	Repeat	Refer

The best part is because the Marketing Hourglass is a framework and not a set system, you can really pick and choose from any number of tactics to fit into each step of the Marketing Hourglass – and as long as you don't skip any steps – you have a marketing strategy that can work.

And that's where your unique flow and marketing genius comes in.

Instead of choosing tactics that you think you *should* be using, why not choose the marketing tactics for each step that are not only effective, that will not only help you reach your ideal clients – but are also the tactics that feel fun and easy – and fall within your unique marketing genius?

You know that a marketing tactic falls within your unique marketing genius when:

- You're good at it
- It feels natural and easy – like you're in your element
- It's something you love (or at least like!) to do
- It's effective

When you fill your Marketing Hourglass with stuff that matches who you are and how you work best, then you will feel more energized and in flow with your business every day. And that energy and flow will trickle down to everything you do, whether it's working on your business or in your business.

Best of all, you'll have more time and energy for other areas in your life. It's one of the keys to achieving that work-life balance you may have been searching for.

There are many ways to market your business. When you align your marketing with who you are, you will feel energized and in flow.

Your Questions

1. What Is Your Marketing Genius?

Which parts of marketing fall within your unique genius - and feel fun & easy to you?

My marketing genius includes:

2. Where Do Your Ideal Clients Hang Out?

Before you create your marketing strategy, you need to first know where to find your people. This includes looking at who in your life might either be or know your ideal clients, and exploring where they hang out both online & in the real world:

These people might know or be able to refer me to my ideal clients:

My ideal clients hang out:

3. What Is Your Marketing Strategy?

What is your strategy to get your people to first know you exist and then move them through your process to become paying & referral clients?

KNOW	*How will you get your ideal clients to know you exist?*
LIKE	*How will you educate your ideal clients on who you are, what you do & how you help them?*
TRUST	*How will you let your ideal clients know that you are credible & can deliver on what you promise?*
TRY	*How will you help your clients out in a low risk way?*
BUY	*How will you enable your clients to buy your programs & services?*
REPEAT	*How will you encourage your clients to continue working with you?*
REFER	*How will you enable your clients to refer you to others?*

** This table outlines the Marketing Hourglass strategy which was created & trademarked by Duct Tape Marketing.*

4. How Will Your Marketing Strategy Work in Real Life?

Now it's time to write out how your marketing strategy will work in the real world – and then consider the foundational materials, tools, technology and resources you'll need to make it happen.

Here's how my marketing strategy will work in the real world:

I will need these foundational materials, tools, technology & resources to make it happen:

5. How Will You Manage Your Marketing Day-to-Day?

Now that you know what your marketing strategy looks like, and have a plan to bring it to life in the real world, it's time to consider what you will do on a daily, weekly or monthly basis to manage your marketing.

Here's what I will do on a daily, weekly & monthly basis to market my business:

Need more help?

If you're ready to create your first marketing strategy as a new coach or heart-centered entrepreneur, I'm here to help!

1. Sign-up for one of my low-cost Marketing Strategy Workshops:

Love Your Marketing Group Workshop
Learn More at:
www.lovewhatyoudoagain.com/marketing-workshop

2. Get One-on-One Support:

Love Your Marketing One-on-One Coaching
Learn More at:
www.lovewhatyoudoagain.com/marketing-strategy

3. You can also learn more about how to create your marketing strategy in my recent article on The Marketing Hourglass™.

STEP 7

Know How to be an Ergonomic Entrepreneur

IS RUNNING YOUR BUSINESS ENERGIZING OR EXHAUSTING?

Have you considered what it takes to keep motivated & align who you are with your day-to-day business?

If you're like most passionate solopreneurs I know, you didn't wake up one day and think, "I want to be an entrepreneur and run my own business".

More likely, you were in a regular job and felt a sense that you were supposed to be doing something more, something different – and the only way to do that was to launch your own business.

You likely enjoyed the idea of working for yourself because you could set your own hours and not have to answer to anyone. But all the rest of running a business and being an entrepreneur was a bit of an enigma.

And the reality is, as a passionate solopreneur, *how* you run your business is just as important as the business itself. But many new solopreneurs simply don't think through exactly what they need to do to run their businesses every day, *let alone how to set up their business is a way that works best for them.*

So instead of running your business the way it was done in your last career, or the way someone else told you to, why not think out exactly how you want to run your business so you can feel in flow and energized every day?

Here are some questions to ask yourself:

- *Have you set up all of your core business systems?*
- *Have you thought through all the aspects of being an entrepreneur?*
- *Have you connected who you are and how you work best to running your business on a day-to-day basis?*

Your Questions

1. Business Systems

There are three key business systems that most passionate solopreneurs need to have in place. These systems may be highly technical and automated or super grass roots and simple. The important thing is that you've given them some thought and know what you're going to do.

- *A Buying System*

Here's my step-by-step process that outlines how my clients can purchase my programs & services, and what happens after they purchase:

- *A Fulfillment System*

Here's my step-by-step process outlining how my programs & services are delivered to my clients::

- *Management Systems:*

Here are the accounting or other management systems I need to have in place to run my business:

2. Self Leadership:

Here's how I'm going to lead, motivate & inspire myself:

Here's how I'm going to deal with challenges & setbacks:

Here's how I'm going to celebrate successes:

3. Day-to-Day:

To run your business day-to-day, it's important to know how you're going to communicate with your clients & other stakeholders, have a realistic schedule that's in line with who you are & how you prefer to work, know when you'll be working, and on what, every day – and have clear boundaries in place.

Here's how I'm going to maintain ongoing & effective communication with my clients, partners & other key stakeholders:

Here's the realistic schedule I'm going to use to run my business:

There are many ways to run your business. When you align your business with who you are, you will feel energized and in flow.

Conclusion

NEXT STEPS

ABOUT NICOLE CROIZIER

Hi – I'm a Master Certified Marketing Consultant, Endorsed Soul's Calling Coach, Certified Equus Coach, and Martha Beck Coach Training Instructor for business & marketing. I spent more than 15 years in the corporate marketing world before partnering with the world's leading small business marketing brand and launching and running my own successful marketing consulting business, Corner Your Market. Today, I combine my expertise in marketing & business with life & equus coaching to help frustrated passionate solopreneurs become Ergonomic Entrepreneurs – and connect who they are to businesses they love. Visit my website at www.lovewhatyoudoagain.com.

I help passionate solopreneurs love what they do by connecting who they are to businesses & marketing systems they love.

Next Steps?

You've finished the eBook, and know what you need to do to transition from your career to a business that you love. But you don't want to do it alone, or you keep getting stuck – and you need more help.

That's where I come in! I help passionate solopreneurs like you navigate the ups and downs of the first few years of business – so you can get unstuck, connect who you are to a business you love, and eventually leave that soul sucking career or "good enough" job behind forever.

The best way to move forward, right now, is to sign up for a free mini-session:

Free Mini-Session
www.lovewhatyoudoagain.com

In this 20-minute session, we'll identify exactly where you're stuck in your business and the right next steps you need to move forward and design, market or run a passion-based business you love – because it's completely in line with who you are & how you work best.

For More Information Visit:
www.lovewhatyoudoagain.com

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Are You Ready to Find & Do Your Soul's Calling?

The first step in building a business you love is really getting clear on your purpose, soul's niche & the focus for your business.

Join me & Master Coach Instructor Bev Barnes for Unlock Your Soul's Calling – an intensive course for life coaches:

Learn More

www.soulscallingacademy.com/p/unlock-your-souls-calling