



Entrepreneurs Starter Kit

MAKERS

THE

MAP

Idea to Liftoff Starter Kit

I love teaching entrepreneurs! For the past few years I have had the pleasure of teaching creative entrepreneurs how to build their businesses from scratch or grow their businesses.

How did I get to that point? Well for starters, I had to start with the idea that started everything years ago.

I had to lift off my idea. But back then I had no idea how to do any of the things. I had ZERO clue what I was doing. Over the years it has been in my foresight to help those who are like I once was, lost, confused, unsure, limited resources, limited technical skills and ZERO audience. Did I mention that I was too broke to even start?

So how do I teach creative entrepreneurs? I connect on socials, I teach live, I created a coaching vault, I teach through my courses, I teach through several ways.

I started from the bottom, in the trenches! So, I get you! I get you all too well.



This is why I created this Starter Kit! It was the one tool I wish I had when I started taking action with my business idea.

I am so extra excited and proud of you for arriving here because that means you want to take action!

My name is Amber Strong. I am a DIY Blogger and a business coach. I teach entrepreneurs how to build a business, make more money doing what they love without sacrificing it all to do so.

I am honored that you are here!
Let's Get Started!

Idea to Liftoff Starter Kit

So you have an idea, or already started as a hobbyist and now you want to discover how to make it legit! Welcome to the idea to liftoff starter kit. You are 100% in the right place!



**DON'T LET THE
FEAR OF
THE UNKNOWN
STOP YOU
FROM GOING
FORWARD!**

Listen, I know that as you begin reading this you are probably getting butterflies in your stomach! Super nervous that you are actually doing the things to move you in to the place you were mean't to go.

Every LEGIT business operates that way! But how? How can you be taken more serious? Make more money? Get more customers? and Live the life you want?

By having to tools to help you lift off and make it happen!

Some of the things we will cover will overwhelm you but most often that happens when we are unfamiliar. But I PROMISE as you discover what you need to do, you will take quick action and see that it wasn't actually all that hard!

Don't underestimate yourself. You can do it.

Throughout this ebook you will learn the key things that I have put together as a successful entrepreneur myself that you just must know.

Without taking action, you're holding everything back

Idea to Liftoff Starter Kit

What's covered inside this starter kit?

Let's take a look!

1. S.O.A.R
2. Purpose, Passion, Niche
3. Discovering your Strengths and Weaknesses
4. THE LEGAL STUFF
5. Product and the Offer
6. Who is your Who? Ideal Customer
7. Get Found
8. Business Plan
9. Get Unstuck
10. New Strategies
11. Marketing 101
12. How to start FOR FREE
13. Get a coach!



Quick Checklist:

Business Name:

Business Structure:

Registered?

Bank Account?

ONLINE:

Website:

Facebook:

Pinterest:

Instagram:

Youtube:

Idea to Liftoff Starter Kit

What's in a name??

Naming your business is the fun part, but you must be strategic in doing so! Sometimes, cute or extra detailed isn't always the best idea!

Remember that a stranger has just a few seconds to gather what your business is about merely by your name sometimes!

Let's cover some do's and don't-'s!



DO:

Easy to spell

Make sure you can get this name on socials and the DOMAIN

Ensure the name can grow with you. (trust me you will evolve)

Is it memorable? You want easy to remember.

Adding in words such as boutique or designs can be universal if you want a little extra

DON'T:

No Special Symbols or Characters

Cute sayings are cute but not BUSINESS TITLE worthy!

Hard to spell, or your last name is confusing consider alternatives

Industry specific words, steer clear of those

NO location details in your name. What if you move?

Don't use a name that many others have 100 variations of. Get creative



Ready to S.O.A.R?

Deciding where to start is easier than you think!

One of the things that we never lack as business owners is ideas we have lots of them! We have tons of ideas, but what do we do when we are just not sure which idea to focus on? Go with me for a sec! Imagine each idea you have is a different bridge your building to get to the other side in your business. We easily get caught up in building many bridges only to find out we are half way building many bridges all at once rather than focusing on building the one bridge that will get us across in our business quicker so that we can SOAR!

Often times we have the best intentions but we absolutely lack the strategies to implement the ideas and the time needed to make them happen and build the right bridge!

I put together a quick worksheet to help you S.O.A.R. I am going to talk about each of the letters here and help you decide on which idea and the goals you need to set that will be the most relevant for you and your business. My goal through this is to help you set those goals and decide on the "bridge" that you will be building

Ready to S.O.A.R?

S

SPEAK IT!

Say it out loud! Verbalizing your ideas and plans helps you decide!

One of the things that helps us connect is hearing and seeing. By saying things out loud you are able to connect on a deeper level in moving forward with that idea.

O

OUTLOOK! Forecast your idea.

When you have a few ideas to go off of for a business, next you want to forecast the future of that idea/business. Can you build a sustainable business around this idea? Example: Does this idea have a demand in the market?

Attain it!

Now that you have your idea narrowed down further, it is time to consider how you will attain this idea. In order to attain certain business models you might be required to have certain resources and skills to implement the business idea.

A

Ready!

Once you have all the logical aspects set in place you are ready to move forward and lift it off. This is important You will need to take the leap to execute and start building that bridge to the other side of the business idea.

R



Establish the plan! Worksheet!

Q

INITIAL IDEA/Bridge to lifting off! SPEAK IT!

Write the ideas you have in mind! Then say them out loud until you connect with a few and then narrow down further!

A

Write them here:

Q

What is the potential forecast outlook for this?

Who is your potential customer through this idea? Will you be going at this alone or with someone? Why do you think this idea is sustainable?

A

Your answers here:



Establish the plan! Worksheet!

Q

How will you go about attaining this idea? What are your goals? How do you plan to measure the progress? What added resources do you need for this idea? What added experience will you need? Will this require financial commitments?

A

Write them here:

Q

Ready to execute the idea? Lift it off to SOAR? Evaluate if this is realistic and when would you lift off your idea? Are you ready to make it public and take action?

A

Your answers here:

LET'S GET SERIOUS!

TIME TO DRAFT IT UP!

Take some time to make the final plan to take action in your business idea! The deeper details of business ownership will be an ongoing process that you will obtain through out business ownership. This worksheet helps you lock down all those ideas and decide what is the right fit for you and your business

FINAL DRAFT!



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Discover your purpose, passion and niche

Before you start you need to know where!

This worksheet/guide will help you hone in on what your purpose, passion and niche is! I know that as humans we are distracted by all the bright shiny and flashy lights things! It is very important that you establish your the essentials of your core before you start! Remember that as you and your business grows you and your business may pivot and that is normal. But when you are starting out and have so many things distracting you and you are just not sure where to settle, my guide here should help you identify where to dig deep to begin! This pairs up with the S.O.A.R. Worksheet!



DISCOVER YOUR PURPOSE PASSION AND NICHE

Start Here:

Make a list of all the areas in which you have knowledge and expertise:

Use these areas to stimulate your thought process:

Job Positions - (Current and Past)What industries have you worked in?

What interests do you have?

What life or work situations/challenges have impacted your life?

What do you consider your most central beliefs: about you, about others, about the world, about what is possible?

What dreams do you have for yourself?

What do you consider to be your core values?

What are you most passionate about? What would your ideal dream job be?

Now, with all of these key questions answered, what stands out for you?

What speaks most to your passion?

What group of people or type of person do you most envision yourself working with? (I have another worksheet to help you establish your ideal customer)

What gender are they and what age group??

What background do they have - career, life or otherwise?

Situational Background: What situations or challenges are your prospects most typically encountering?

What is the dream or typical goal(s) for the people you described above?

Now, using the above information, write your niche statement following the below template:

I want to help {insert type of person - age/gender/profession/etc} who are experiencing {insert common situations they face or pain point} and want to {insert type of change they'll be making or solution to pain point} and by doing so they will achieve {insert their dream or goal or outcome you will offer}.

I want to help who are experiencing _____ and I want to _____ and by doing _____ so they will achieve _____ .

This will be your statement when asked

NOW Put Yourself In the Mind of Your Ideal Client:

Ask yourself:

If you could receive training/product around a topic/industry/item within your niche, what would it be?

What would you be expecting?

Why would you pay for that training/product offered??

Once you have **started** to identified your ideal client, you have possibly met them, you have possibly engaged in a conversation with them:

What benefits will you tell them that they will receive from working/purchasing with you?

What is the process you will use with your client that sets you apart??

How would you position yourself an expert in this niche?

Are you willing to stay the course with this niche?

What would you forecast for the future of this niche?

Are you willing to shift your operations and approach as your niche shifts and evolves?

Are you willing to fully invest you in this niche?

MY NICHE IS:



DISCOVER YOUR PURPOSE PASSION AND NICHE

Finish Here:

As a new business owner or an established business owner, sometimes what keeps you from starting or getting unstuck is you have not truly identified your passion, purpose and niche. This worksheet will help you dig deeper in "What it is you will actually do".

Niche's will vary! If you are still lost and not sure how to find your niche this might help you go back to the beginning and go through this worksheet/guide again.

What is a NICHE?

- 1) a comfortable or suitable position in life or employment
- 2) a small but profitable segment of a market suitable for focused attention by a marketer or creator. Niches do not exist by themselves, but are created by identifying needs or wants that are not being addressed by competitors, and by offering products that satisfy them.
- 3) a specific spot in the vast majority of industries/services that are narrowed to a specific pain point.

If you need to go back and go through this again that is ok. You must start here and move forward!

I hope that this worksheet/guide was extremely helpful in you finding your business niche! Good luck friends!

XOXO-AMBER



Strengths and Weaknesses

This guide will help you discover your strengths and weaknesses!

Take a look at these examples below and make your own conclusion of what your weaknesses are:

- **Not taking criticism well**
- **Impatient**
- **Lazy**
- **Easily bored**
- **Procrastinate**
- **Persistent**
- **Takes things personally**
- **Strong willed**
- **Passive**
- **Does not like conflict**
- **Shy**
- **Lethargic**
- **Long-term planning**
- **Strict**
- **Short-sighted**
- **Selfish**
- **Focusing on small details**
- **Takes blame for others**
- **Being straight forward**
- **Greedy**
- **Delegating tasks**
- **Needs to be right**
- **Stubborn**
- **Multitasking**
- **Allows emotions to show**
- **Blunt**
- **Presenting**
- **Impulsive**
- **Bossy**
- **Takes on too much**
- **Follow-ups**
- **Aggressive**
- **Likes to take risks**
- **Critical of others**
- **Passive**
- **Works too much**
- **Perfectionist**
- **Fearful**
- **Self-critical**
- **Trouble with teams**
- **Close-minded**
- **Unorganized**
- **Does not like pressure**

List your weaknesses below:

Take a look at this examples below and make your own conclusion of what your strengths are:

- **Team Player**
- **Great Communication**
- **Leadership Experience**
- **Writing Skills**
- **Follows Directions Well**
- **Analytical**
- **Computer Skills**
- **Time Management**
- **Client Relations**
- **Problem Solving**

- **Motivational**
- **Effective Listener**
- **Negotiation Skills**
- **Excellent Presenter**
- **Well Organized**
- **Bi-Lingual**
- **Great Planner**
- **Able to Delegate**
- **Detail Oriented**
- **Interpersonal Skills**

- **Ambitious**
- **Authentic**
- **Caring**
- **Creative**
- **Dedicated**
- **Enthusiastic**

- **Flexible**
- **Honest**
- **Integrity**
- **Logical**
- **Motivated**
- **Optimistic**

- **Open Minded**
- **Persistent**
- **Responsible**
- **Self Controlled**
- **Trustworthy**
- **Versatile**

- **Accounting**
- **Marketing**
- **Finance**
- **Managerial**
- **Drafting/Design**
- **Artistic**
- **Medicine**
- **Aerospace**
- **Engineering**

- **Web Design**
- **Carpentry**
- **Product Development**
- **Startup Knowledge**
- **Legal**
- **Teaching**
- **Mathematics**
- **Photography**
- **Computer Science**

- **Biology**
- **Architecture**
- **Civil Engineering**
- **Nursing**
- **Philosophy**
- **Politics**
- **Social Media**
- **Contract Services**
- **Product Design**

List your strengths below:

Take a look at this examples below and make your own conclusion of what your strengths are:

3-Step Answer System

Strengths

Step 1: Find and understand your top 3 strengths.

Step2: Craft job specific answers relating to your strengths.

Step 3: Describe how the company will benefit from your strengths.

Weaknesses

Step 1: Show you were aware of a weakness.

Step 2: Explain how you worked on improving the weaknesses and expand on the question.

Step 3: Relate your improvements to a way the company can benefit.

NOTES

As a business owner and the CEO of your own company you must be able to establish the strengths and weaknesses not only within you but your potential staff! Knowing how to operate in your strengths will set you and your business on a forward motion that will create a lasting difference and success for the future and growth.

I hope that you were able to take away a better recognition of your strengths and weaknesses!

XOXO Amber



The Product and The Offer

Why the product and offer matter!

When you're starting a business or growing one it is very important to know the product and the offer. Many times business owners do not realize that what you are actually selling matters. Why? If you know your ideal customer then you know what they want. If you have not discovered the "WHO" you are selling to then your product or offer will not matter.

I have a few things for you to consider when deciding what the product will be and how you will stand out in your offer. Remember in business your goal is to work smarter. The way to work smarter is to listen to what your customer is asking for and understanding the trends of retail or service based markets. Often times we get in the way of what our customer wants.

In this guide I am going to give you some things to consider and strategies you can use.



Take the Flash Class Next!

[GET ACCESS HERE!](#)



Example: If you are in the clothing industry and your customers are asking for more sun dresses and you are consistently ordering and restocking the items that are the cheapest and most affordable for you and yet those items are not selling, or just filling space (not sun dresses) if you listen to your customer and offer a few sun dress styles even though they might be a little more upfront cost, your customer is wanting to buy those things.

Example: If you are in the online space offering a service and you are not getting clients to book with you, look at what they are asking for. If you are experienced in that and might not necessarily want to offer it, Consider offering that service for a special time, decide then how to move forward.

Example: If you are a handmade seller/creator consider what you are currently or plan to offer. If what you are currently offering has had plenty of love shown but no sales consider asking your customer why, listen to what they are asking for. Pop on a few of your customers profiles and have a look inside their home. How many people are the customer of what you have to offer? If your painting blue and they are more toward the grey's maybe you need to listen to what will pay the bills. Do the grey's and put your spin on it.

Example: You have a retail store and you have product ordered wholesale that isn't moving let's say candles, if they are not moving clearance those out, and re-invest double in what is selling out.



Those are just a few examples! Believe it or not your product will change! Retail consistently changes, services change. Why? Because needs and trends change!

Let's talk about your offer!

Part of getting your product sold requires having an offer that hooks.

Knowing how to pitch your product to potential customers is leading in solving the pain point they just might be having.

What is a pain point? That is the problem. Identify the problem and now offer the solution with your offer of your product or service

Becoming good at understanding your customers pain points helps you know how to move forward. Not sure what they are? ASK THEM!

Here are 4 things you can do right now to help you discover your product and your offer.

1. Offer 10 product discovery calls/consultations to your customer. These short and quick calls will help you narrow down things because you are polling your current customers. If you are in the home decor/furniture industry. Some of your questions during your calls could be. What is your ideal style? Do you buy for aesthetics/what people see? or Do you buy for functionality or both? Are you bold in your home or not sure? Is there a product line, or style you are drawn to? All of these questions are data to help you validate what your product offers will be. I



Sometimes we just need to get out of our own way and discover who we are actually serving. Ideally we are not our own customers. Most often we do create our businesses to serve our own needs but in the end is that sustainable and viable business?

Give some of these ideas a try to help you discover your product and the offer you will present!



Ready to Launch?
Ready to Grow?
Ready to Make Money?

I teach you the "how", "what", "when" and remind you "why" you're doing this!

Join NOW

One Time Fee Access!

#hobbytoceo Business Coaching You Can Count On #hobbytoceo



Who am I selling to anyways?

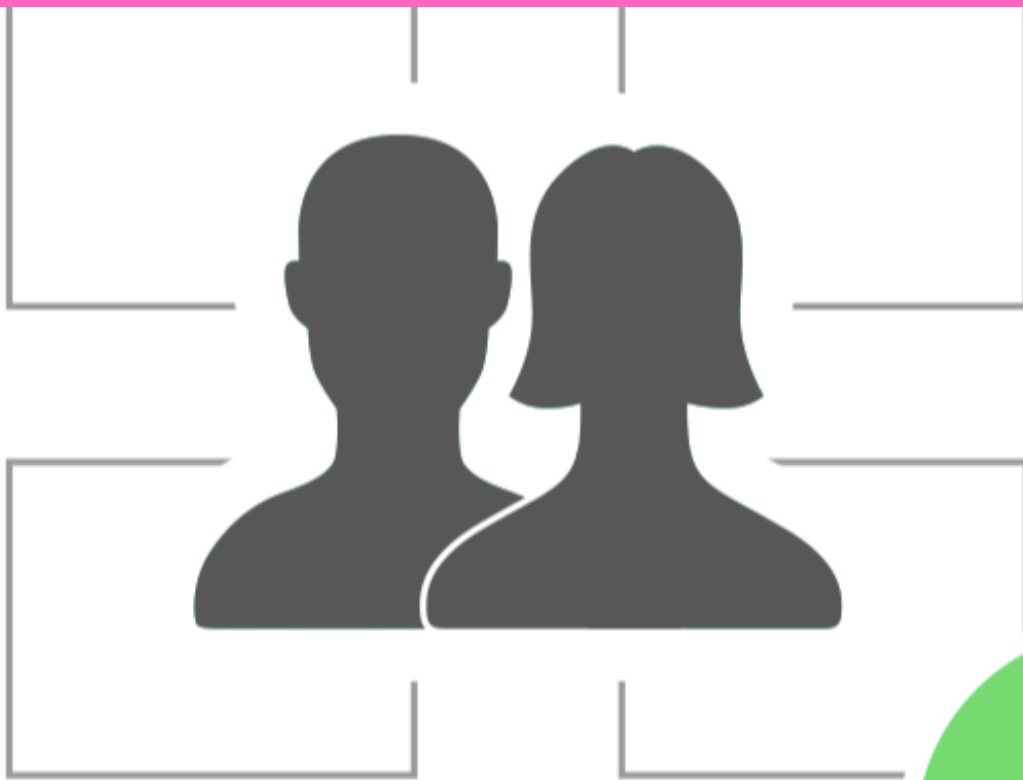
You know that is a good question!

Product/Service -----> Customer <----- Product/Service

The way to a successful business is knowing your ideal customer!

Listen, I can not tell you who that is. But I can help you figure out who they are.

Through this worksheet you are going to begin to narrow down who your customer is. Remember as your product changes so will your customer. So re-evaluate as often as you need to!




WHO is your WHO?

The first steps in establishing your customer base is knowing WHO they are! I know it seems like a ton of work! But I promise you this, you WILL want to know who you are selling to! This not only helps you discover who is the fit for your product but how to target them with ads when you begin your marketing campaigns. If you are struggling with this part of your business planning consider hiring a VA to help you with this part. Often times you can assign this to someone on the outside who can do some of the research for you. If you need a recommendation for a VA reach out to me.

CUSTOMER AVATAR WORKSHEET

Company/Product Name:

GOALS AND VALUES Goals: Values:	Name: Age: Gender: Marital Status: #/Age of Children: Location:	CHALLENGES & PAIN POINTS Challenges: Pain points:
SOURCES OF INFORMATION Books: Magazines: Blogs/Websites: Conferences: Gurus: Other:	Quote: Occupation: Job Title: Annual Income: Level of Education: Other:	OBJECTIONS & ROLES Possible Objections: Role in the Purchase Process:



Use the worksheet above to fill out your idea customer. This will help you fully understand where your business is going to go. Without a customer your business can not sustain!

By doing this very important exercise it will impact virtually every aspect of your marketing and sales process that is key in knowing who your selling to but this also includes the following:

Content Marketing – What blog posts, videos, podcasts, Lead Magnets, etc. should you create to attract and convert your customer?

Paid Traffic – Which ad platforms should you buy traffic from and what targeting options should you use? Is your customer primarily on socials?

Product Creation – What solutions is your customer searching for?

Copywriting – How should you describe offers in your email marketing, ads and sales letters in a way that compels your customer to buy?

Email Marketing – Which customer should receive a specific email marketing campaign? How do they tend to process? Also, Text, Visuals or Both?

Looking at some of those things you are probably wondering is this all really required? Well understand this. After all, it's a person that buys our products and services. It pays to get clear on the characteristics of that person, so you can find and present them with a message that moves them to action to hand over their cash!.

Let's look at an example customer...

GOALS AND VALUES

Goals:

Eric wants to...

- Increase agency business
- Increase the capabilities of his team
- Scale his business

Values:

Eric is committed to...

- Professional Development
- Providing value for his clients
- Using "white hat" marketing principles

I went out on a limb here because so many examples I can personally give are female driven and typically in the creative space! So Eric seemed like a good example to put things in perspective.

I talked about product and the offer in a different free takeaway so go grab that freebie as well. But here we are discovering our ideal customer and how to find them so I wanted to start with the goals and values of your ideal customer first. You know your product but how do you find the buyer?

Make note of the goals and values that are relevant to the products and services you offer. You'll use this information to drive product creation or re-creation, copywriting, content marketing and email marketing as well as getting in the mind of your customer.

Now let's dig deeper into the details of your ideal customer. Listen you need to know this in order to understand the WHO! Customers want us to know them, or at least understand them.

Demographic Information

Name: Agency Eric	Quote: "I surround myself with people smarter than me."
Age: 40	Occupation: Digital Marketing
Gender: Male	Job Title: CEO/Founder
Marital Status: Married	Annual Income: \$150,000
#/Age of Children: 2 (Age 8 & 10)	Level of Education: College Graduate
Location: Orlando, FL	

Once you do this a few times you begin to understand WHO. It is no longer a mystery of why are people not buying my things. Well now you know who you are selling to. IF at that point your products are not selling this is where you would dig deeper and find out from them what the hold up is. You can not listen to your ideal audience if you are unsure WHO they are and what their PAIN POINTS ARE!

Alright back to ERIC! So, We know, for example, that Agency Eric is interested in "increasing the capabilities of his team."

As a result, we could draft an email to this customer base that promotes your Content Marketing certification services with the subject line:
Need Content Marketing training? OH, That should get Eric's attention.

See where I am going with this! You are here because I targeted you! I discovered who my customer is and I am aware of your pain point and I am offering you a product/solution/service.

Remember by applying the demographic aspect of information to the forefront you will bring your customer to life. You can begin to really see who this person is. While the usual demographics are critical, the exercise of filling in the 'Quote' field can be particularly helpful to "get inside the head" of your ideal customer. The demographics are another useful part of the "Ideal Customer" when choosing targeting options in ad platforms like Facebook. Because you want well performing ads

I have talked a lot about pain points. This 100% matters! So back to ERIC!

CHALLENGES & PAIN POINTS

Challenges:

Eric is challenged with...

- Scaling his agency business
- Finding, training, and retaining top marketing talent
- Keeping his marketing skills sharp while being CEO

Pain points:

Eric's pain points are...

- Fear of losing business to competitors
- Fear of his agency falling behind in the digital marketing scene

Alright let's imagine for example we are drafting up a sales letter to ERIC! This is of course after serving Eric and giving him some free intentional value! Why? Because we care about ERIC and we care about what we do!

Ok, the sales letter should include copy like...

Are you tired of losing proposals simply because you don't offer Content Marketing services to your clients? Why not certify your team with MadeUpName's Content Marketing Mastery Course and Certification?

An email copy like that WILL get a response from Eric because it is specific to one of his pain points. AM I RIGHT?

And now Eric is feeling like we are inside his head! He is blown away that you knew exactly what he was in need of.

This exercise is to get you to think. WHO IS YOUR WHO???

OBJECTIONS & ROLES

Possible Objections:

- Does the training fit an existing service or new service he can offer to his clients?
- How long he and his team members will be "out of pocket" doing the training?

Role in the Purchase Process:

Eric is the decision maker. He buys digital marketing training to keep himself and his team sharp. He's not worried about the price point if he knows the training will give him and his team an edge in the marketplace.

Why would your customer choose NOT to buy your product or service? These are called “objections” and they must be addressed in your evaluating, strategies and marketing. Fill in your own questions but I am going to stick with ERIC on this one!

Alright more examples, if we know now that Eric is concerned with the amount of time his team members will be “out of pocket” to receive the certification, we might send an email with a subject line like...


Content Marketing Certified (In one business day)

You must also determine your customer's role in the purchasing process. Are they the primary decision maker? Are they a decision influencer? Are they the action taker? Do they need to cut time and move forward?

Part of Understanding your ideal customers decision making process is 100% paramount to the success of your product marketing and sales campaigns. Because after all this is how you will make money! Listen, no one just KNOWS you exist! You have to become discoverable. You do this by knowing WHO you are targeting as your customer. This is especially important if you are just starting out.

CUSTOMER AVATAR WORKSHEET

Company/Product Name:

<p>GOALS AND VALUES</p> <p>Goals:</p> <p>Values:</p>	<p>Name:</p> <p>Age:</p> <p>Gender:</p> <p>Marital Status:</p> <p>#/Age of Children:</p> <p>Location:</p>	<p>CHALLENGES & PAIN POINTS</p> <p>Challenges:</p> <p>Pain points:</p>
		
<p>SOURCES OF INFORMATION</p> <p>Books:</p> <p>Magazines:</p> <p>Blogs/Websites:</p> <p>Conferences:</p> <p>Gurus:</p> <p>Other:</p>	<p>Quote:</p> <p>Occupation:</p> <p>Job Title:</p> <p>Annual Income:</p> <p>Level of Education:</p> <p>Other:</p>	<p>OBJECTIONS & ROLES</p> <p>Possible Objections:</p> <p>Role in the Purchase Process:</p>

Alright friends, NOW YOU are armed with the knowledge in this value paced resource, and you're ready to put it to work for your business! But why stop here? If you're looking to kick it up a notch and become a better business owner consider working with me. There are a few ways we can do that. Just head over to [The Maker's Map Website](#) and take a look at your options. Looking for one of my courses you can find all of those right here!

My hope is that this was extremely helpful in allowing you to evaluate where to start or to figure out what has you stuck and it just might have been WHO you have been trying to sell to all along!

Good luck! I am excited to see you take charge of your business and do great big things!

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BUSINESS COACHING YOU
CAN COUNT ON

ONE TIME FEE <



I hope that this starter kit is helping you move forward at this point in the big decisions of business ownership! But If you are looking to go deeper the consider my coaching vault! You can learn more on [my website right here](#).



Included:

HOW TO
ATTRACT
YOUR FIRST
100, 1000 AND SO
ON SUPER
PEOPLE AND

#hobbytoceo

Business Coaching You Can Count On



No one just knows!

We all think we are extra special and our product and service is just so good that everyone should know all about us. But the truth is we are just not that special!

No one just knows people! They don't! I learned this the extra hard way!

When I opened my first store. I worked my tail off night and day! I thought "oh this is going to be so good EVERYONE is gonna just love it" HAHA! Wow, was I wrong. While those who already followed me loved it and the random stragglers loved it, EVERYONE DIDN'T! Everyone couldn't love it! Because not everyone knew.

I assumed that because a little over 2k people had followed along on facebook, and that I had opened a store of MY OWN that was in a small shopping plaza that, that was enough in fact to lead to my customers discovering me and our amazing products. Listen I was dead wrong. My tiny following just wasn't thinking about me everyday! Wondering oh I bet that one girl opened a store, let me go look. NO!



Look at it like this....

Your customer is looking for your product but they most likely are not looking for you! So how do you fix that? Well you must tell them! Created the biggest buzz and put your self smack dab in the middle of the road!

Yeah, I get it. You suck at marketing! Well guess what you better figure that mess out! The reason why I decided to share this take away with you is because this is one of the biggest complaints I hear.

In many of my private coaching sessions one of the #1 things that is asked is how do i get more followers or how do I get more foot traffic. My answer is always the same. Google you. Are you there? Second, Google what you offer and your city.

Yeah that is probably part of the problem. Where do you go when you're looking for a product or service? Google or maybe even Facebook. Did you know that Facebook is right up there with Google in terms of people searching? **GET ON GOOGLE NOW!**

ARE YOU DISCOVERABLE? Work on this! Consider **using SEO keywords** to boost your discoverability. Be sure that you use key words in your facebook about section. This will help you get more eye balls and feet walking into your locations.



Ready to Launch?
Ready to Grow?
Ready to Make Money?

I teach you the "how", "what", "when" and remind you "why" you're doing this!

Join NOW

One Time Fee Access!

#hobbytoceo Business Coaching You Can Count On #hobbytoceo

Look at you! You have come so far! This starter kit is packed full of ALL the things to get you started! Did you know that this starter kit is all the free trainings that was taught inside my Free Masterclass and I GROUPED IT ALL TOGETHER JUST FOR YOU!?! YEP!

A whole community of people just like you are in my FREE Grow Your Business Grow Your Impact facebook group! If you want in I think you would love to see the #replay's from the LIVE video trainings **GET IN HERE!**

If you have not yet signed up for the COACHING VAULT then please consider doing so! I think that it will be the biggest asset you will invest in for your business.

[TELL ME MORE ABOUT THE COACHING VAULT!](#)





The Business Plan is the crucial part of business!

This will probably seem like a foreign language to you but if you are a legit business owner you will 100% need a plan! A BUSINESS PLAN! This take away is in no way my end all be all of business plans. I recommend that you seek out professional consulting in creating your plan. But if you can not afford that just yet (you still need to do this when you can afford it) I created this helpful tool to help you start.

In this starter kit I've laid out the basic starting points of business ownership. We have talked about mindset, finding your passion, your product, your customer, how to get found, and so much more. Part of this starter kit absolutely includes looking at yourself as a business owner. Getting focused and understanding not only where to start but how to get unstuck if you have already started. Having a business plan will help you take action on all these levels.

Below you will find an example of a business plan. Again, it is merely an example. You will need to create your own and I have a blank copy for you to take away as well.

As you begin to establish your business plan you will understand why as business owners both large and small we must have a course of action and plan in place and take our business very seriously.

THE BUSINESS PLAN

The first steps to becoming the CEO of your business!

#HOBBYTOCEO

YOU GOT THIS Coaching and Consulting Business Plan

Amber Strong, Owner
Created on April 1st 2019

Executive Summary

Product

YOU GOT THIS Coaching and Consulting provides consultation services to small- and medium-sized companies. Our services include office management and business process reengineering to improve efficiency and reduce administrative costs.

Customers

The target audience for YOU GOT THIS Coaching and Consulting is business owners, human resources directors, program managers, presidents, or CEOs with 5 to 500 employees who want to increase productivity and reduce overhead costs. Specifically, we specialize in consulting white collar executives on office processes such as job tracking, production, getting the most out of meetings, leadership, financial or hiring best practices, and other needs relevant to potential customers who serve in a management role within small or large organizations that may be bogged down by processes, bureaucracy, or technical experts with little leadership experience.

Future of the Company

Consulting is a fast-paced, evolving industry. In response to this climate, YOU GOT THIS Coaching and Consulting will offer other services, including facilitation and requirements analysis in the future.

THE BUSINESS PLAN

The first steps to becoming the CEO of your business!

Company Description

Mission Statement

To provide quality services to our clients that will help their companies prosper and grow.

Principal Members

Amber Strong – owner, primary consultant

Made Up Person – business manager/marketing/sales

Made Up Person – account manager

Legal Structure

You Got This Coaching and Consulting is an S Corporation, incorporated in Savannah, GA.

Market Research

Industry

You Got This Coaching and Consulting will join the office management and business process improvement consulting industry. Generally, larger consulting firms, such as Unknown Consulting, work with international corporations while smaller consulting firms work with both large corporations and smaller organizations, usually closer to home. Consulting firms structured like ours also have a history of working with local, state, and federal government agencies. The consulting industry is still recovering from the economic recession. It was hit hardest in 2009 when the industry shrank by 9.1%. However, as the economy has recovered, the industry is showing signs of growth especially with small and large businesses. A recent study stated that operations management consulting is projected to grow by 5.1% per year for the next several years. We plan place ourselves as a leader through consulting services.

THE BUSINESS PLAN

The first steps to becoming the CEO of your business!

Detailed Description of Customers

The target customers for You Got This Coaching and Consulting are business owners, human resources directors, program managers, presidents or CEOs with 1 to 500 employees who want to increase productivity and reduce overhead costs. Specifically, we specialize in consulting both blue collar and white collar executives on office processes such as job tracking, production, getting the most out of meetings, leadership, financial or hiring best practices, and other needs relevant to potential customers who serve in a management role within small or large organizations that may be bogged down by processes, bureaucracy, or technical experts with little leadership experience. To capitalize on opportunities that are geographically close as we start and grow our business, You Got This Coaching and Consulting will specifically target executives within companies in the retail and creative services industries. This will allow us to take advantage of the company's close proximity to larger cities which serves the largest number of consumers.

Company Advantages

Because You Got This Coaching and Consulting provides services, as opposed to a product, our advantages are only as strong as our consultants. Aside from ensuring our team is flexible, fast, can provide expert advice and can work on short deadlines, we will take the following steps to support consulting services:

- Ensure account team members use our proprietary planning and reporting process to stay in touch with customers and keep them updated on projects
- Provide public speaking training for all consultants
- Develop close relationships with subcontractors who can support us in areas such as graphic design, to ensure materials and presentations are always clear and maintain a consistent brand
- We are a virtual company without a lot of overhead costs or strict corporate rules, which saves time, money and creates a flexible workplace for getting things done

THE BUSINESS PLAN

The first steps to becoming the CEO of your business!

Regulations

You Got This Coaching and Consulting must meet all Federal and state regulations concerning business consulting. Specifically, Code of Federal Regulations in Title 64, Parts 8753 and 4689.62, 65, and 74 and Title 86.7 of the Code of Georgia.

Service Line

Product/Service

Services Include:

- Business Process Reengineering Analysis
- Office Management Analysis
- On-Site Office Management Services
- Business Process Reengineering Facilitation
- Analytics
- Change Management
- Customer Relationship Management
- Financial Performance
- Operations Improvement
- Risk Management

Pricing Structure

You Got This Coaching and Consulting will offer its services at an hourly rate using the following labor categories and rates:

- Principal, \$150
- Account Executive, \$140
- Project Manager, \$135
- Project Coordinator, \$100
- Business Analyst, \$90
- Process Analyst, \$90
- Financial Analyst, \$85
- Technologist, \$75

Product Lifecycle

All services are ready to be offered to clients, pending approval of contracts.

THE BUSINESS PLAN

The first steps to becoming the CEO of your business!

Intellectual Property Rights

You Got This Coaching and Consulting is a trademarked name in the state of Georgia, and we have filed for protection of our proprietary processes and other intellectual property, such as our logo. We have also registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating one of our consultants.

Research and Development

The company is planning to conduct the following research and development:

- Create a custom technology solution for retailers and creative industries to help better track and scale their business.
- Determine the need for additional consulting services within our market related to tying improved processes to opportunities for increased sales and promotion to potential customers
- Find trends in software solutions that may provide potentially competitive automated services in order to ensure You Got This Coaching and Consulting continues to carefully carve its niche in the marketplace

THE BUSINESS PLAN

The first steps to becoming the CEO of your business!

Marketing & Sales

Growth Strategy

To grow the company, You Got This Coaching and Consulting will do the following:

- Network at retail and creative conferences
- Establish a company website that contains engaging multimedia content about our services
- As the business grows, advertise in publications that reach our target industries

Communicate with the Customer

You Got This Coaching and Consulting will communicate with its customers by:

- Meeting with local managers within targeted companies
- Using social media such as Twitter, YouTube, Facebook, and LinkedIn
- Providing contact information on the company website

How to Sell

Currently, the only person in charge of sales for You Got This Coaching and Consulting is the business manager, MADE UP PERSON. As profits increase, You Got This will look to add an employee to assist with accounts management/coordination as well as marketing. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending trade shows.



We all get stuck! But you don't gotta stay stuck

Getting Unstuck Worksheet

If you feel stuck or overwhelmed in your business or life then this exercise is for you! Sometimes we can get stuck when we focus on everything that could go wrong, or focus on the tiny things that we explode in to bigger things that really are not what has us stuck!

Sometimes we get overwhelmed simply by worrying about everything to do on the road ahead and we shut down! This is when we need to build a bridge. You don't need to see the other side, you just need to see your first 3 steps ahead of you!

Once you have taken those 3 steps, you will be able to see the next 3 steps, and so on. Simple but very effective! Being stuck has different appearances. So remember what someone else is stuck with you might not be, and vice versa!



GETTING UN-STUCK

Instructions

1. Simply answer the questions below, then complete the “no fail” action section to get you moving forward.
2. Use this exercise weekly or daily to maintain momentum or simply to get you moving forward every time you feel overwhelmed or stuck. Sometimes that can happen daily!
3. Don't think too hard, just trust and write down whatever comes into your mind IMMEDIATELY!

What at this moment do you see holding you back from (sales, followers, eye balls, growth, more time, starting, taking chances, investing)?

LIST THEM HERE:

If you were un-stuck, what is it that you would see?

Examples: email list growing, sales coming in, foot traffic, learning tech things, scale your time, more family time, more product available, website finished, active socials, stepping out of your comfort zone to do the things with no worry, consistent growth, revenue and profits growing, (add your own).

LIST THEM HERE:

What are some things you have avoided doing to get un-stuck? Have you been in your own way? If not, what tools, steps do you feel you need in order to move forward and get un-stuck?? Examples: Re-evaluate products? Re-evaluate business plan? Do the things you know would work but they are hard? Invest Money? Take classes/Hire Coach? Let go of what YOU think and listen to your customers? Not showing up as the BOSS in your business? Marketing? (add your own)

LIST THEM HERE:

Now, LET'S GET SERIOUS!

Write down 3 THINGS YOU COULD 100% DO in the next week without fail that move you closer to being UN-STUCK!

Business ownership won't be easy, there is no elevator to the top, YOU MUST TAKE THE STAIRS! Alright, now listen.... They can be as small or as big as you like, but must be the thing you know is going to help you get one step closer to being un-stuck in the next week.

1st Action:

2nd Action:

3rd Action:

Now copy these onto a post -it-note or postcard and stick them on your fridge, your car, your desk or any place where you will be reminded often, until you have done them. Get up every day and work your business like a business.

Getting un-stuck starts in your head. EVALUATING the pain points and establishing solutions. If you are still unclear on the solution, consider a greater plan of action by hiring a business coach and strategist to help you.

Being stuck sometimes means you just might be in over your head and you need to scale back. Inside my Coaching Vault you have access to strategies and tips to help you uncover even more ways to get unstuck and implement things that actually move you forward! **Want in? You can check it out here.**

The steps to getting un-stuck start here, with these questions I have asked you. To move forward you will need to do something different. Repeat this worksheet often to help you move forward in your business.

XOXO- Amber

Stay The Course



Feeling like throwing in the towel?

Before you quit, give up on that thing you have worked so hard on remember this. THERE IS NO ELEVATOR TO THE TOP!

You will 100% need to take the stairs! Can you kickstart? Yes! Fast track? Yes! Skip the line? YES! Moving forward quicker still requires investment of your time and your money! KNOW THAT!

But when it gets hard remember why! Just when things were going great all the sudden bam! Falls flat! That is business ownership! So many guru's make it look so easy, like business ownership is just a cakewalk! LIES! All lies!

It isn't easy! You know that! Why? Because you are smart, you get it.... NOW! You are starting to realize that there is more to this show than just the first act! There is a whole script for act 2-1000! You must onboard yourself to stay the course! Try new things!

DON'T BE A BUSINESS DROP OUT!

I have quit many times! YES! I sure have. I do in fact think I quit last week! Heck, maybe it was this morning! But here I am back at it! Going forward!

This is normal! But allowing yourself to stay down and defeated is what will lead to you dropping out. The misconception that you're going to be the lucky one who just explodes overnight. PEOPLE that is a rarity! While we are all special in our own way let's face it, do you really want over night success? What is the failure rate in that? High!

Go through the race slowly! Learn every step. If you need to quit, then quit. If you need to walk away for a minute, do that! But get right back up! If this is what you know is in you, what you were called to do to move forward to the next thing and the next know that it will be a journey that you must stay the course on! Rinse and repeat, but when you repeat do something different!

DISCOVER NEW STRATEGIES! Don't get stuck in the spin cycle in your business!

When you feel like quitting or just need a listening ear, find a business buddy to connect with and have on stand by to help you clear your mind and maybe remind you why you started and have continued as you have.

ALWAYS keep learning!

Listen.

INVEST IN A COACH, INVEST IN CONTINUING EDUCATION! Stay current, relevant as a business owner. You do that, and that is what will keep you apart from those who are not!

Consider going through my ONE TIME FEE Hobby to CEO Coaching Vault! It is packed full of absolutely everything you need in your business.



#hobbytoceo
Paid Business Coaching Vault

ONE TIME FEE ACCESS

www.themakersmap.com/coachingvault



**Click the image above to learn more
about the Coaching Vault**

REMEMBER YOUR WHY!



Marketing 101

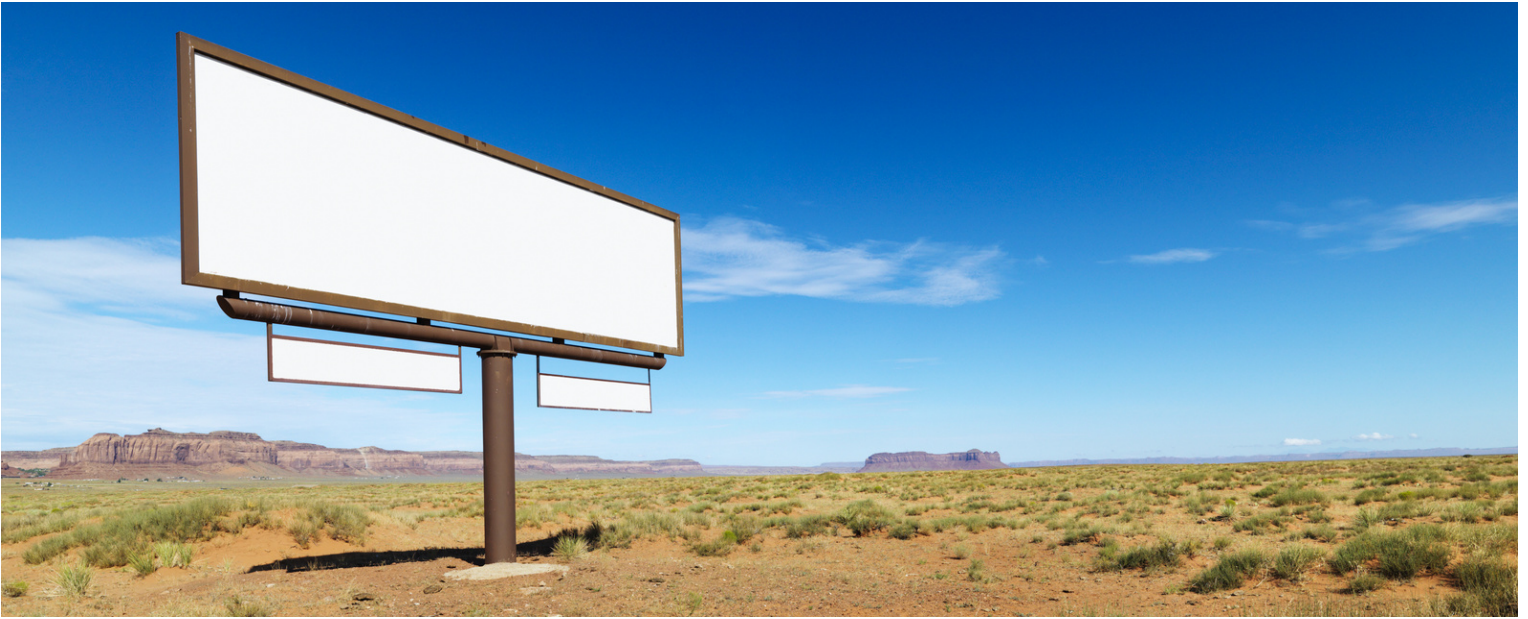
But, I'm not good at marketing!

Marketing your business is not a one time project! Remember that! Marketing your business is an ongoing process!

If you are struggling with marketing your business and have no clear strategies or tactics, here is what you must do! I am going to share just a few things to help you get started!

1. How do you shop? Where do you go to find what you are in need of? Whether it is a new mattress, a dress, a lawnmower, paint supplies, a contractor, or a simple dinner? How do you research where you will buy?
2. List the top 5 places that you could network to help your business become discovered. Sometimes posting one time on your facebook or Instagram page will not cut it! In fact I know it will not cut it!
3. Map out a quarterly event calendar and plan out your promotions. As a business owner you often times can not just do things on the fly! You must plan ahead. Marketing and Promotions take time to circulate. Not to mention your customer needs time to budget. Ask yourself do you budget for large purchases? Maybe you budget for small ones. Chances are so is your customer!

MARKETING 101



4. Get discovered! We already talked about getting on Google My Business. Now that you are there, update your photos, add a video to your listing. This is a free tool.

5. COUPONS! Sales drive buyers! Offer coupons a few weeks ahead good for XXXXX time listed. Prepare for this.

6. DO NOT STOP! After all the work you have done marketing, driving buyers in you might think wow! That worked and you back off. Remember what I said. Go back to the beginning. Marketing your business is an ongoing process! This goes for ONLINE BUSINESS AND IN PERSON AS WELL!

I always say, find someone rocking it and model what they are doing. Get creative! Look for fresh ideas. If you have a team of people in your business take time to brainstorm ideas for events, promotions, marketing campaigns. You must place yourself deep inside this aspect of your business. Otherwise you are simply spinning your wheels. Be careful not to market on a closed road! That means your efforts will not be good for return on the investment!

Use the next blank sheet to write out some marketing ideas to ponder on. Really put some effort into this part. You can have the greatest thing known to man but if no one knows..... well you can finish this sentence!

MARKETING 101

The LEGAL and Money STUFF!

There are many ways to structure your business. I will share just a few but remember to consult an attorney or accountant before you make the decision.

1. Sole Proprietor
2. Limited Liability Corporation (LLC)
3. S-Corp
4. C-Corp

I recommend you [take a look here to look](#) at the differences but again please consult with a legal specialist to help you decide.

Open up a business checking account. I highly recommend you keep your business and personal money separated. You can reach out to a local bank to discover what is required to get started.

Open up a paypal account.

Open up a stripe account.

Consider what is required for licensing in your city, county and state. Each of these will require different things from you.

Meet with an accountant. Having someone to keep your money right will help you if you ever get flagged with the IRS!

Because I am not a financial or legal expert I will keep this simple and clear. Reach out to a specialist in one of these areas to set your business up and get it legal!

MAKERS

THE
MAP

STARTING FREE METHOD

One of the things I take great pride in is finding SOLUTIONS to problems!

One problem you might have is this:

You want to start that new business, or you want a quick free way to generate some sales! Consider writing an ebook, or offering a tutorial. Pop them up for sale and start bringing in some revenue to help fund your bigger ideas!

A step forward is just that, a step forward!

I have a course that I created that I call the Canva Bundle course! It can be found in my Course University.

But I thought, why not offer ANOTHER freebie to you!

I love helping, while I can't give it ALL away for free I can give you little bites to take value from.

MY FREE CANVA Template Pack is just that!



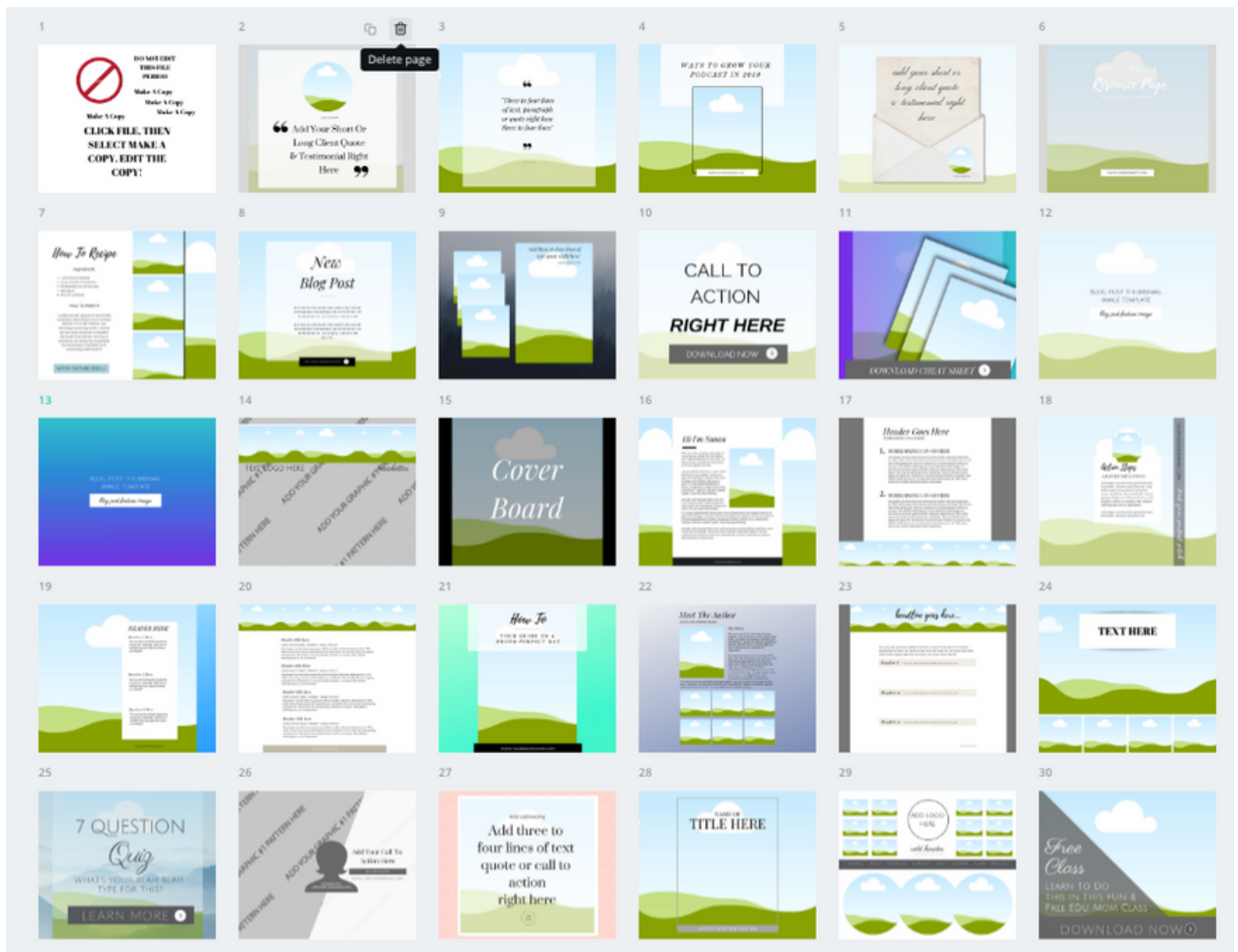
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