



BUSINESS ESSENTIALS

*Eight Essentials For Creating A Dream Business
Online That Helps People Around The World*



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Lesson One

What Does A Dream Business Look Like For You?

Where are you at in your journey to create a dream business that makes a difference in the lives of other people and makes a living for yourself?

- Maybe you've been thinking about starting a business for a long time, but you're afraid, overwhelmed or confused about getting started.
- Maybe you've taken several concrete steps towards starting or scaling your business, but you feel like you've taken a wrong turn somewhere.
- Maybe you've started a business, and you're trying to figure out how to take things to the next level because it's just not working out the way you hoped.

I've got good news for you:

You don't have to waste your time, your money or your opportunity to start a meaningful and profitable business.

If you've EVER felt like this, if you've EVER wanted to start your dream business, but for some reason, it just hasn't happened yet, or if you've EVER wondered how to get better results working less so you can spend your time on things that matter to you, then this course is for you.

I'm very excited that you're here because I'm going to share eight business essentials for creating a dream business online that helps people around the world. In the coming pages, we'll tear down complex systems and give you only the information you need to succeed.

No more feeling confused. No more getting stuck. No more doing a lot of busy-work without accomplishing much of anything.

In this opening lesson, I'm going to do three things...

1. Unpack what a “*dream business*” looks like by sharing four characteristics that are present in one.
2. Introduce you to the “*eight essentials*” for starting and scaling a dream business.
3. Provide you with an overview worksheet that you can print and refer to as you complete the remaining lessons.

NOTE: This will be the longest lesson in the course because of the worksheet.

Let's get started...

Four Characteristics Of A Dream Business

The first thing you need to do as you think about setting up a long-term business is answer this simple question...

What does a dream business look like for you?

You see, a lot of aspiring business owners just look at one or two factors (such as profitability). They figure if they make a lot of money with their business, then they'll be happy.

But the truth is, while making money is certainly important to the success of a business, it's not the only thing that is. In fact, there are plenty of people who make a lot of money with their businesses, but are living a nightmare as they run those businesses.

That won't happen to you as long as you make sure your dream business possesses these four characteristics...

Characteristic #1: Passion-filled.

Your business should not “*feel like work.*” It should be something that you enjoy and love doing. Because if you don't enjoy it and love it today, you are

likely not going to love it and enjoy it a year from now, five years from now and so on. Truly, when you find a business that enjoy, you'll "*never work a day in your life.*" Work won't FEEL like work.

*It'll feel like getting paid to do something you
would have enjoyed doing for free.*

Also...

Your business may not be uber profitable right off the bat. It takes time to grow your business. Anyone who tells you otherwise isn't being completely truthful. So, if you're "working" long hours to get it off the ground and you don't have anything to show for it yet, you're going to start hating your business. It will feel like a job.

EXAMPLE: Think about someone who aspires to play professional sports. They "work" hard from the time they are small practicing and perfecting their skills. Some days it may be boring or frustrating, but they keep playing. Why? Partly because of their goal, but partly because they love to play even if they don't ever "make it" to the pro level.

So, pick something you're already passionate about, and you'll end up making money without feeling like you're working.

Bottom line...

*Do something you're gonna do anyway ...
and learn to make money from it.*

Next characteristic...

Characteristic #2: Purposeful.

Your business should be more than just a way to make money. After all, if you just wanted a paycheck, then you could go get a job. Instead, your business is a calling. This is something where you make a difference in people's lives in the world.

We'll talk more about this later, but there needs to be a strong motivator for why you set up a dream business that is bigger than you. Ask yourself this question...

How can I help people?

Your business needs to have a purpose that is meaningful so you know you're not just in it because you love it, and you're not just in it because you profit from it.

*You're also in business because you are
changing people's lives for the better.*

So, your business needs to accomplish one of these three things...

1. Help others solve a problem.

Examples: Relieve back pain, shed extra pounds, restore a broken marriage, overcome bankruptcy, stop smoking.

2. Help others reach a goal.

Examples: Prepare better sermons, raise funds for a charity, homeschool a child, write a novel, become a paid vlogger.

3. Help others enjoy an interest.

Examples: Run a marathon, travel on a budget, win at Fantasy Football, restore a classic car, resale items on Ebay®.

NOTE: We'll talk about how "big" a problem, goal or interest needs to be in order to build a business around it in an upcoming lesson.

You might also think about this in terms of your legacy. Long after you're gone, the impact of your business is going to live on. What kind of impact will you make in the world? You don't need to change the whole world – but if you can change the life for a small group of people (your audience), then it's worth it.

Next characteristic...

Characteristic #3: Profitable.

Obviously, you gotta look for something that makes money. ☺ That's why a digital business is "dreamy". In particular, selling information is a dream business, as it's a "*do it once, profit from it many times over*" business model.

Here are the other advantages of a digital-information business:

- Profit margins are high. That's because you don't have any expenses associated with typical brick and mortar stores, such as renting store space, manufacturing products, carrying inventory and more. You have very low overhead, so almost everything you make ends up in your pocket as pure profit.
- You can reach people around the world from the comfort of your home. In other words, you can reach a BIG audience with minimal effort. You literally have a global audience at your fingertips. Contrast that with a fixed and limited customer base of a business that depends upon local or visiting traffic.
- Advertising is very targeted. A lot of brick-and-mortar businesses place expensive ads that really aren't all that effective, only because their ad venues are somewhat limited. With your online business, you can reach people via very targeted advertising, such as pay per click platforms. And that means higher ROIs and more profit in your pocket.

End result? Plenty of profit. And finally...

Characteristic #4 Portable.

A dream shouldn't tie you down. There is freedom and flexibility in WHERE you work (any place with an internet connection) and WHEN you work (setting your own hours).

*That's why an information business is a good choice,
because you can run your business anytime and anywhere.*

If you want to work at home today and work at the beach tomorrow, you can. If you want to work in the morning today and work in the afternoon tomorrow, you can. You have complete freedom, flexibility and portability.

All while...

*Generating benefits for your audience
and profits for your business.*

So, those are the four characteristics of a dream business. And as you can see, an information-product business (E-learning) ticks all the boxes.

Eight Essentials For A Dream Business

That's why we'll focus on selling info products in this *Businessessentials* course, where you'll be learning all about the following eight business essentials...

1. **Market.** A market is who you are going to serve. These are the people who need your help, the people you are qualified to help, the people you can help for free and help more for a fee, and the people you are most passionate about providing help to because of something you share in common. Finding the right market is a must.
2. **Mission.** Your mission statement tells people why your business exists and how it does what it does. It gives you a clear purpose that will guide your decision-making and help you stay true to what makes you ... you. It helps you stand out in the market and stick to what you do best in the market.
3. **Monetize.** While you never want to lose sight of the fact that you want to help people, this is a business and not a charity. Charity has its place. And you'll want to provide some content at no charge to your audience to help those who do not have a budget and to win those who are yet to become your customers. But you're in business to make money, and rather than you figuring out how to do this, you can

use one of my four proven revenue models.

4. **Minimize.** Many, many people fail because they overcomplicate things. In order to make money from your business (while helping others), all you need are two things: an offer and a buyer for that offer. Making money is as easy as building a community of buyers and selling products to them. You can get maximum results (for you and your audience) by focusing on getting a few things in place and then scaling from there one step at a time.
5. **Model.** Your business objective is to help the individuals in your audience go from someone who doesn't know you to a subscriber to a paying customer to a loyal, satisfied, repeat customer. This involves creating a very simple, straightforward and small (just 4 pieces) system to keep people moving from not-a-customer to repeat customer. With this "path to profitability" in place, helping (more and more of) your audience is much easier to achieve.
6. **More.** There are only three ways to grow your business and help more people: get more customers, get more customers who spend more per order, and get more customers who spend more per order more often. Setting up automated systems to grow your business 24/7 in these areas is the key to generating more benefit for your audience and more profit for your business over the long-term relationship you will build with the people you serve.
7. **Methods.** The best way to make it easier for you to step through the process of setting up and scaling your dream business is to create time-saving, powerful systems for each part of the process. When you have your basic steps organized into a mini-blueprint (checklist) of reasonable, reachable activities to complete, you'll be much more likely to make progress. Bottom line: you need duplicatable systems.
8. **Milestones.** No matter how much available time you have, you can start and grow your dream business if you create a custom-tailored weekly routine that works with your schedule. A big key to consistent growth is to establish a set of activities to complete each day, week, month and quarter in order to get the most important things done.

It's not about getting more stuff done; it's about getting the right things done that will help you move the needle in ways that count now.

So, that's what we're going to cover in the remaining lessons. Are you excited? 😊

Your Overview Worksheet For A Dream Business

Before we close out this "*double-length*" lesson, I'd like to include the following worksheet to use as we walk through the process lesson by lesson throughout the remainder of the course.

Here's an abbreviated look at what we'll be covering in the remaining lessons, along with questions for you to answer as we go through them...

Lesson 2: Market

Your first step is to choose an IDEAL market that can reasonably support you for many years to come.

So, what you do next is write down ALL the potential markets you have in mind. Then research these markets and answer the following questions in order to narrow down your list to only the best markets:

1. Interest. Ask yourself two questions...
 - Is there a market with an active interest in a topic or problem?
 - Are YOU interested in the topic or problem?
2. Dilemma: Is there a specific dilemma around which you can create solutions for your prospects?
3. Evergreen: Is this topic/problem one of lasting interest?
4. Accessible: Are you able to access the market through traditional advertising methods (both free and paid)?

5. Lucrative: Is this market profitable?

By the time you answer the above questions, it should become very clear to you which market is the right choice.

If your short list still includes several markets, then choose the market that is strongest on all five of the IDEAL characteristics.

Lesson 3: Mission

Brainstorming time! Go through each question below and insert as many answers as possible. Then pick the best answer from each question.

1. What does your company do?
2. How does your company do it?
3. Why does your company do it?

Now combine your three best answers into one succinct mission statement:

Lesson 4: Monetize

*The "big four" ways to earn CASH online include:
content, affiliate, services, and helping.*

What you're going to do in this worksheet is give an overview of how you'd set up your business in your chosen market within each of these methods, and then add the pros and cons of each (according to your own preferences, strengths, weaknesses, etc.). Let's get started...

Name your market here: _____

CONTENT:

- What would your business look like if you sold content?
- What are the pros of this monetization method?
- What are the cons of this monetization method?

AFFILIATE:

- What would your business look like if you were an affiliate?
- What are the pros of this monetization method?
- What are the cons of this monetization method?

SERVICES:

- What would your business look like if you sold services?
- What are the pros of this monetization method?
- What are the cons of this monetization method?

HELPING:

- What would your business look like if you sold coaching?
- What are the pros of this monetization method?
- What are the cons of this monetization method?

Based on your answers above, select your monetization method:

Lesson 5: Minimize

This lesson is about taking the minimum three steps in order to start getting results (set up an offer, list, and traffic source). Now it's time to plan. Fill in this worksheet:

1. What sort of free offer will you use to encourage your market to join your mailing list?
2. What initial paid offer will you sell to these prospects?
3. What type of free content will you upload to your autoresponder to presell prospects on this offer?
4. What traffic source do you choose to start with?

5. List your plan for getting traffic using this source.

Lesson 6: Model

Now it's time to plan your sales funnel. Answer these questions...

1. FREE: What free offer will you use to attract people into your sales funnel? (This is the same product as question #1 in the last lesson.) How will it naturally lead to the frontend offer?
2. FRONTEND: What sort of entry-level product will you sell at a low cost? How will it naturally lead to the foundational offer?
3. FOUNDATIONAL: What sort of core product will you sell as your primary offer? How will it naturally lead to your finishing offers?
4. FINISHING: What sort of complementary and supplementary offer will you create to further enhance or explain your foundational offer?
5. List all the ways you'll cross-sell these pieces throughout your sales funnel.

Lesson 7: More

This lesson is about getting and helping more customers... who spend more money with you... and spend money more frequently. After you complete the lesson, do the following brainstorming exercises:

1. List all the ways you can think of to get more customers.
2. List all the ways you can get customers to spend more money with you.
3. List all the ways you can get customers to spend more money more frequently.

Next, choose the methods from #1-#3 that you definitely want to implement.

Now create a plan (with timelines) that details exactly how and when you'll implement these methods for making more money.

Lesson 8: Methods

Time to plan your business systems. Fill in this worksheet:

1. List all the processes for your business (E.G., setting up a mailing list, setting up a website, researching product ideas, hiring a freelancer, etc.).
2. Break these processes into smaller steps, where applicable. (E.G., part of setting up a site is to set up a blog.)
3. Now decide: which of these processes/steps require systems to streamline the process?

Once you've decided which ones require systems, then walk through the steps in the lesson to research and develop your own systems for each process.

Lesson 9: Milestones

You can set up and run your business, no matter how much time you have... if you schedule smartly. Fill in this worksheet:

1. What tasks do you need to do quarterly?
2. What are your monthly tasks?

3. What are your weekly tasks?
4. What are your one-time (set up) tasks?
5. Which ones are ongoing tasks?
6. Rank the order of importance for each task so that you prioritize those that are most important.
7. How much time do you have each week to devote to work? List your daily allotted time slots.
8. Now create your weekly work schedule by listing exactly what you'll do in each of your daily time slots. Use the lesson as guidance to set this up.

CONCLUSION

Now, let's take a closer look at each of these eight essentials in greater detail as we walk through the remaining *Businessessentials* lessons...

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