



Business On-Purpose

*The business you love – the pay you deserve...
with Kathy Forest*



Part II: North: Creating the Structures for your Business

Calling in Sacred Space



Open your Creation Vessel

To Receive

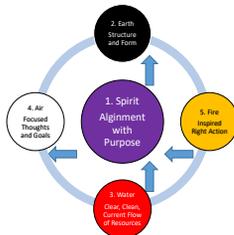


Part II: Earth Your Vision

"If you are working on something exciting that you really care about, you don't have to be pushed. The vision pulls you."
-Steve Jobs

Today we are going to help you begin to build sound structures that are going to support the mission and visions you have been incubating. In order to do this we are going to dive deeper into the workings of the wheel to see how this structure, can really support us when we work with it. Let's review what we know so far.

During our last session we began in the Center, remembering and re-aligning with our true purpose. When we are connected to our true purpose here, magic doors can open for us. The Universe always supports us when we are in alignment with who we really are and what we really came here to do. When we are clear on that, we can send clear and direct messages to the Universe about what we want to receive and how we want to receive it. When we are clear, we clear the pathways for the Universe to provide all the resources we need to do our work here and more.



In order to give our resources that we want to grow something to "flow into," we are now ready to move to the North door of the Medicine Wheel and think about the structure of what we want to create. This is a very necessary part of our work, but one that may be often overlooked. But by spending some time here in the beginning, we can save ourselves much grief and frustration in the future. Ultimately we want to create pipeline for money and resources to flow to you in your physical world. Our job here is two-fold. We want to create a clear pipeline for people to flow to you to receive the goods and services you have to offer them. This is called a **BUSINESS PLAN**. Second, once they receive your goods and services, we want to create a place for a generous and adequate monetary exchange to flow to you. This is called a **BUDGET**. During this portion, we are going to create both. As with all sections of this training, this is just to get you started. These will always change and evolve. But putting forth the effort to complete a simple one will give you and the Universe something to work with. Being clear in this area is the first step to successful outcomes in the future.





Business Plan Strategies

Step 1: Know the "beginning" mission statement of your business. This is what we just completed. Go to page 17 of *Remembering Your Mission* and write it in the space for Mission Statement of your Business Plan (page 10 of the prework).

Step 2: Know what you want.

To grow a thriving, prosperous business, it is important to have a vision of what you want your business to look like. You can't get to where you want to go without knowing where it is you are going. We have all heard this time and time again, but so few of us take the time to set a clear direction for our business. And this is one of the most critical components to accomplishing anything that is important in your life.

Imagine what you want your business to be like one year from now. Imagine everything about it. Then take time to write every detail of that vision. When thinking about your vision, think about these things:



- What does your business look like? (number of clients, type of clients, your fees, revenue generated, etc.)
- How are you spending your day?
- What types of services do you offer?
- How many people are you reaching?
- Through what forms – speaking, internet, teleseminars, workshops, writing, etc.?
- How do you feel about your skills?
- What impact are you making?
- What have you learned in the past year?
- How do your clients feel about you?

Armed with this information, you should be able to create a vision statement for this section. We will do this together if you haven't already done so.

Step 3: Know Who You Are

Many business owners do not clearly articulate in word, images, color and font who they are. They do not intentionally create a brand for themselves. Many times it is something that just "happens" without much thought or strategy – and sometimes that is good, and sometimes not so good. Not intentionally creating a brand can lead to mixed messages, inconsistency and buyer confusion. And all business owners know that confused buyers do not buy.

As a business owner, your brand is an extension of you. Therefore everything about your business should be a reflection of you, and what you want to convey to your prospects and clients about your products and services.

A brand is your promise. It is what you portray to others about your company, services and philosophy in both a 'look' and 'feel' that you want your business to be recognized by. At the heart of your brand, is the 'feel'. It is what you want to be known for – what you want people to think of when they think of your business. The 'feel' is what they say about you when you are not there. And then the 'look' pulls it all together in the form of logos, colors, words and images. To aid you in the process of creating your brand, answer the questions below.



We are going to dive into much of this information in subsequent classes, but for now let's just get the juices flowing...

- Who is your ideal client?
- What problems are they facing?
- What solutions are they seeking to those problems?
- How do you solve those problems?
- What are you offering them?
- What is the promise you make to your clients?
- What makes you unique?
- What is the mood and personality of your business?
- What colors, words, images and shapes reflect your company's personality?

Now go to page 11 of this packet and write the beginning version of your ideal client.



Step 4: Create Your Infra-structure

You must have a solid infrastructure in place to be viewed as a legitimate business owner and build your client list. Given the nature of our businesses, people must have a place to go to connect with us initially. Then we give them an opportunity to get on our list so we can continue to nurture that relationship. Having the proper infrastructure in place allows us to do that.

That infrastructure consists of several things:

The most important one is a way for people to find you! For this reason, I strongly recommend that you put the following infra-structure pipe-line in place:

- **Web site** – a place that feels like "home" where your visitors can get a sense of you, your business, and most importantly feel as though you are talking to them and addressing their needs. You can do this now for free with Wix.com. The most efficient and smart way to do this is to get a WordPress Website right at the beginning. This might require a small investment. If you are not ready to do that yet, check out Wix.com or Webs.com, or any other company that offers free web-site hosting. It's a great way to play, work with your brand and get yourself started.

- **Special offer** – free gift to give them tips, tricks, strategies, resources and how to's about their greatest needs, interested and wants.

- **Opt-in box** – A place for your visitors to put their name and email address so they can get their free offer.

- **A way to collect names** – Once your visitor puts their information into the opt-in box, their name will go on your list allowing you to communicate further to nurture the relationship. This is usually provided by a contact management service like Constant Contact.

But even before you set up your website, you can start with a **Business Card!** There are many on-line sources can get you started here real in-expensively. You just want to remember that if you use their artsy stuff, you need it to transfer to your website, etc. You may want to hire someone to help you develop your brand and give you all these pieces in a uniform way. If you choose to do them yourself, be sure to make sure you get permission from the artist, or that what you use is "duty-free," meaning you can't get sued for using it to advertise yourself on-line.

And/or Brochures – Same instructions apply here. That being said, there is usually a brochure template on your PC or you can download one from the internet and make your own to start. If you use a company like Zazzle, you can probably get cards and brochures that match... for a price, along with other marketing information packets that you may want to distribute about yourself.



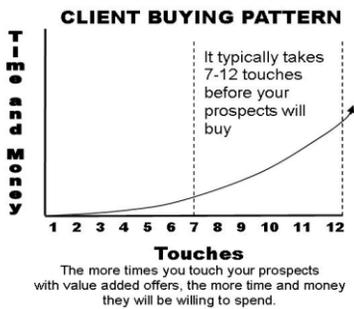
Step 5: Grow Your List

One of the most important factors for having a successful business is having the ability to access your market and grow your contact list. If you cannot access your market and generate a database of prospects, you will have a very difficult time growing your business.

Easy Accessibility = Contact Names = Success

This formula is critical to remember, because you must have contact names (also known as prospects) in order to close sales and generate an income. It is that simple. Attracting prospects is the first step in building a relationship that will eventually convert them to clients. We are in a highly relationship based businesses, so people typically do not hire us on the spot. The process of building the familiarity and trust takes time, so your first goal is to get your prospect on your list, then build relationships by providing valuable communications, and making offers over time to move them to the next level of engagement with you.

The internet is one way, to do this but it is by far not the only way. Trade-shows within your service area, speaking engagements, free classes, and collaborative trade fairs, are just a few others. Below are some more. Go to page 11 and fill in this area of your business plan.



Because we are in a relationship based business, our prospects need time to get to know us before they will be ready to do business with us. Therefore you need to have a plan to attract prospects to you, nurture relationships over time by continually staying in touch while providing value, and ultimately convert your prospects to paying clients.

You do this by creating free and paid products and services for four main purposes:

1. Attract new prospects
2. Nurture relationships
3. Convert clients
4. Generate income

What this means is that you have to educate your public through a variety of different avenues about what your service is and why they need it. You need to give them little tastes to entice them. All of these need to be written and/or created by you or someone you hire. You need to have several for each category. Some of these you can acquire, ready-made for you on-line for very little cash, or you can find them for free. A good resource for good solid coaching in this area, as well as resources is www.ReadyToGo.com. Much of the information for this class, as well as some of the graphics, were gleaned legally from this site. Go to page 12 and list a few and when you plan to complete them in the List Building Activities.



Step 7: Convert Your Plan to Income

The key to creating a strong infrastructure in your business is to complete one step at a time, building one upon the other. Similarly, when creating your action plan, start with a few actions that will help you to accomplish three critical tasks:

- Growing Your List
- Nurturing the People On Your List
- Converting potential clients to paying clients

Do not take on too many actions or strategies as that will create overwhelm and mediocre results, leaving you disappointed and frustrated. Instead focus on a few strategies to accomplish the three areas above, and then add more strategies in as your business evolves. Take a look at the following example. Then go to page 13 and transfer at least one activity in each of your categories. Don't overwhelm yourself. Just begin with step one from where you are now. Any action you put toward your business is going to cause the Universe to respond to you in positive ways. Be sure to play with the numbers based on what products and services you want to provide. You will quickly see how many times you need to do a program or sell a product, how many people you need to participate, and how much you need to charge to reach your financial goals.



| ACTIVITY | FREQUENCY | RESULT | INCOME |
|---------------------|---|--|---------------------------------------|
| List growth | Monthly | 50 names | |
| Free telecalls | Monthly | 30 people/5 convert to paid Program | (see below) |
| Paid teleseries | 4 per year | 20 people at \$495 | \$39,600 |
| Speaking | 6x per year (30 people per talk) | 2 clients convert to a paid program per talk | (see below) |
| Workshops | 4 per year | 20 people each @ \$99 (15-20 pr yr convert to paid program) | \$11,800 (plus coaching income below) |
| One-on-one coaching | 6 month program | Save 12 one-on-one clients per year @ \$395 each per month (6 at a time) | \$28,440 |
| Product sales | Periodic through the year from upsells, speaking, joint ventures, and email campaigns | (3 different types of products at 3 price levels) \$19 x 150 = \$2850 \$49 x 150 = \$7350 \$199 x 50 = \$9950 | \$23,000 |
| TOTAL INCOME | | | \$102,840 |

