# 7 DAYS TO YOUR List \$1K

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Welcome!

Hello! I'm so happy that you're here. :) Throughout the 7 days of the summit we're going to be sending you amazing trainings from inside of our Members' Club to help you make a plan and develop skills to help you make your first \$1k (if you haven't already) and beyond.

Making the money you want can be one of the hardest things us entrepreneurs have to figure out. It's one thing to set a money goal, but it's quite another to bring it into reality.

Firstly, we often don't even know what we need to actually do to make it happen (why would we if we've never done what we're doing before?!)

Secondly, even if we do know what action to take, we have to contend with the negative voice inside our head that makes us feel like we can't do it. It leaves us feeling paralysed and unable to take action (I struggled with this for a loooooong time and it was so frustrating!).

But the truth is, we can *all* build successful businesses and make the money we desire. No ifs, ands, buts about it... we just need to get out of our own way, make a plan and then take the *right* action.

That is exactly what this summit is about!

Over the course of the 7 days I'm going to share with you the steps I would take and the things I would work on if I was starting a business all over again from scratch today, in order to make my first \$1k (and beyond) and build a successful business.

Every business is different and what works for one business might not work for all businesses, so don't worry if some of the concepts we're sharing aren't the right fit for you. Just use what you can and leave the rest.:)



## Something to bear in mind...

This is not about your actually making \$1k by the end of the 7 days. What it's about is laying the foundation for making your first \$1k and more. You're going to be planting the seeds and then when you water them and tend to them consistently you'll be able to watch them flourish.

While the trainings over the 7 days that we're going to be sharing aren't directly focused on making your first \$1k or more, they all fall within the core process of making your business a success and generating the revenue you want.

Without these 7 core processes in place, making your first \$1k (let alone scaling) becomes incredibly difficult.

So before you dive into the trainings within the summit take some time to go through this workbook and complete the prep work, so that it all makes sense to you.

## Important Note

The 18 trainings you're going to get access to for free are actually part of our Members' Club - they are trainings others have paid for.

As such, you will only have access to each training for 48 hours once it goes live.

The schedule for the summit is below - make sure you mark your calendar, so you don't miss the trainings.

#### You can access them here: <a href="http://bit.ly/lksummit">http://bit.ly/lksummit</a>

(We'll email you the links too.)

## Summit Schedule

## Monday 7th August Tuesday 8th August

#### **MONEY MINDSET DAY**

3 Ways To Attract More Money with Susan Ferraro.

#### HOW TO WOW YOUR AUDIENCE AND GET THEM TO TAKE THE ACTION YOU WANT

- Creating an amazing customer experience with Maggie Patterson.
- How to get your audience to do what you want with Bushra Azhar.

#### Wednesday 9th August

#### **WEBSITE DAY**

• Optimising Your Website for Conversions with Jess Catorc.

#### **EXPANDING YOUR REACH THROUGH SOCIAL MEDIA**

- How To Pick Your Social Media Platform + Make A Big Plan with Gemma Went.
- **Thursday** 10th August
- Using Instagram To Build Your Following: What to post and when, with Felicity Cook.
- How To Go Viral On Pinterest, with Michelle Rohr.
- How to Create Beautiful Graphics for Social Media, with Michelle Rohr.

## Summit Schedule

#### **BUILDING YOUR EMAIL LIST** The Launch Team Formula, with Bryan Harris. **Friday** I Ith August How to Create a Beautiful Free Workbook, with Michelle Rohr. How I Built An Email List of Over 100k & How You Can Too, with Carrie Green. **SERVING YOUR AUDIENCE** Making Videos: The equipment you need, with Carrie Green. Starting a Podcast: Behind the Scenes of The She Means Business Podcast & How to Create Your Own Successful Podcast, with Carrie Green. WHAT ARE YOU GOING TO SELL Saturday 12th August How To Build A Membership Site: The Master Strategy, with Stu McLaren. How To Figure Out What Product To Create & How To Price It, with Susan Bradley. Publishing a Book: How To Pick a Topic & Start Writing, with Morgan Gist MacDonald. **HOW TO SELL YOUR PRODUCTS/SERVICES** How to Sell on Webinars, with Kimra Luna. Sunday How To Launch Using Facebook Ads, with Kerry Swetmon. 13th August

We have a jam packed week for you, so make a note of the trainings you absolutely do not want to miss!

Okay, now you've done that, let's get started on the prep work:)

## Prep Work

The pathway to building a successful business isn't always a straightforward one. In fact, sometimes it can feel like you're going in circles and getting absolutely nowhere! It can be so frustrating! However, there is a process every successful entrepreneur is following, to some degree, which is enabling them to create the success they want.

Let me stress one very important thing:

Success is not an accident.

Neither is building a big audience or making the money you want.

These things will categorically not happen by accident. They will happen because you make them happen, on purpose.

This means that what you have to do is get clear on the action you need to take, which will lead to success and then taking that action. You're not always going to know everything you need to do or always get it right (if it was that simple everyone would be an entrepreneur making millions!!), but if you're willing to learn and experiment the pieces will slot into place.

I've built two successful businesses over the past 12 years - the first one (an online phone unlocking business) I built to an annual revenue of \$500k, the second (the Female Entrepreneur Association) is a growing 7-figure business.

When I got started I knew nothing about building

an online business and I had no money to invest. What's got me to where I am is a heck of a lot of determination, a ton of learning and experimenting and masses of action, but if I had to start over again tomorrow, there are some fundamental things I would do to make sure my business was a success (although let's be clear,

there are no guarantees... not even for Richard Branson! And you have to be okay with that, it's part of the game!).

So what are the steps I would take? Let me share them with you...



### The Fundamentals of Making Your First \$1k and More!

#### YOU

// Your Vision // // Your Habits // // Actions to Take //

The first thing to work on is yourself. You absolutely have to be in the right frame of mind to build a successful business. It's not easy and you need to be able to overcome your doubts and fears in order to take the action you must take. So you need to be consistently conditioning yourself for success. You also have to be clear on what you're trying to achieve, why you're trying to achieve it and the habits you need to take on board in order to succeed.

#### BUSINESS FOUNDATION

// Business Mission // // Your Audience // // Adding Value //

The next thing to get super clear about is what specifically your business mission is - what is it all about? What does your business stand for? Then get clear on who your audience is - who would resonate with your message? Who would love what you have to offer? Then you need to think about how you're going to add value to those people - how will you go above and beyond to serve your audience? What are you going to create to get them to know all about what you do?

## The Fundamentals of Making Your First \$1k and More!

#### BUSINESS BREAKTHROUGH

// Your Website // // List Building // // Social Media // // Networking + Connections //

Once you're clear on the foundation pieces, the next thing to focus on is how you're actually going to get in front of your audience and get them to know about you, fall in love with what you have created and want to become a fan, subscriber and ultimately a customer. How are you going to get discovered and build your audience?

#### YOUR SALES PROPOSITION

// Your Offerings //

At some point you'll need to offer your audience (fans + subscribers) your product or service to buy. When you start your business you should have some idea as to what your offering is going to be - you might not know exactly what, but you should have some idea. There are multiple routes to go down:

// Creating a digital product like an online course, a membership site, selling digital printables //

// Creating a physical product to sell //

// Offering a service like I-I coaching or offering your expertise like being a Virtual Assistant, running Facebook ads for companies, organising events, etc. //

# The Fundamentals of Making Your First \$1k and More!

#### BUSINESS OPERATIONS

// Systems + Processes //

// Team //

Then to scale your business you'll need to have great systems and processes in place and an amazing team to help you execute all of your ideas - you can't do it all yourself! But we don't need to focus on this right

#### Here are the core things which make all the difference:

- Ι. Having complete clarity around your vision
- 2. Knowing who your audience are
- 3. Doing all you can to communicate your value to them. You've got to go above and beyond to get your audience to fall in love with you
- 4. Get your business out there in a big way - building your email subscribers, your followers - your audience
- 5. Engaging with those people so they come to love what you're all about
- 6. Creating a journey for them so you lead them to buy whatever it is that you're selling
- 7. Making the whole experience FANTASTIC for your wonderful audience.

These are the things I would focus on doing like crazy. Now, that said, there are lots of ways to do these things and if you're not careful you end up wanting to do everything and then get nowhere!

That is why we all need a solid plan, so that's what we're going to begin to create now and then the trainings we're going to share with you are going to show you how to do certain things.

## Your \$1K (& Beyond Plan)

#### YOUR VISION

What is your big vision for your business? When it's "done" what will it look like? What does success look like for you? If you knew you couldn't fail at your ideas, what would you focus on and make happen?

Have fun with this and just write (without editing or doubting yourself!)...

#### YOUR MONEY PLAN

What's your business money goal? (If you've not made your first \$1k yet, put that in the box)
How long do you think it'll take to make that much money?
I want you to answer this question as if the world is going to end within the next 12 months!! The reason for this is that if you knew the world was going to end you'd start living life a lot differently. You wouldn't live with fear of failure, you'd go all out to make the rest count. The best part is that you don't need the world to end to live with this level of thinking. You can be bold now.
How are you going to make it happen? Have a quick brainstorm and work backwards from your goal -what will you sell? What price will you charge? How many people would you need to buy it from you? How will you reach those people and get them to buy from you? What action do you need to take to pull this together?
Again, I want you to answer these questions as if the world is going to end within the next 12 months - from an elevated level of thinking.

This is just the beginning! Get ready to grow and expand more. :) As you do, you're going to bring more of what you want into your life and you're going to be able to hit those revenue goals.

Building a successful business is a game that anyone can play... to succeed you just need to know how to play and over the 7 days of the summit we're going to share lots with you for doing just that!

If you need help with anything, we're here from you! Just email us: info@femaleentrepreneurassociation.com Nothing is going to stop her from making her dreams come true.