

The Simple Business Entrepreneur's Guide:

Three Steps to Ease and Earning

by Jen Cottes, MBA - Your Simple Business Coach



Create a Simple Business and a Life you Love

For more simple business tools and ways you can work with me
head over to JenCottes.com



Why I created this guide?

Many entrepreneurs new to the online space end up building a business that they grow only to resent. With all the marketing options out there we can quickly over-commit, over-obligate, and build businesses that end up being too complex. If you're like me and you may want a simple online business that is fun, sustainable and that compensates you for your knowledge and expertise.

As Simple Business Coach, I help new coaches and knowledge-based online entrepreneurs like you, create solid boundaries around time management and self-care. My frameworks allow you to **let go** of the overwhelm of **overdoing** or **the guilt of "not doing enough"**. I help you get into alignment and truly create a business and a life that you love with **more ease and earning**.

HELLO, I'M JEN!

I have been teaching business fundamentals for nearly a decade now. What I know is that some things haven't changed and other things have.

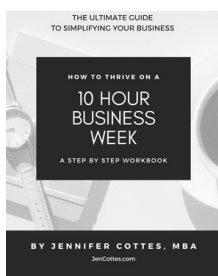


We are busier than ever in our personal lives. And in the online marketing world it's easy to get distracted by all the bells and whistles and shiny magical guru endorsed "how to's". We might spend too many hours stuck in obsessing over our home page copy, creating the perfect lead magnet, or stuck on what to post on social media... instead of actually asking for business, making sales, or enrolling clients.

I get it! As a single mom with an eight-year-old (read: busy with lots of competing responsibilities), I had to start doing things differently for my business to thrive. I needed to create a simple and sustainable business with consistent income for me, my family, and my business to succeed in the long term. And I wanted it to be fun!

Like so many entrepreneurs, I had fallen into the trap of trying to learn ALL the things. I spent too much time and money on technology tools and trying to learn elaborate funnels, search engine optimization, social media tips and tricks to "beat" the algorithms. Yikes! I was taking course after course after course! (Talk about course burnout.)

If you've already experienced this, you get it! (And if you haven't yet, let me save you thousands of hours and dollars!) This is just one tool to help you get back to the business fundamentals that actually work. This guide *Three Steps to Ease and Earning* is aimed to start you off with three key steps for building a simple business (plus one BONUS step). For a full framework on the art of creating a simple business, check out my e-book:



How to Thrive on a 10-Hour Business Week:

The Ultimate Guide to Simplifying Your Business

--> JenCottes.com/ebook

STEP 1: LEARN TO LET GO OF "HOW TO'S"

How To's, cheat sheets and swipe files can be great! They can get us started in our business, speed up processes and streamline our efforts. But they CAN become a crutch! They can often disappoint because the promise of the "magic bullet" is made out of context and it can simply be an excuse to procrastinate actually learning business fundamentals (why they work or why they didn't and how to make it work for your unique business). Instead, make it a point to learn how to build a business and acquire the skills, through experience and repetition that is required to sustain a business over time.

You can start with getting good at planning and staying in consistent daily action... no matter how small the actions may be. You know more than you think you do! Trust your own inner knowledge, intuition, and ability to authentically connect with your audience through your own stories and experiences.

**For more on this topic listen to my Success on Purpose Podcast
Episode 023 : Going Beyond How to's to Create a Great Business**



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STEP 2: FOCUS ON ONE MAIN OFFER

I see it all the time.... The go-getter online entrepreneur that has so many ideas and several great offers, yet no one ends up buying! You clearly have something special and unique to share that can really help others. And you might even be running yourself into the ground, jumping through hoops, aiming to accommodate, but no one is buying from you, still.

Or maybe you've had a little luck... but clients aren't easily flowing in. If this sounds familiar, let's pull back and consider that all this creative work, while seemingly admirable, may actually be confusing your potential buyers into NOT buying from you! Instead, focus on just ONE main offer.

There is certainly a lot of pressure to create multiple offers, design a complex sales funnel or come up with various options and packages or even trip wires to get the buyer's attention. But, here's the thing... in the online world, you really want to present one crystal clear main offer. **When you offer too many choices, you are confusing the buyer** on how they can actually work with you **and it over-complicates your business.**

They KNOW you have something special and unique to share that can really help them. But when you are offering multiple things, they are confused about what to actually do, or how you can actually help them. We live in a stop-scroll world! Be clear, be concise, be consistent! See what happens!

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STEP 3: ALIGN YOUR BUSINESS GOALS, WITH YOUR INCOME GOALS, AND YOUR LIFESTYLE GOALS

We don't necessarily start an online business wanting to become all things marketing... We likely started with the idea that we have an expertise, a passion or a service to share.

We are passionate about our craft and would love to earn money with a sense of joy and fulfillment. Right? Many of us want to earn additional income and like the idea of the time freedom that comes with entrepreneurship. And, we have such a great opportunity to do all of this now!

But the reality is,... people come to me because they are overwhelmed and underpaid from taking on too many business activities and are torn between family responsibilities, self-care with running a business and sometimes a full-time day job. The result, is that they are zig zagging in their business rather than going in a straighter line... So I jumped on line to create this free training on **"How to create a daily action plan that is in line with income and lifestyle goals!"**

[Click here for the direct link to the training inside the Simple Business Entrepreneurs Group!](#)



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BONUS STEP: LEARN TO MASTER THE HEART-CENTRED SALES CONVERSATION

Learning to do sales right is by far THE most valuable skill you can master in your business. This is my humble expert opinion after 10 years of coaching solopreneurs from all industries on- and off-line. And, honestly, I was that person who dreaded the idea of sales... but one great coach to help me embrace it and now I absolutely LOVE it! I now personally close at least 80% of my sales calls.

I learned to approach it in a heart-centred way... ditching high-pressure sales and coming from a place of service, awareness and understanding of my potential clients needs and by genuinely connecting.

The Invitation Process: How to Master a Heart-Centred Sales

Conversation is usually only available inside Simple Business Design for Online Entrepreneurs signature course, however, for a limited time you can access this Sales Conversation Training [here](https://JenCottes.com/sales) to help you start to build this foundational skill!

[Go here to learn more: JenCottes.com/sales](https://JenCottes.com/sales)



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Ditch high-pressure sales and come from a place of service and awareness.”

CONGRATULATIONS YOU'RE ALL SET UP FOR MORE EASE AND MORE EARNING!

But it doesn't stop there! There are more free goodies to help you create a simple business and a life you love!

Freebie #2 - Simple Business Plan Template: with introductory Guide!

Create a Business Plan that brings you simplicity, greater confidence, more consistency and TIME FREEDOM! http://www.jencottes.com/planning_

Freebie #3 - Business Essentials: Checklist for New Coaches

Get your coaching or training business set up and running! This checklist will help you prioritize the steps to create your business while giving you a solid foundation for greater ease, flow and focus!" <http://www.jencottes.com/checklist>



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More free goodies to help you master the time you spend in your business. ”

ABOUT JEN COTTES

JENNIFER COTTES is an entrepreneur, performance coach, keynote speaker, published author, and podcaster helping online entrepreneurs with creating a simple business and a life they love. Jennifer is also a proud single mom, fitness fanatic, and personal development enthusiast. Her work has been endorsed by individuals such as Bill Clinton, and she holds a master's in business administration in executive management with a specialization in leadership development.



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