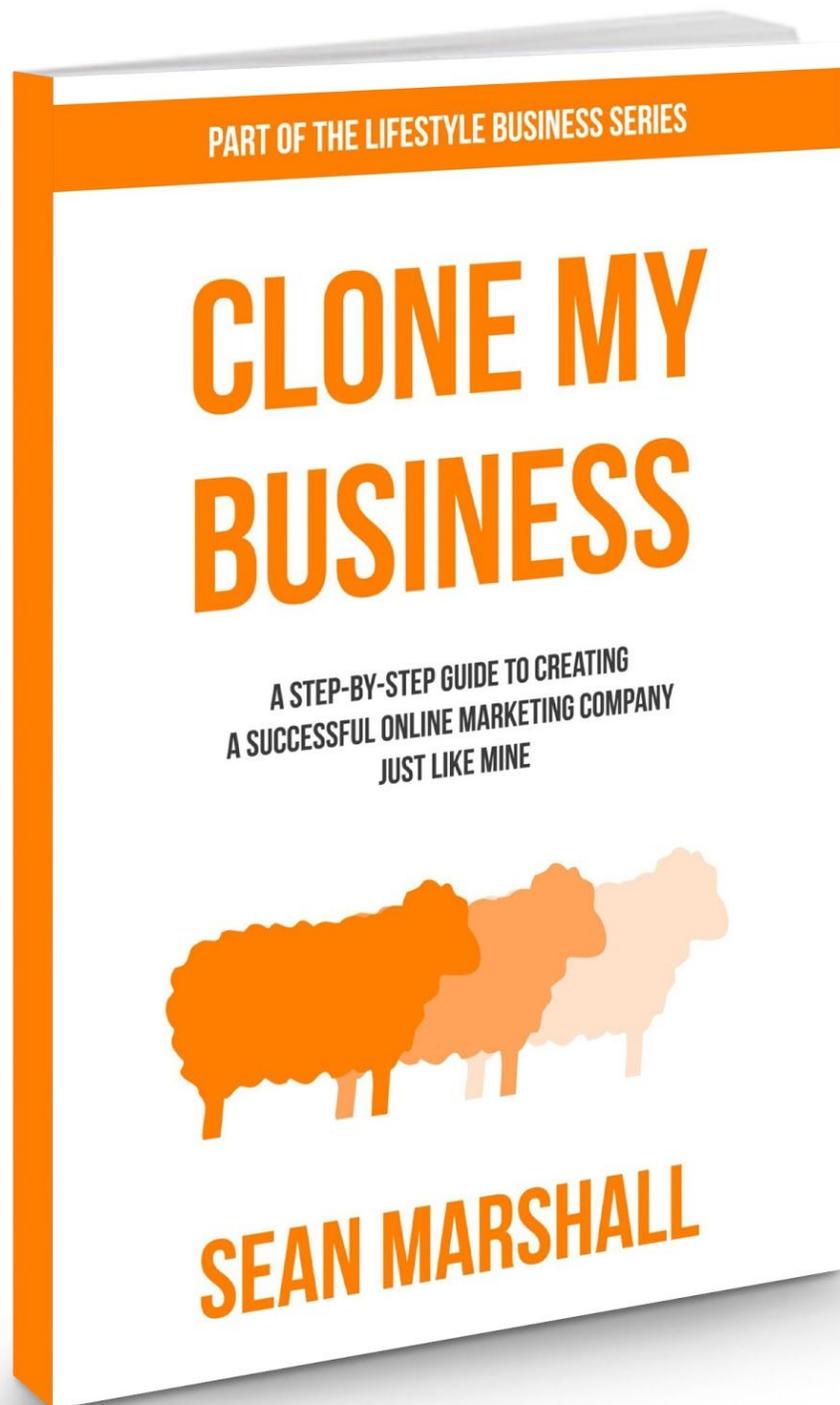


CLONE MY BUSINESS

A Step-by-Step Guide to Creating a Successful Online Marketing Company Just Like Mine

By Sean Marshall



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NOTE: This course accompanies this book. It has step-by-step video lessons, downloads, tools, discussion areas, & more. If you're looking to get a faster start to your business, this course will help.

I created the course to make the content from the book more interactive to help you take effective action. Additionally, the course is a living breathing thing. I'm constantly grooming the material and adding more to make this the best resource available anywhere on how to start a lifestyle business - all at a really affordable price.

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About the Author

Disclaimer

Note - There are a number of resources mentioned throughout the book. You can find all of the latest resources by visiting the book's companion website and check out this page:

<https://www.familyrocketship.com/clonemybusiness/>

INTRODUCTION:

Why You Need This Book

The big value of this book is that it will show you how to create your own online marketing company, step-by-step. It's like having a fast pass to your own fully functioning business.

With this book, you won't waste time learning or tinkering with an idea. You'll get straight to money making. This book will help you work from a literal checklist until you're making a real income from your own efforts. In fact, the only way you won't make money is if you don't do the things laid out for you in this book.

The overall goal is to help you to be in a money making position in as little as 30 days. From there, I'll show you how to start making at least \$5000 a month within 90 days. After that, how much you make will be up to you but I'll show you how to get on top of your business within 6 months to a year.

Imagine in less than a year's time owning a business that allows you to make more in net annual income than the U.S. national average salary. And the best part is that you'll only have to dedicate around 10 hours a week to keep it going.

I'm not saying that owning your own online marketing services company is going to be the end all career for you. Maybe you'll love it and that's great. It really doesn't matter. What does matter is creating a dependable source of income that you can then use to do whatever you want.

Following the steps outlined in this book will remove all risk and doubt from the equation. There's none of that "9 out of every 10 businesses fail" talk here. This is a proven model. You literally just have to follow the steps outlined in this book and you'll quickly have a prosperous business. Basically, this book is your business blueprint and you can follow it to get moving quickly.

The nature of the business will allow you to work from home which allows for amazing freedom. Heck, you could even work on the business while living in another country. I do!

Obviously this book is in no way comprehensive. There's a book's worth of material out there for each chapter alone! The goal of this book however, is to give you the necessary information and tools to get you up and running quickly.

This book will teach you to make your first dollar. And then your next. And then your next. At the same time, you'll be creating a system for your business and building a team that starts to go to work for you all while generating you money.

There Will Be Work Involved

I won't lie; to build a business like this is going to take a lot of hustle. You'll work harder than maybe you ever have before in your life. You're going to put in a lot of hours at first but the payoff will be a source of income that lets you do what you want. Also, with this book, you'll

never have to wonder what to do next. It's all outlined for you here.

I'm not going to make any huge promises about how much you can make. I will say it's entirely up to you. Like any business, the harder and more focused you work, the faster you'll see results and the more money you'll make. If you're just looking to make an extra \$2000-\$3000 a month, it's completely possible. If you want to go bigger and make over \$100,000 a year or more, you can totally make it happen.

The rest of this book is going to be straight to the point. I'm not going to bore you with long-winded explanations on theory. I'll share with you only the nuts and bolts you need all based on real life experience. This way you can get started making your first paycheck quickly.

We're going to cover everything you need to know, from actually setting up the business to marketing it, to getting the work done and more. The only thing that's missing is you actually following the steps outlined.

This book will provide the foundation you need to build your own business. The best teacher is action! I would suggest doing the steps listed out at the end of each chapter. If you do so, by the end of reading the book, you'll have made your first sale and you'll be on your way! Just do the steps. Keep moving forward.

Why Should You Listen to Me?

For starters, I don't use an alarm clock - really! My time is mine. I literally live on an island in the Caribbean. I eat every meal with my wife and kids. Life is good. And I owe it all to a business that I successfully started, grew, and am now reaping the benefits.

The kind of business that allowed me this freedom is the exact kind I've outlined in this book. I'm sharing every detail with you based on firsthand experience. It didn't all start out peachy though. It took a while to build. I made a lot of time-consuming mistakes at the beginning. Eventually, I was able to grow, create a great team, and scale the company to where it's at now.

It's real. I'm doing it myself. Additionally, I've already taught a few others to do the same. They've successfully left their jobs behind and now run their own online marketing businesses.

Now it's your turn. So here's to your business fast pass! Follow the steps. Do the work. And maybe I'll see you here on the white sandy beaches of the Caribbean!

Sean Marshall
Cozumel, Mexico
March 23, 2017

PART I:

GETTING STARTED

CHAPTER 1

The Laptop Lifestyle: Key Benefits of Owning Your Own Digital Business

There has never been a better time in history to be an entrepreneur! The internet has changed everything. Because of the internet I live in Cozumel, Mexico with my wife and kids. We live here because we just plain want to. It's still something that most tourists we meet don't seem to understand.

Think about what you want to do. Do you want to travel or live in another country? Do you want to buy a new car or a new house perhaps? Maybe you wish you could give back more to the community or your church?

You need money to do this. There's no better way to make money than by creating your own business. This means solving a problem that people are willing to pay you for.

In many cases, service-based businesses are usually the easiest to create. You see a need and you fill it. Like I said, the internet has changed everything and this goes for businesses too. Every business owner knows they need to be online to survive. But most don't have the time or know-how to make an effective online marketing campaign actually work for them.

That's where you come in. Creating your own online marketing business is one of the fastest, most profitable businesses I know of to get going quickly.

Here's a fun little fact: there are literally millions of business owners who need to get the word out about their business online. You only have to tap into a tiny portion of that to have a great business with a very comfortable income. Just take my word for it - there's gold out there. Your job now is to tap into it. You'll need the right tools and that's what this book is all about.

Profitable from the Start – Less than \$300 to Get Started

You don't need a ton of money to make a ton of money. You just don't. You only need around \$200-\$300 to get started in this business. This initial investment can easily turn into \$500 or \$1000 or more of revenue in your very first month, maybe even your first deal!

This is truly a business that you can start on a shoestring budget. You don't need investors. You don't need partners. You just need to save up your lunch money for a couple of weeks and then get started! In fact, below I'll break it down for you.

Keep in mind, the following are ballpark figures:

- Logo - \$15-\$30
- Domain - \$1+ (with coupon)
- Hosting - \$4+ (with coupon)
- Website Template - \$20-\$50
- Business cards - \$20

- Business entity creation - \$99+ (depends on state)

In the following chapters, I'll show you how to do all of the above and set up your business for cheaper than a pair of designer jeans.

There are some corners you can cut if you really want to. But keep in mind you're starting a real business. You could grow this into something big and even sell someday. Better to invest well at the beginning and have a solid foundation.

Besides being incredibly cheap to get started, here are some other key benefits to this business:

- Extremely low overhead – you'll have a few very limited expenses every month. On the high end, you'll only be spending around \$500-\$2500 a month for everything. This even includes your team! Imagine spending \$2500 and getting \$15,000 a month or more in return!
- Large profit margin – because you'll be naming your price for services, the profit margin is up to you. It's all about the value you supply for your clients.
- Huge potential – how large you grow your business is up to you. Maybe you're looking just to make an extra \$50,000 a year or maybe you want more. Either way, there's no lack of business out there. You could scale this as big as you want.
- Work online – being able to work wherever there's internet allows for a ridiculous amount of freedom. You could even decide to go mobile and travel while growing your business or live in another country. You can literally work from anywhere. It's not just a fun thing to say. It's real.
- Flexible schedule – the nature of online marketing gives you a great amount of leeway. All of your marketing activities are established by you and your client. Much of the work you do (or have done) can be scheduled out days or weeks ahead of time. You could take off for a few weeks at a time and not miss a beat. I know, I do it myself.

Chapter 1 – Action Steps

Time to complete: A few days (off and on)

- ❑ Start thinking about your business brand including name. We'll cover this more in an upcoming chapter but think about what "feel" you want your business to have and some possible names for it.

CHAPTER 2

What Does an Online Marketing Company Actually Do?

So what the heck is an online marketing company anyway? In a nutshell, it's any business that grows a company's revenue by increasing and optimizing their online presence. This happens through marketing online. This includes everything that gets a business in front of potential customers.

The specific strategies and tools include website design, search engine optimization (SEO), social media marketing, content marketing, reputation management, and so on. You're basically using these tools on your client's behalf to help them grow their business.

The entire world of online marketing boils down to basically three categories:

1. **Creating a Solid Online Foundation** - this includes a marketing plan, identifying the target audience, building a solid company website, and initial search engine optimization (SEO) techniques.
2. **Creating Ongoing Content** - "Content is King" online and creating and distributing that in the form of blogs, videos, photos, slide decks, and more is crucial.
3. **Cultivating the Community** - this involves social networking, review and citation sites, online PR, advertising, and tracking and improving efforts through analytics.

When I first started my business, I wanted it to be a social media management company. Basically, I wanted to manage people's Facebook accounts. But I soon realized that the world of internet marketing was much larger than just social media.

Also, and more importantly, I realized that business owners wanted one company they could turn to for all of their internet marketing needs. They wanted to have a website person and an SEO person and a blog person and a social media person all wrapped up in one company. So I quickly left the idea of doing just social media behind and became a more comprehensive company serving local businesses with all of their internet marketing needs.

We'll go over this in more detail in the upcoming chapters, but you'll want to think of what angle you want to have. Maybe it's a "one stop shop" for all internet marketing needs. Or maybe you want to niche down into a particular industry or service.

Resources for Learning Online Marketing

Your new business will solve a very big problem that most business owners face - they know they need to be marketing online, they just don't have the time or the knowhow. In fact, in many cases, it's both.

When you chat with an owner of a brick and mortar shop and tell them you know how to get

more customers through their doors, they're usually very eager to learn more about how you can help them. When you demonstrate your expertise, generate a good rapport with the client, and have the right prices, you'll often close the deal. As you move forward taking care of your clients, more business will come your way. Really. Most business owners run in the same circles as other business owners. This is a very referral-friendly business.

It's been my experience that once you're able to generate some nice results for your client's, you'll start to get references left and right. In fact, 95% of my new business comes via referrals from current clients. Don't be surprised that once you put the word out that you can successfully market a client's business online, you'll become the belle of the ball.

This book doesn't cover the specifics of online marketing. Why? Because the point here is to teach you to be an online marketing business owner, not an online marketing business "doer". Make sense? You'll learn to create a team that will largely do the work for you and create a system to track it all.

That said, it's important to learn the basics so you can identify what offering you would like to have as well as finding the right people to fill out your team. Not to mention being able to sell your services while sounding like you actually know what you're talking about. It doesn't take much.

A basic understand of marketing and marketing online will put you head and shoulders above the average business owner. They're busy with what they do best. It's your job to provide the online marketing solution.

To get started with your learning, here are just a few places to check out:

- [Udemy.com](https://www.udemy.com/)
- [Lynda.com](https://www.lynda.com/)
- [Onlinemarketinginstitute.org](https://www.onlinemarketinginstitute.org/)
- [MarketMotive.com](https://www.marketmotive.com/)
- [YouTube.com](https://www.youtube.com/)

Online marketing is an industry that changes quickly. You'll need to make it a habit to continually stay on top of the latest tools and techniques. Choose some authority sites (like [SocialMediaExaminer.com](https://www.socialmediaexaminer.com/) and [QuickSprout.com](https://www.quicksprout.com/), for example) and subscribe.

In fact, as you search and consume information, you'll start to notice some sites that keep popping up. They obviously know their stuff when it comes to marketing! Be sure to learn from them.

Every now and then, make sure you go to Google and especially YouTube and research something specific. You might research something like, "How to use Pinterest for Dentists" or whatever your client base is made up of. This way you can keep your services fresh and valuable.

After learning a bit more about what an online marketing company actually does, you'll need to do a bit of mental homework. That's next! For now, go through the action steps listed out here.

Chapter 2 – Action Steps

Time to complete: 2 days

- ❑ Look up “online marketing company” and check out the first few sites – the goal is to get a feel for what they do and what you’ll be doing.
- ❑ Consider taking a class or two on Udemy.com or Lynda.com to get an overview of the online marketing world.
- ❑ Think about an industry you might like to serve (i.e. – chiropractors) and then look up “online marketing for chiropractors” or similar terms and study what comes up.

CHAPTER 3

Setting Expectations: Build It Mentally First

Before we get to the real nuts and bolts of setting up your business, we need to take a minute and focus on the mental side of things. It's just as, if not more important, than the actual physical steps you will take. The goal here isn't to get all "life coachy" on you but for you to put in place some real concrete ideas that will translate to tangible outcomes in your business.

There are a few things to cover, namely:

- Employee to business owner mindset
- Your vision & motivation
- Your goals

We cannot overlook the mental side of things when starting and building a business. Even with this book as your guide, putting it all to work will push you and you'll need to have these mental steps in place. Basically, you'll need to remember why you're getting into it in the first place.

Employee to Business Owner Mindset

The goal of starting this business is to work super hard to then have the freedom to do what you want to do. An old boss of mine used to say that he was successful because he was super lazy. He would find the fastest, most effective ways of getting results so that he could go back to being lazy.

In other words, you're going to work super hard so you can do whatever you want to do. Even if that means being a couch potato or playing video games all day! There's a quote that's floating around online that goes something like this, "You must be willing to work like most people won't, so that you can spend the rest of your life like most people can't".

If you're like most people, you've probably spent much of your working life as an employee. You're now going to have to make a big mindset shift from being an employee to becoming a business owner.

Trust me, an employee mindset is much different than a business owner. For example, as an employee, your big concern is doing enough work to make it to your next paycheck. As a business owner, you're thinking about everything like getting new clients, making sure production happens, invoicing, and more. Oh, and getting a paycheck too!

The goal here is to fast track you from the employee mindset to owner mindset so you can scale to freedom faster. There are two primary concepts to remember.

First, you're in charge of your paycheck. This might seem kind of obvious but coming from an employee mindset you're used to getting paid every two weeks. As a business owner, there's no one out there to give you a paycheck. It's all up to you!

The good news is that the sky's the limit. Hustle and you get paid. Hustle some more and you get paid more. It's pretty simple. You get to make yourself "more rich" by working smart and working hard.

The second concept you need to remember is that you're not going to do all of the work. So instead of thinking, "I've got to get this done today" you're going to think, "Who can I find to get this done today?" This might seem like another obvious concept but you'd be surprised at how tempting it is to just do everything yourself.

But this is not how a business owner grows a business. Instead, they put together a team to do the majority of the work for them. In fact, we'll talk about how you'll do this in detail in just a couple of chapters. Don't get me wrong. There will be plenty of work for you to do. But most of it will be spent in driving more revenue. Your team will take care of the client work.

Really, if you can embrace these two concepts alone, you'll be light years ahead of most other budding entrepreneurs. You're going to need this mindset shift in order to create your vision and set your goals.

Your Vision and Motivation – Finding Your Why

With the business owner mindset in place, you need to understand your true motivation and create your vision. First ask yourself, what's your motivation? Why did you even buy this book? Chances are you're looking to start a business that will give you the income to do whatever it is you want to do.

Do you see yourself lying on a tropical beach? Do you see yourself traveling around Europe or Africa? Do you see yourself walking out of your job with your head held high saying goodbye to all of your old workmates? Do you see yourself waking up whenever you want and doing whatever you want to do?

Think about what you really want. Complete this sentence: "I want to make (fill in the dollar amount) so that I can (fill in your deep down desired lifestyle)". This is your "why statement". When it gets tough, you'll think back to this and know exactly why you need to keep pushing forward.

Now think of it in terms of your business. How much money do you want to make? How much money do you really need to make? They are two different questions. The first is more vain and fun to answer. The second is much more important.

For example, let's say you wanted to live in a beautiful house on a beach in Thailand. Let's say also that you want to have your kids in private school, have a maid, eat out almost every day, go scuba diving a lot, and do a bunch of stuff like that. How much do you really need for that?

Remember, think like a business owner here. You want to make as much as you can while working on your business in really smart, leveraged ways. Think very carefully about your vision. What do you want your life to look like? Where is it? Who is with you? Now get specific about how much you think you'll need to make to achieve it. Think carefully about this number because we'll need it as you make your goals.

Setting Your Goals

With your vision more or less in place, now's the time to set some concrete goals. This is actually pretty easy. How much do you want to make on a monthly basis? You could break it down to the first 3 months, the next 3 months, the following 6 months, and so on. Break it down as much as you need to keep yourself motivated.

For example, let's say you make the goal \$50,000 in your first year. You know it's not all going to happen all at once. You've got to hustle. You make the goal of \$1000 in your first month. Then you make another goal of \$2000 in your second month. Then, if you can get that number up to \$5000 in the following months, you'll easily reach your goal in your first year. Not bad!

Now the key is to make a business goal and a personal goal. In other words, gross revenue and net income. How much will the business make and how much do you want to take home personally each month?

Be specific. Be realistic. Right now, don't get bogged down in the long term goals. The goal of this is to get you up and running fast. Make your first month goal, second month goal, and then your annual goal.

Do this for both you and the business. Write it out. Post it on the wall by your desk. You'll use this in your business plan that you'll learn about coming up in just a couple of chapters.

Having specific goals will keep you motivated during the month. If you have a general goal of "more money" you might get a client or two, but you'll be leaving a lot on the table. Get specific. Ideally the number is just beyond what you think you can do. This will put faith (or whatever you want to call it) into work for you. New doors will open, random people will call you up, and more clients will flow your way. It's true that when your intention is clear, and you're working hard, everything will line up to help you reach your goal.

Many times in my own business, my wife and I have discussed growing it to the next level. What we do is simple. We think of the dollar amount and a date we would like to have it happen by, write it on a piece of paper, and then put it somewhere obvious (usually the bathroom mirror).

For example, let's say the goal was to increase revenue by an extra \$1000 a month. I know that's about two new clients on the best selling package. I then hustle by making phone calls, sending follow up emails with old prospects, asking current clients for referrals, attending networking meetings, and so forth.

It almost never fails – when you make your intentions crystal clear and get to work, you achieve your goals. It may not be immediate but it does happen. Notice I didn't say it was all mental. You can't just sit on the couch and will your way to success. You need to hustle. Get clear on your goals and then make them happen.

To learn more about setting clear goals, S.J. Scott wrote a great book, *S.M.A.R.T. Goals Made Simple - 10 Steps to Master Your Personal and Career Goals*. It's a great resource if you're serious about creating realistic, achievable goals.

With the mental stuff in place, it's time to get to the meat and potatoes. The next step is to take a peek at what some of your competitors are doing. For now, go over the following action steps.

Chapter 3 – Action Steps

Time to complete: 1 day. Let it sit for a day, then come back and refine if needed.

- Write out (or type out) your motivation. Why are you interested in starting this business? Answer this with something more specific than “to have more money”. Get as specific as you can.
- List out the amount of money you would like to make in your first month.
- List out the amount of money you would like to make in your second month.
- List out the amount of money you would like to make in the following months – you can be as detailed as you wish but end with an annual goal. Include numbers on both the business and your net income.

PART II:

SETUP

CHAPTER 4

Quickly Size Up the Competition

By now, you should be clear on what an online marketing company does as well as what you want to achieve by owning your own company. Now is the time to start crafting your own offer. To brainstorm, it's best to start by seeing what the competition is doing.

Note, when I say competition, I mean the other online marketing companies out there. The goal here isn't to take on these companies directly or try and steal their clients. Take my word for it; there is more than enough business out there! Don't fall victim to a scarcity mindset. It will hurt the growth of your business.

Let me say it again, there is more than enough business out there! There are literally millions of companies out there that need your help. I'll share with you how to access them coming up but first, just say it with me, "There is more than enough business out there". Great!

The main reason you're going to size up your competition is to get a feel for how they're doing things. You're not going to copy them. You're going to be inspired by them.

To get started, pull up the mighty internet and start with words like, "online marketing company" and "internet marketing company". You could even use "agency" or "firm" and see what you get. Try getting even more specific with words like "video marketing" and "social media" and "reputation management".

At this point, you'll also begin to think of how you can niche down and perhaps offer a specific valuable service. If you already have an idea of a specific industry or vertical you would like to zero in on, then be sure to add that to your search.

For example, maybe you already have a lot of contacts in the legal space and are thinking about working with attorneys. Simply add those terms to the mix. For example, look up keywords like "online marketing attorney" or "social media management for patent lawyers". You get the idea.

What You Need to Look For

When doing your search, take out a notebook (or my favorite, Evernote) and jot the following down:

Websites – What comes up when you search for the keywords you chose? Who comes up first? What do their websites look like? Are they nice? Are they professional? Check to see what the websites look like on your phone or tablet as well. Are their sites up to date and mobile friendly?

Business Name – What are the business names you're seeing? Are they self explanatory like "Online Marketing Services For Plumbers"? Or are they more ambiguous names? Pay attention to the names you see as you start to think about your own business name.

Social Media - Do they link out to their own social media platforms? Do they have followers? Are they actually marketing? Do they have a blog? Are they “walking the walk”?

Colors – Do they make good use of colors as part of their brand? What colors appeal to you?

Logo – What does their logo look like? Is it memorable? How does it work with the rest of their brand? Is the logo even necessary or would a company title be sufficient?

Tagline – Does the business have a tagline? If so, does it state what they do? Does it share a benefit for their ideal customer?

Services – What kind of services do they offer? Are they industry specific or do they focus in on a particular service?

Pricing – Do they have prices listed on their website? If so, do you think they’re reasonable?

Contact – Does the company drive a specific action? Like “Click here to learn more” or “download your free guide to internet marketing for lawyers”? How’s their contact page? Is it obvious? Is it very easy for a visitor to get in touch with the company? Hint - it should be!

What else? Look at everything you can. Look at as many companies as you can. Take it all in. A good way to look at your competition is to think if you were a business owner, would you be “turned on” by what you’re seeing?

This is really important - write down everything you like. If you see a company doing something that you think is good, jot it down. You’ll use this with what you’ll learn in the next couple of chapters.

Chapter 4 – Action Steps

Time to complete: 1-2 days

- Go online and look up other online marketing companies – jot down everything that you like and that you would like to emulate.

CHAPTER 5

Business Services: Creating Your Unique Offer

After looking at the competition, you should have a pretty good idea of what you want to do. Ideally, you know what you would like to offer and if you're going to focus in on one particular industry. Now comes the time for you to establish your services.

First, ask yourself how you'll be different from the 10 million other online marketing companies out there? What will set you apart? Maybe it will be your particular service. Maybe it will be your particular approach. Spend some time figuring out how you will stand out.

This is important to think about because business owners are bombarded almost every day from companies like Yelp, Facebook, and more all trying to get them to spend money on marketing. Being able to concisely distinguish what sets you apart and how you will be able to benefit clients will help them decide to go with you over everyone else.

Before we get to defining your exact offer, it's important to think about your business from an operational point of view. How do you want to do business? How much do you want to be involved with your clients? How will you run the show?

We'll get into this more when we talk about scaling in the 3rd section. For now, it's important to think about it from a high level as you establish your services.

You should make your offering:

- Clear cut - same valuable service every month
- Duplicatable across niches (and geography)
- Easily outsourced – easy to train to your team
- Easily sold - results speak for themselves
- Easy to get and show results (the faster the better)

Productize Your Services

By its nature, a service-based business is faster to get started but it's often more challenging to scale than a products-based business. There are, however, a few things you can do to make sure you get off to a scalable start.

First, make In-n-Out your role model. In-n-Out is a hamburger chain based in California that has an incredibly simple menu. Basically you choose from 1, 2, or 3. Contrast that to going to a Red Robins restaurant that has about a 1000 options.

When you're setting up your services, offer 1, 2, or 3. There's something more to In-n-Out that you can follow too. Many people don't know this but they have a secret menu where you can ask for additional options. They don't advertise this but if you know it and ask for it, they'll do it.

You can do this for your clients. No two clients will ever be the same. Give them the initial 1, 2,

or 3 option and then tailor it to their needs if they request or you think it will really help them out. We'll circle back to this later but for now think about keeping everything simple. Simple sells.

People like Packages

Speaking of selling, you'll learn that people like packages. They like to see all of the services they'll get in a nice, tidy bundle. For you, this fits nicely with your goal to scale. It also adds another big benefit. By having set packages, you'll be able to list out the exact services and use them in your production. You'll be creating a checklist that your team can work from each month.

Another big benefit of this is that it creates accountability. This means your client will know exactly what they're getting and what they're paying for. Also it means that you'll know exactly what your team should be working on at any given time.

What kind of packages you create are really based on the exact services you want to offer. Let's say for example you really want to focus on social media. You could create packages that offer Facebook & Twitter posting, together with LinkedIn, Pinterest, Instagram, and more. You could list out everything that you would do down to the last detail.

Some services your company could offer include:

- Reputation management
- Social media marketing and management
- Video creation and marketing
- Blogging/content creation
- Maps/local listings
- Website development
- Mobile websites
- App development
- Search Engine Optimization (SEO)
- Or a combo of all of the above...

Like I mentioned previously, you might also consider "niching down". Maybe you only do YouTube marketing. You could even get more specific. You could do YouTube marketing for real estate agents. This will make it easier for you to get clients, build your reputation, and grow your expertise. As a result, your business will grow faster.

How Much to Charge

Once you have your packages in place, it's time to think about how much to charge. First, go back to your goals. How much do you want to make and by when? Then work backwards from there. Maybe you want to make a monthly revenue of \$2000 to start. If you price your packages at \$500 per month per client, you'll only need to get 4 clients. Not hard at all.

Think about what you saw when you were looking at the competition. What do you think is fair? Also consider if you want to follow a Wal-Mart model and go cheap and undercut the competition. Or, perhaps you want to follow a Nordstrom model and provide top notch service at

a premium price. Or, maybe you want to be somewhere in between.

You also have to think about what kind of clients you want. In many cases, the smaller clients that come in at a smaller price point will be more of a hassle and demand more. The more Nordstrom-like clients often trust you to do a good job and leave you alone. Just be sure to deliver as promised!

The amount of work to actually acquire the clients is about the same regardless of their budget. It's been my experience that going for the "middle class" to "upper middle class" businesses tend to yield the greatest return with the least amount of hassle.

For example, when I first started out, I had a client paying \$250 a month for a set of services. I also had another client paying \$1000 a month. Guess who was more of a hassle? The client paying \$250 a month!

Besides already getting a great deal on their services, they wanted more personal attention including phone calls and even asking me to personally take part in their company meetings! And the client paying \$1000 a month? I never heard a word from them! They just expected us to get the job done and left us to our business.

The moral of the story is to think about your ideal clients and what they look like. It will take some adjusting but soon you'll figure out who your perfect clients are based on how much they're willing to pay. It should be a big indicator to you when someone chokes when you tell them your most effective package is \$750 a month. If they don't even bat an eye, chances are good you've found a good client.

While we're on the subject, don't be afraid to fire clients. When you're first starting out, you may be tempted to work with everyone. But you'll soon realize there are some clients that just aren't worth the time invested. Fire them and move on to more ideal clients.

Another thing to consider regarding pricing is to price your services based on what you think you can get. There will be a little trial and error here for sure. But soon you'll get a feel for what the market is willing to spend. Most clients aren't willing to spend \$1000 for you to post to Twitter for them.

On the other hand, if you consistently get them ranking on page 1 of Google and they're getting phone calls every day from new customers, most would be more than happy to pay at least \$1000 a month! Think about your services, your clients, and go from there.

Here's a quick tip on pricing your packages. With your packages 1, 2, & 3 price them like this:

Package #1 - \$349

Package #2 - \$449

Package #3 - \$749

This is priced just like your local car wash. Package #1 is going to have the bare minimum services. It's still valuable and well worth the money but it just doesn't offer everything extra. Package #2 provides a lot more in way of services than Package #1. This creates more value for your client but still gives you a great margin. Package #3 provides the works and you can

build in as much margin as you wish!

Keep in mind the above numbers are just examples. Your first package could start out at \$899 or more (or less). It's really up to you. The most important thing here is to follow the pattern laid out.

Here's the psychology behind how it all works:

Package #1 is there to serve as an anchor. It sets the minimum prices for your services. Package #2 is the one you really want to sell. People will see how much more they can get for just a slightly bigger investment and they'll compare it to Package #1. They think, "well for just a 100 bucks more I can get this much more..."

Package #3 is the magic bullet. It's a really high number (not too high) and it makes Package #2 look even better. People think "well I would love to get Package #3 but I can really only afford Package #2 and it's still a great deal".

This method really works! There's no deception. In fact, most people can see what's happening. You just have to decide what you think is genuinely fair for each package. In other words, if you were to buy your own services, would you feel you were getting your money's worth? Go on that premise and you'll be just fine.

Keep in mind you're always going to get the people that want the cheapest package. It doesn't even matter the actual price – they'll just go cheap. Also, you'll get the people that always want the best. But the huge majority of people will go for package #2.

Just make sure your pricing matches the value and services you offer while creating a good profit margin for you.

Now let's quickly explore the actual pricing amount. There's a heated debate with marketers about ending the number in a '9' versus '0'. For example, \$199 versus \$200. There's even talk of the magic '7' like \$197. It's not quite 9 but more than 5.

On the surface, everyone knows that \$199 is really like \$200. We all know that. But somehow seeing the 1 in the 1's column versus a 2 creates a psychological trigger telling us it's cheaper. Online, you're going to see both the flat rate and the '9' in action.

There's some merit to being straight up and saying "hey, this is my price, \$200. Period." What you do is really up to you and what you feel comfortable doing.

Additionally, the actual costs for your services that you establish are up to you and your business goals. I've found great success with the numbers \$349/\$449/\$749. That \$500 range works very well for the online marketing budget of a big majority of businesses out there.

Chapter 5 – Action Steps

Time to complete: 2-3 days (take some time with these steps – they're important!)

- ❑ Come up with what sets you apart. Ideally it can be summed up in one sentence. i.e. – “We provide page 1 SEO services for dental professionals”.
- ❑ Come up with your 3 packages. List out the services that each package entails.
- ❑ Come up with your package pricing. Decide what you think is valuable for all parties involved and use this as a starting point (you’ll most likely adjust this as you get more experience).

CHAPTER 6

Build Your Brand: Key Strategies for Making it Memorable

Part of creating a solid online marketing company is having a great brand. In fact, there are agencies out there whose entire purpose is solely to create brands for companies. Your brand is your business's overall image. Branding is important to distinguish your business and to really set it apart from the others. In a word, it's to make your business memorable.

For this kind of business, your brand is going to break down into 6 primary concepts:

1. Your unique selling proposition
2. Your ideal clientele
3. Your business name
4. Your tagline (if any)
5. Your colors
6. Your logo

What's Your USP?

Now that you've had a chance to check out the competition and create your own service offerings, you need to figure out your own unique messaging. This is called your Unique Selling Proposition (USP). This is what sets you apart from the thousands of other online marketing businesses all vying for attention.

To come up with this, think about what makes your business different. Can you do something better than others? Do you already have experience in a particular industry that could give you an advantage? Think about what you can do uniquely better than the rest. Now write it out in one sentence.

For example, based on your past experience in the medical industry, you have a good understanding of how independent family doctor offices run. You know they need new foot traffic but choke when it comes to marketing online. You decide to specialize in local SEO and reputation management. Your USP then could be that you'll help locally based doctors get on the map and then get found more in the local online searches.

Identifying your USP really helps when you know who your ideal clients will be so let's discuss that now.

Identify Your Ideal Clientele

At first, you're going to be tempted to work with everyone. Really, once people find out you have an online marketing business, you'll be amazed at how many people need help with something online.

You'll quickly see how big the concept of online marketing is and why you really need to niche

down. Someone will want help making a 5 page website. Somebody else will want your help managing bad reviews they received on Yelp. Somebody else will ask you to help them put photos of their pet grooming business on Pinterest. Yet another person will want you to get their business ranked on page one of Google. I think you get the picture. The solution is to go into a specific niche. You can do this in two ways.

The first is to focus on a particular industry. Maybe you have some experience working in a dental office and you know what they need. You could focus your business on catering to only dentists. This gives you the advantage of being able to speak the language in your sales and marketing efforts. It also helps you fulfill your services better because you already know the industry.

The second way to niche is by service. As an example, you could focus in on only building websites or only doing video marketing or only social media management. By niching down by service, you're able to really know your industry and provide the best services possible. Also, it sets you up to work with others with complimentary services.

For example, if you choose to focus in on SEO, you could partner with a company that does content marketing or social media. You'll also be able to throw referrals to each other which is a nice bonus.

You can even combine the ways to niche. You could easily create a business that creates and markets YouTube videos for carpet cleaners all around the country.

In my experience, the more you can niche, the faster you can make your first sale. Additionally, you'll be able to provide a better service. This creates happy clients who will refer even more business to you.

Online marketing is deceptively big. You'll quickly choke if you try to be everything to everyone. Start with a small niche and build out from there. Once you know your particular niche, you can always add more services or more industries as you go along.

Let me quickly repeat something because it's that important. You must stay true to your niche and screen clients from the very beginning. If not, your growth will be drastically slowed and you'll go crazy trying to learn and be proficient in each niche online.

Be true to your niche. Be true to your services. It may seem like you're walking away from money at the beginning if you turn away clients. In reality however, it will drastically affect your ability to get new better qualified clients and in turn, grow your business faster. I know from experience!

Give Your Business a Name

Now it's time to come up with your business name. Choosing the right business name is a big deal but don't let it overwhelm you! If you've followed along and done the steps up to this point, you should already have a good idea for your company name. The research you've done on your competition and narrowing down your niche should have given you a few ideas already.

Here are a few guidelines to come up with a good name for your business. Your business name should be:

- Easy – it should be easy to spell, easy to say, and easy to remember
- Short – the shorter the better (think Nike, Netflix, Apple)
- Relates to your business – if possible, use words that are found in your industry
- Benefits – if possible, use words that invoke what your services will do
- Positive – if possible, create uplifting imagery or a sense of happiness

With the above in mind, get a pen and paper (or Evernote) and jot down as many names that come to mind. At this point, don't think about the competition or if someone else might have the name. Just write.

Once you've got a pretty good list going, go through it and narrow it down. Be ruthless. Cut it down to your top ten. Now is the time to get online. Do a search for each of the names you have. What comes up?

Often names that you thought were great might already be taken by another business or organization of some sort. Keep going until you find one that you like and that's not in use by someone else.

Now that you've weeded out the names a bit, it's time to go to a domain registrar like GoDaddy. Ideally, you want to get the '.com' extension. It's not always possible but if you can, it's still better. Also, use a site like Knowem.com to check the availability of your name across the other platforms like YouTube, Facebook, Twitter, and so forth.

The final check you'll want to do is to make sure somebody else doesn't own the trademark. You can do a quick search online at [uspto.gov](https://www.uspto.gov).

Once your proposed names have passed all of those tests, narrow the names down to your top 3 names. Now, let some of your key friends and family help you decide. It will be interesting for you to see their reaction. In particular, pay attention to see if it's hard for them to pronounce or if they're confused by the name and so on. If there's anything that's unclear, you'll want to rethink the name.

Take some time with this step because your business name will be a big part of your overall brand. For further information on how to name your business, be sure to head over to <https://www.familyrocketship.com/clonemybusiness/> and view the resources section.

What's Your Tagline?

With a business name in place, you can easily come up with a tagline. Ideally, this is a very brief line that states exactly what you do for your clients.

For example, let's say your niche is social media management for contractors and you've decided your business name is "5 Star Marketing". I know, it's not the best name – it's just an example! Now you can put in a tagline like, "Social Media for Contractors". Again, not the most

sexy example, but you get the point.

A tagline isn't always necessary. It's really there just to drive in your overall brand and perhaps USP. It's up to you to decide if you want a tagline or not. If you do, the best taglines are benefit rich. They tell your potential client what you'll do for them. It's increasingly trendy to use three punchy words. However you do it, keep it short and as potent as possible.

A Word About Colors...

Before we get to the next step of creating a company logo, let's figure out your company colors. There's a whole lot of psychology that goes into colors but because we're in the business of marketing online, it really can be anything.

To keep it simple, choose something that you like and that maybe even relates to your niche. For example, if you're doing YouTube marketing, you might want to use colors similar to YouTube's (red, gray, white, & black). If you're doing Facebook marketing, you might want to use a lot of royal blue.

Ideally, you can choose to use one main color with an accent. But again, even this is up to you. Google and Microsoft use all of the primary colors in their branding. Many online marketing companies are now going very simple. White or light gray with a bold accent like red or orange or blue. In this industry, it can really boil down to whatever your favorite color is. Don't over think this one, just decide and run with it!

Create a Winning Logo

With a company name, tagline, and colors in place, you now need to come up with a logo. The only thing you need to do here is have an idea. Unless you're a graphic designer, you should not try to design a logo by yourself. It will look homemade and unprofessional. Trust me!

Because you know your niche, have your business name, and checked out some competition, you should have an idea of what you want. Let's say you're doing video marketing. Maybe a logo with the iconic "play" button should be in there somewhere. Maybe you're going to focus on review management for clients. You could get your designer to create your logo to look somewhat reminiscent of Yelp's logo.

Like I said before, unless you're a graphic designer, don't do this yourself! Get a professional. The good news is that you can get a professional for anywhere from \$5 up to no more than \$100. Really. This is all you need to spend.

You can find really good logo creators at the following places:

- [Fiverr.com](https://www.fiverr.com) – all gigs are only \$5! At this price, you might get like 4 or 5 and pick which one you like best.
- [Upwork.com](https://www.upwork.com) – offers up a world of graphic designers with the ability to refine your search based on experience, rating, and so forth.
- [99Designs.com](https://www.99designs.com) – here you can get a bunch of different designers to come up with an idea for you and you keep the one you like!

There are a few things to remember when speaking with your designer. First, you need to get horizontal, vertical, and square versions of your logo. You'll be using this logo all over online and each platform has its own format. Facebook uses a square for example for your main logo area with a large rectangular space in the background. Be sure to ask for a number of layouts that are all congruent but just in different layouts for the various online platforms.

Also, be sure that the font used is easily readable! Don't be tempted to pick a font just because it's fancy or cute. Ideally you choose a font that's clean, uniform, and somewhat stylish but still easy to read! More and more, modern, elegant fonts are trending and for good reason, they're nice to look at and easy to read! Remember, simple sells.

One final note, be sure to get all of the original Photoshop or Illustrator files from your designer. You never know when you might want to change things up down the road and you'll want to have access to those assets.

Chapter 6 – Action Steps

Time to complete: 2-5 days

- Identify and write out your USP.
- Write what your ideal client looks like – the more details the better.
- Decide right now you will stay true to your niche and not take on anyone and everyone who needs help “online”.
- Come up with a business name.
- Come up with a business tagline, if you need one.
- Pick your colors.
- Get a logo done.

CHAPTER 7

How to Create Your Business Plan...in 5 Minutes

You'll often hear that with a new business you need a business plan. That's true but not this business. This book is your business plan! You might hear things like doing market research and creating a revenue model.

Guess what? You already did that when you made your goals and looked at your competition. You'll also hear that you need to know your brand and key service offerings. You already did that too!

If you've followed the action steps in the preceding chapters, you would have done all of this already. Just in case you haven't, we'll go through it now. The point of having a business plan is to get organized. When you launch out, you'll know exactly what you're doing and will have a crystal clear focus.

In the interest of saving time and getting you to money making as fast as possible, you can take my word for it, there's a genuine need in the market place and you can do very well with your new online marketing business. That said, it's good to have a foundation of what you're doing so here's how you can create a business plan in 5 minutes (or 10 minutes if you're a slow typist like me).

As mentioned, most of the following should already be in your notes. Some of the questions we haven't covered yet. Just write what comes to you and then you can come back and make edits if you need to.

Open a new doc and title it "Business Plan for (your company name)". Jot down the questions in bold then answer them below.

Here are the questions:

- What is your company name?
- What is your company tagline (if you have one)?
- What problem do you solve? What services do you provide?
- Who is your target audience or what does your ideal client look like?
- What is your USP?
- How much do you charge?
- What is your monthly revenue goal?
- How many new or repeat clients do you need to achieve this goal?
- How do you get new clients?
- How will you fulfill your services? Who makes up your production team?
- How will you measure success (number of clients, monthly revenue, or something else)?

And that's it! You just created a business plan. You'll adjust this over time but by having this framework, you'll be able to start off somewhat organized and will be ready for fast growth. Just

to give you an example, here's a sample business plan:

What is your company name?

Up and Up Marketing

What is your company tagline (if you have one)?

Driving New Business Online for Busy Medical Professionals

What services do you provide? What problem do you solve?

We help medical professionals get found in the local searches specifically providing map listing, citation site listing, and review sites services.

Who is your target audience or what does your ideal client look like?

Our target audience consists of medical professionals with at least a \$500 a month budget. Ideally they're situated in small to medium sized growing towns and cities.

What is your USP?

We have special skills in getting local medical professionals found in the local online search results.

How much do you charge?

We have 3 packages. Our first package is \$349 a month, our second is \$449 a month, and our third is \$749 a month. There is a \$99 setup fee that can be waived as an incentive to buy now.

What is your monthly revenue goal?

Monthly revenue goal is \$15,000

How many new or repeat clients do you need to achieve this goal?

Assuming we'll be selling the \$449 package the most, we'll need an average of at least 34 clients a month.

How do you get new clients?

Initially, we will make a list of all medical professionals we currently know that could use our services. Going forward, we will offer a referral bonus to our current clients for every new client they refer to us. We will also attend small business networking events as well as medical professional events. In the future, we may look to partner with other complimentary service providers also in the medical services industry.

How will you fulfill your services? Who makes up your production team?

For now, all production will happen via a select team from Upwork. After contracting our 5th client, we will hire our first employee.

Who are the other key players of your team? List their names and titles.

Initially, the breakdown will be as follows:

Tim – owner and sales

Jamie – marketing offline and online including website (part-time)

Sally – bookkeeping (part-time)

Operations and production staff to be added with increased clients

How will you measure success (number of clients, monthly revenue, etc)?

Success will first be achieved by hitting \$15,000 a month. When this happens consistently for 3 months, we'll raise the bar to \$20,000 a month.

If you would like more information on creating a business plan, be sure to visit <https://www.familyrocketship.com/clonemybusiness/>

Chapter 7 – Action Steps

Time to complete: 5 minutes

- Write up your business plan. Print it out. Change as necessary.

CHAPTER 8

How to Set Up Shop, On and Offline

With your business plan and everything else now established, it's time to make your business legit! This includes creating a real legal entity, setting up your business bank account, taking payment, as well as your online presence with your website and other platforms.

This is the portion that will take a week or so to process based on how quickly you get everything set up. Just push through it quickly and get to the fun part of making money!

How to Create a Business Entity

You're setting up a fully functioning business. This isn't a hobby. This is a real business and you need to take the right steps to make sure you're doing business in accordance with your state or province.

There is much more detailed information on the resources page at Familyrocketship.com/clonemybusiness/ and I strongly encourage you to do due diligence in making sure you're doing everything correctly.

For now, the goal is to set up your business quickly and one of the best tools out there is LegalZoom.com. They provide every kind of business service you can think of including incorporating your business.

They can help you set up your S-corp or LLC or whatever you choose. If you're not sure what kind of entity to set up, they have customer service reps who can walk you through the process so you get the kind of business structure that's right for you.

The process takes a little while but you can have it all done in as little as 7 days. Then you'll have all of your articles of incorporation and all of the other necessary legal documents that you need to get moving.

How to Take Payment

With your new business set up, it's time to open a new business bank account. This is different from your own personal checking or savings account because it's primarily used for your business. Keep them separate! When it comes to tax season, you'll be glad you did!

What bank you choose to use is up to you. Be sure to look for deals and other sign up perks. The banks all want your money so the smart ones offer various incentives. Some people will tell you to sign up with a bigger bank because it carries more weight but this really doesn't matter. It's often the smaller, more local banks that will give you better rates and perks. Be sure to do your homework on this. It really boils down to choosing the one you feel most comfortable with.

With your bank information handy, you can set up your online payment processing. This is how

you're going to take payment from your clients. Your bank may offer an online payment solution but to get started, PayPal works perfectly. PayPal is very well known and very easy to use. Their rates are pretty comparable to anything your bank will offer. They also offer a lot of great services like recurring billing which is what you really want with each and every client.

Getting started is easy. Just go to [Paypal.com](https://www.paypal.com) and go to their business section. Follow the steps and you'll be set up in no time! With this you'll have everything you need to take payments online and even directly from your website.

You will encounter some clients who still want to pay via check. Usually it's the very small and the very big clients. Obviously taking checks means having to take them into the bank and some banks now offer scanning services where you can do it all from your phone. Don't be discouraged if someone wants to give you a check or even cash in some cases. Just make sure you have a great billing system set up so you track everything on your end and send out an invoice every month.

This leads to setting up your bookkeeping system. To keep things simple, you can use QuickBooks. They have both software you can download or use their monthly service. Either one works great. It's simple to use and is as complex as you need it. You'll spend some time setting this up but once it's up, it will become part of your monthly ritual and nothing more.

How to Set Up Your Website – In One Day

With your business set up in the real world, it's time to set it up online. This all starts with your website. Your website is a digital representation of your business. Make no mistake, people will judge your business by your website - especially if they're looking to you to build their website and handle their online marketing. You've got to have a great online presence.

There are a few steps to take to get rolling with your website. First, you need to buy a domain. The domain is the virtual address of your website. It's the www.YourBusinessName.com thing. You can use a domain registrar like GoDaddy to register your domain name.

Ideally, you should get your business name with a .com extension. If you can't get your exact business name with the .com, you can consider using .net or .co. You can also use a hyphen if you have a two word business name.

Also, if the .com is taken, be sure to check out who currently owns it. Many times people are just squatting on a domain and are willing to sell it. You can use [Whois.net](https://www.whois.net) to see the details of the domain you wish to get.

If you use a service like GoDaddy, be sure to skip over all of the upsells. You don't need any of them! Just keep skipping forward until you check out. When you get to the check out page, be sure to enter a coupon code. There is always a discount coupon you can get. I've purchased domains for literally \$.99. Just do a search for "GoDaddy Domain Coupon" or something similar. Never pay full price for a domain!

After you have your domain, you'll want to get hosting. Many domain registrars, like GoDaddy, also offer hosting. It's my experience that a dedicated hosting company often works better. Two

companies we've had a great experience with are [HostGator](#) and [BlueHost](#). Both have great technical support and 99.9% up-time. Also, both are Wordpress friendly (more on this next). You should select a plan that allows for unlimited hosting. This will generally cost about \$5-\$8 a month. It's very affordable. As with your domain, when checking out, be sure to search for a coupon to get some more savings.

One key benefit with having your own domain and hosting is that you'll be able to have your own company email. It will look something like `yourname@yourbusinessname.com`. This not only builds your overall brand but it also looks much more professional than `yourname54@hotmail.com`! You can then use a service like Outlook or Gmail for your actual everyday emailing.

With your domain and hosting in place, it's time to build your website! Remember, this is a representation of your business. It must look professional! On average, you have 5 seconds to impress a new visitor. When done right, it will provide you with a steady stream of new clients. I cannot emphasize enough how important your website is to your business. Your potential clients will make a purchasing decision based on your website.

Thankfully, it's never been easier to build a website! There are a lot of ways to get sites up and running quickly but my favorite is, by far, Wordpress. Wordpress started off as a blogging platform but has now evolved into a fully featured content management system (CMS).

Among other things, Wordpress:

- Is incredibly easy to work with – even beginners can use it
- Is free to install on your site (open source)
- Is user friendly and gives you full control of your site
- Is incredibly Google-friendly
- Is easy to design using template called “themes” – tens of thousands (free and premium)
- Is highly functional with limitless plug-ins to choose from
- Has a killer blogging feature already installed

To get started, log into your hosting account. If you chose HostGator or BlueHost, you'll see a “one click install” button. Go to it, follow the directions, and it will do all of the work for you. In just a few seconds you'll have a fully functioning website installed on your domain. The only thing left will be to design it and add some content.

To do this, you'll want to choose a good template to start. Wordpress calls them themes. There are free themes (3 will be included in your Wordpress install) and there are premium themes. Premium themes range in cost from \$5 to \$70. They offer added functionality, design customization, and so forth. Needless to say, a great theme is a very valuable investment in your business!

To get started with your site design, here are a few key elements to include in your website:

- Solid home page with clear messaging
- Site-wide, high quality images (Shutterstock.com and iStockPhoto.com are both good places to buy royalty-free images)

- Clear contact information – phone number, email, social links, and contact form
- Clear services listing – include your packages here
- Clear call to action on every page – “Click here to get started on one of our packages...”
- Include a blog where you can post ongoing content
- Offer free giveaways – white papers, videos, checklists, etc
- Include an email sign up to join your newsletter

Overall, your website should be clean and easy to read. Be sure also to choose a theme that is responsive or mobile friendly. You want your site to look great across all devices.

At the bare minimum, your website should include the following pages:

- Home
- Contact
- Services
- About
- Blog
- Testimonials

To get more inspiration for your site, go back to your list of competitors. Look at their websites. List out what you like and don't like about the websites. Incorporate into your website all the good things. But remember, the goal is to keep your site as simple and clean as possible. When in doubt, keep it simple. Less really can be more. Don't add images just because you think you have to. Don't add any fluffy copy just because you think you have to. When in doubt, just say what you do and, more importantly, how you can help your potential client.

Now you'll have to decide if you're going to build the website yourself or not. If you feel the inclination, go ahead and build it. If you get a really great theme, it will do most of the work for you. You simply have to plug in your own words and images. The reason it's good to do your site is to give you some practice as to how it all works.

That said, your website must be 100% professional looking. If you don't feel you can do a great job with it, get it done by a professional. Just like your logo, you need to make a great impression so it's worth the investment to make it look sharp. Fortunately, you can get this done someplace like Upwork for relatively inexpensive.

For more ideas on setting up your ideal website, be sure to check out Nick Loper's *The Small Business Website Checklist: A 51-Point Guide to Build Your Online Presence the Smart Way*. Nick provides a great outline to follow.

Setting Up Your Social Media Platforms

With your website in place, it's now time to set up your business in all of the other online platforms. At a minimum you should set up the following:

- YouTube channel
- Google+
- Facebook - business page, not personal page

- Twitter
- LinkedIn – business page
- Pinterest

There are about 748 other platforms (and more everyday) that you could get set up on but the ones listed above are the most common and the best. Getting all of these platforms set up is really easy. It usually involves just listing out all of your company information and adding your company logo.

To make things faster, you can even outsource this step of the way too. Be sure to be as detailed as you can in all of the platforms. Fill out every field, add every image, follow every step.

Keep It All Digital, but You Can Have Business Cards

Around 9 years ago, I wanted to start a little business out of my home. I did everything I thought I was supposed to do. I worked with a designer to create business cards. Three weeks later and \$165 spent, I got my first order of 1000 business cards. I was so proud. Then I proceeded to buy pens with my business name on them. Then I bought a new printer/copier. I even bought a \$300 fax machine! Really!

Long story short, I didn't make a dime with the business and wasted a ton of time and money in the process.

As we've already covered, there's very little you actually have to buy to start this business. Think about it - you have an online marketing business. It makes sense then that most of your business marketing is also online.

One of my goals is to help you to get to money making quickly and not money spending. With that said, there is one and only one "offline" or physical tool that will serve you well – your business card.

VistaPrint.com is a great place to get business cards. They have ridiculously cheap prices on high quality cards. In fact, be sure to search for a coupon code to save even more money. Do not spend more than \$20 tops for your first round of cards!

Spend some time looking at other business cards that you may have lying around your office or house. If you use a service like VistaPrint.com, they have countless professionally designed templates that you can use. Simply pop your logo and business information in, change the colors to match yours, and you can proof your card immediately. Then select how many you want and you're good to go.

This is all you need to get started. Do not spend a lot of time or a lot of money on super fancy cards. You might end up changing them as you get settled in your business. Again, be sure to check for coupon codes to save some money when checking out.

A word of warning – companies like VistaPrint.com are going to tempt you with up sells. They'll show you other products like pens, stationary, car magnets, coffee mugs, and so forth all with

your pretty logo front and center. Resist the temptation! You don't need any of that stuff! You just don't. The only physical product you need is a business card.

It's exciting to have your own business and drinking out of your own custom company coffee mug is super tempting. But at this point, you're trying to grow your own business, not their business. Stick to your cards and check out. Everything else is a waste of money. In fact, you'll most likely never use any of that material anyway.

Chapter 8 – Action Steps

Time to complete: 5-7 days

- Set up your corporation.
- Set up your business checking & savings account.
- Set up your PayPal account.
- Buy your domain name.
- Buy your hosting.
- Set up your website.
- Set up your social media platforms.
- Buy your business cards (and nothing else).

PART III:

SALES

CHAPTER 9

Payday: How to Make Your First Sale

By now, you have everything set up. Now it's time to open the doors of your business and make some money! This is the best part! It makes everything up until now worth it. Also, there's nothing better than making money on your own! You'll always remember your first client.

The goal right now is to get your first paying client. Don't try and sell to the world, yet. Get your first client first. Your first client will act somewhat like a guinea pig - in a good way! You'll make sure your packages are set up correctly. You'll make sure the payment processing works the way it should. You'll make sure you can deliver the services as promised.

This is very important. Working with your first client will give you a ton of insight on how you can work with the thousands more you'll have. Pay close attention to every single step of the way. Did they understand your sales pitch? What was their main pain point that caused them to spend money with you? Did they pay you correctly and easily? What questions did they have? Were you able to deliver the services and get the results you and your client want? What challenges or issues came up?

This is the time to get everything right. Refine your process. Sort it out now. This will become the system that you create so you can go big!

The Importance of Making Your First Sale

You need to make a sale. Without sounding too obvious, your entire business depends on it. It's your primary duty as a business owner to drive revenue. In fact, there's nothing more important in your business.

I hope you're comfortable with selling. If you're not, you might as well close this book now. It's that important. You won't be able to just magically get clients. You won't be able to magically watch money stream into your bank account. You need to sell.

This means talking with real people that have a real need for what you have to offer. The great thing about all of this is that you're selling a solution which will really help business owners. Also, you're selling for yourself. You're literally making yourself richer through your sales efforts.

You need to sell also to quickly get proof that this really works. You need to see that you really can do this and scale it to a big company. Making the first sale will fill you with confidence that you'll be able to make a go of it. It's also important if you have a significant other and especially a family depending on you.

How to Get Your First Client

Remember what I said about everybody needing some kind of help when it comes to online

marketing? It's true. I'm going to reiterate that you need to stay true to your chosen niche from the start. It doesn't mean you can't change later on but for now focus on your chosen industry.

This will help you as you start to network. Chances are probably pretty good that you know of a business already that could use what you have to offer. The best new business often comes in through referrals.

At this point, try the best you can to find your first client through word of mouth. If you think it will help, you can consider giving your first client a discount on your established prices.

Most likely you'll be able to get your first client from someone in your social circle. If you're having a hard time, write a list of 10 people you know that own their own businesses. You can either approach these people themselves or ask them for referrals.

The key to this is your attitude. Be cool. Be nice. Don't just ask. Be willing to give something to help get things started.

When you get your first client, treat them like gold! Work extra hard and give 110%. Go above and beyond what you would normally do. This is for three reasons. One, you want them to love you and stick with you. Second, you want them to tell their friends and associates about you. Third, you want to get really good results. If you're doing SEO for example, get them on that first page of Google fast!

Do what it takes, ethically of course, to get the desired results. By doing all of this, you'll have one happy client and your next few clients will start to flow in!

Key Strategies for Getting Your Next Few Clients

The key to getting your next 2, 3, or 4 clients is to work hard. Again, not to get all "life coachy" on you, but there is something about the universe rewarding hard work. When you're working hard for your first client and fulfilling your side of the deal, you'll quickly be rewarded with more clients. It just happens. Especially in this line of work!

But you're not going to wait for the universe. Here are a few key activities to get the ball rolling now:

- Network – this means first to tell everyone you know about your business and the results you're already seeing with your first client
- Network at meetings – go to Chamber of Commerce meetings and other business networking meetings in your area
- Network with complementary business owners – meet with IT professionals and PR agencies and other businesses who might have clients that could also become your clients
- Network at coffee shops – offer to meet with potential clients and offer a free online marketing appraisal of whatever kind of service you can lead with as a give-away
- Network at their places of businesses – if you get a referral, offer to stop by the

prospects place of business to learn more about their company and how you can help them online

- Network online – get busy with your own online marketing (SEO, social, content, and more)
- Network via email – go through your email contact list and reach out offering a quick service you could do for free to get your foot in the door
- Network via phone – don't be afraid to pick up the phone; even these days, it's still one of the best tools for making money

Is it obvious now that you have to network? Everything you want (clients and income) is out there and found in the form of other people. Open your mouth. Get busy talking to people. Push hard. Make it happen!

Once you have your next few clients, work hard to deliver the same kind of service that you did with your first client. Be sure to “under promise and over deliver” as they say. Add an extra service if possible to every one of your clients. Go above and beyond with them. Do this and you'll start to see the referrals flow in.

A Word about Partnerships

When you start making money with your new business, it will attract the attention of others around you. Some people may even want to partner with you. No matter how tempting or how great it may seem, stay true to your business. Keep working the business model laid out for you in this book.

Coming up, you'll learn how to form a team of people all working for you. This puts you in a much more leveraged position than if you were to take on a partner. It's much better to keep full control of your business and grow your team as needed.

Chapter 9 – Action Steps

Time to complete: 7 days

- Get your first sale.
- Complete the work of your first sale and be sure to get results!
- Get your next 3 clients quickly.

PART IV:

SYSTEMS

CHAPTER 10

“McDonalds-ize” Your Business: Setting up Systems

At this point, you should have a fully functioning business. This is the time where you need to learn a secret that every successful business knows. This secret is responsible for huge growth and increased profits. This secret is responsible for business owners being able to trim down their hours and even withdraw completely from the day to day operations.

It can be summed up in one word: systems.

The most successful businesses in the world follow a set of systems they've created. Even though the example has been made a ridiculous amount of times, it's what allows empires like McDonalds to be as huge as they are and in as many countries as they are.

They've got such an efficient system in place that they can set up a new restaurant in Mexico City, for example, and have a teenage kid make the same hamburger that you would find in Kansas, New York, or Tokyo.

Let me just stress how important it is to have great systems. Not too long ago, I got sick. I was out for an entire week. I could barely even lift my laptop let alone get any work done. Luckily, I have a great team in place (we'll talk about this more in the next chapter) and I have good systems set up. Because I've taken the time to set up a work process, the work went on even though I myself wasn't doing anything.

Having a system in place is what allows for you to take off on vacation whenever you want or hang out with your kids in the middle of the day. Basically, it's the whole point of why you built the business in the first place. Additionally, having a great system in place is what will allow your company to grow and you to truly be on top of it all.

The key to growing your business lies in your ability to create a system. It doesn't have to be near anything what McDonalds has. In fact, it can start off with the easiest of task management systems - a checklist.

First, we need to clarify one thing - your most important job as a business owner is to drive revenue. I'm going to say this again before we're done with this book. It's that important. I say this here because this is your guiding motivation to create a system from the very beginning.

Create an Operation Manual

By now you've already landed some clients and have been working hard on fulfilling those services. You should already have a very good idea of what you do on a daily basis. Now is the time to write it all down. Pull out a notebook (or Evernote) and jot down everything you do. This will become your operation manual.

Start off with marketing and sales. Write out everything you've done. Try to put it in a list form or bullet points to make it easy to refer to. If you've sent out emails, copy and paste the last one you sent. This will become your template for sales emails. Next, write down everything you do to fulfill the services. This includes every tool you use, every website you visit, every little detail. Again, put it in a checklist. In short, write down everything you do and put it in your operation manual.

I can't overemphasize the importance of this operation manual. To grow you need systems in place. This is your system. You'll need this as we talk about the next step which is to grow your team.

For now, even though it may be tedious, it's the most important element to growing a business you can get on top of. Track everything and record it all. Your future self will thank you when you spend a Tuesday morning playing golf while your clients are being taken care of.

Your Sales Systems

At this point, we need to put a special emphasis on your sales systems. This includes your outbound efforts (calling people, networking, etc) as well as your actual packages. You need to write down everything you do and then evaluate what works the best.

In fact, most of your results will probably come from a few key activities. Drop the rest. Keep only the money making activities and put them in your operation manual or sales manual.

This will be vital for when you hire your first sales person. They will work from the manual you created to get the most sales. Also, the reason you set up packages is to make it easier on your sales staff. Remember what I was saying about In-n-Out Burgers? They have simple options.

Keeping everything simple will help your staff sell more. It's much easier and much more scalable to funnel new clients into one of your packages instead of creating a special package for each client.

Treat your services as if they were a product and you, your sales staff, and your clients will all be much happier.

Key Tools to Use

To help you in your systems creation, you'll need to use the right tools. The following are some tools that I've found helpful in my own business on a daily basis. They're pretty straightforward and broken down by topic.

Email

Gmail or Outlook - both work to process your business email as in you@yourbusiness.com. Gmail is what I personally use both for personal and professional emails.

Productivity/Team Collaboration

Asana, Basecamp, Trello - after using Basecamp for a long time, Asana is now my favorite and

it's free! Though I haven't used it personally, I've also heard good things about Trello as well.

File Storage

Google Drive or Dropbox - Dropbox is very easy to use and most people have now heard about it. Google Drive is about half the cost of Dropbox and is still relatively easy to use. We use Dropbox when sharing files with clients and we use Google Drive internally.

Note Taking

Evernote – you can think of Evernote as the digital extension of your brain. You can clip notes from websites online, create notebooks, and even tag your notes for easy finding.

CRM

Streak - Streak has a Gmail integration which is more than enough and it's free! If you find you need something more robust, Highrise or Salesforce are very good solutions.

Bookkeeping

Quickbooks – when getting started, Quickbooks works perfectly. It even has a number of pricing options based on your business needs.

Business Templates

All of the templates we've used like invoices, reports, and so on originated from Microsoft Word's own templates or from simply looking it up online then tweaking it to match our own branding.

For more resources, be sure to head over to the website at:

FamilyRocketship.com/CloneMyBusiness

Chapter 10 – Action Steps

Time to complete: 2 days

- Create a sales manual and a production manual. Be detailed and use bullet points.
- Set up your tools.

PART V:

STAFFING

CHAPTER 11

Team Building: The Key to Massive Growth

Your most important job as a business owner is to drive revenue. With a service-based business, even if you wanted to do everything yourself, you're limited to the available hours in the day. In order to grow, you need to hire a good team.

Your core focus at all times should be how to make more money. Everything else is important of course but your goal is to go back to the reason why you started this business in the first place. I'm sure it wasn't to fill out spreadsheets or post to Twitter all day long!

With this in mind, you need to be active in watching your actions all day. Here's a simple way to tell if what you're doing is money making or not. At various times of the day, stop and ask yourself, "Is what I'm doing right now making money?" If not, outsource whatever the heck you're doing.

Another way to think of it is to evaluate your daily activities and think if you were to do 10 times the amount of what you're doing, would that lead to making 10 times more money? If it does, then you're doing the right thing. If what you're doing simply gets a task done, but doesn't make you more money, then you need to find someone else to do that task.

How to Build Your Team

First, you need to acknowledge that you need to hire in order to grow. Let me say it another way. In order to make more money, you need to hire a team. As an entrepreneur, it's easy to want to do everything yourself. Chris Ducker, author of *Virtual Freedom: How to Work with Virtual Staff to Buy More Time, Become More Productive, and Build Your Dream Business* (which I highly recommend reading), calls it "Superhero Syndrome". You may think that you can do it better or that you don't want to give up any of the money. Whatever the reason is, to grow your business, you have to hire a team.

At this point, you have two options. You can hire people domestically or you can hire overseas. There are advantages to both. Without getting too much into it, you need to do both. To save you some time, I've found it's best to hire roles like bookkeepers domestically while the marketing and technical side of things can be done internationally.

The topic of outsourcing overseas is turning into a subject of debate for a lot of people. There's talk of keeping things "made in America" or whatever. In this line of business, this just doesn't apply. Your job is to get the best result for your client while bringing in the most revenue you can. That's it. Every decision you make is based on that.

We live in a digital world that's full of very bright and talented people. Many of those people are found in places like the Philippines, India, Romania, Croatia, Argentina, and yes, the United

States of course. The goal is to find the best talent at the most competitive rates so you can service your clients while growing your business. As Thomas Friedman says, “The world is flat”. There’s never been a more exciting time to build a business that creates employment opportunities literally around the world. Plus, it’s just plain fun knowing you run an international team in your company!

One thing to think about is whether or not you’re going to hire your new team member as an employee or a contractor. Obviously there are more obligations by having employees, especially when they’re domestic. If you’re looking to reduce your overhead, consider contracting instead. The key is to make sure your systems are in place and you can see every amount of work that should be getting done is actually getting done.

Create Your Virtual Team

Before starting in on hiring people, you need to first map out your company organizational chart. Start with you at the top as the Owner. From there, create three main categories – Sales & Marketing, Operations/Production, and Finance. Under each of those main sections, you can add as many spots as you would like.

In fact, create the business org chart as if it were making at least one million in annual revenue. What would that look like? Go back to your packages and do the math. How many clients would it take at your prices to get to those numbers? How many team members would you need to get there? How much will that all cost? List it all out here.

A sample online marketing company could look like this (assuming it’s a holistic company that offers a broad spread of online marketing services):

Owner

- You
- Executive Assistant/Virtual Assistant

Sales & Marketing

- Sales Manager
 - Sales Associate
 - Sales Associate
 - Sales Associate
- Marketing Manager
 - Content Creator
 - Social Media Manager
 - Website Support

Operations

- Operations Manager
 - Website Developer
 - Website Developer
 - Website Developer
 - Content Creator
 - Content Creator

Content Creator
Social Media Manager
Social Media Manager
Social Media Manager
Graphic Designer
Graphic Designer

Finance

Financial Manager (CFO)
Accounts Payable
Accounts Receivable
(CPA and Attorney as needed)

Remember, the above is just a sample. Your particular business might have a bigger focus on SEO or perhaps social media. Just adapt it for your business.

For now, you're going to have holes in most of the spots. But keep them there because you will grow into them. Refer to your organizational chart often and look at your revenue goals to see how you can hit certain milestones. With that in place, you now need to find good people to fill those spots!

Where to Find Good Team Members

Finding good people is not an easy task. After all, you're entrusting your brand, your work, and your own reputation in the hands of other people! It all goes back to your system that you have in place and how well you're able to train and lead your team.

Where you choose to find your staff is up to you. If you're thinking domestic, the first and best place to start is with your network. Put the word out you're hiring. You should be able to get a great head start this way. From there, you can try places like Monster and other job posting websites. Craigslist and LinkedIn have proven to be very effective places to find candidates. Just be ready to pull your add after you get hundreds of applications in one day!

If you're looking to utilize amazing talent internationally, OnlineJobs.ph and Upwork.com are both great places to find people. Also, Chris Ducker has a program called Virtual Staff Finder that will actually find people for you for a fee. I've had great luck personally using this service.

When using services like Upwork, you can get a head start screening the applicants by searching with certain parameters that you set. You can refine your search to country, years of experience, hours logged, and so forth. In many cases, you can even take a look at someone's portfolio before contacting them.

Once you decide to post your job opening, be prepared to get a lot of applicants. To be effective with your time, be ruthless in your screening. If the applicant doesn't have the exact qualities you're looking for, delete them from the list.

When you've narrowed down your list to around 10 applicants or so, it's time to interact a bit with them. Send them a quick note letting them know your interest in them and then ask them

some very specific questions. Also, ask them to do something specific to make sure they're detail oriented. For example, a friend of mine asks applicants to put the name of their favorite animal in the email subject line. He'll embed his request deep into his message to see if they're really reading everything he says and can follow simple instructions.

In addition to an applicant's answers and portfolio and other details, you'll want to pay attention to their response time. If they're quick to get back to you, this should move them to the head of the line.

Finally, you'll narrow it down to your top 3 candidates and do a personal interview with them. If they're in another country or working remote, then you can do an interview over Skype and it works perfectly. It's important for them to see you and get a feel for who you are and vice versa. Usually this final step will let you know who you think the best candidate is. Go with your gut and make your hire. Then get busy plugging them into your system!

Keep On Selling

At this point, we need to revisit your company sales. Hopefully you're still hustling and making sales. Your business depends on it!

It's up to you how much you set up your packages for, but let's say your average package is \$500 a month. With 10 clients, your revenue will be \$5000 a month. Not too shabby. Of course you have to account for expenses, outsourcing costs, and taxes and so forth, but this income is usually enough for anyone to start thinking about making the switch to this being their full time gig.

Chapter 11 – Action Steps

Time to complete: 1 hour to create company organizational chart. Then find team members as soon as possible.

- Create your company org chart.
- Hire your first employee or contractor – generally this is a production staff member first (you should not be doing the actual production beyond your first client).
- As soon as revenue and need justifies it, hire another contractor.
- Keep selling – make your goal 10 more clients.

PART VI:

SCALING UP

CHAPTER 12

Money on Demand: Increase Sales through Effective Marketing Strategies

I'm intentionally ending this book with a final note on sales. Part of me wanted to put this at the very beginning of the book because, as I've said, your entire business hinges on sales. So I want to round out this book discussing some specific sales strategies that will really help your business take off.

As Thomas J. Watson, founder of IBM, said, "Nothing happens in business until something gets sold." Sales is everything. It's the lifeblood of your business.

As I've said at least twice already, your number one job is to drive revenue. It's your job to sell! Even though you should have already found your first few clients, I've included this chapter to give you some specific strategies to get you moving on cranking the sales and really scale your business.

Marketing Your Way to Sales

Your company is in the business of marketing other people's businesses online. In other words, it's your job to drive more business to them via the internet. It makes sense then, that you do the same with your own business! The first place you should start is with your website. If you do nothing else, have a great website.

But let's get a little more specific to really help you drive new business your way. You already know your niche. Let's say your business is built on providing video and content marketing services for pest control companies. You should have this all over your website. In fact, you can even break down your target demographic more and then have a page dedicated to each on your website.

For example, you could have the following pages on your site:

- [YourWebsite.com/video-marketing-for-pest-control-companies](#)
- [YourWebsite.com/blog-marketing-termite-companies](#)
- [YourWebsite.com/online-marketing-rodent-removal-companies](#)

Hopefully you get the picture. Each of these pages acts as a landing page for your site. You should include a video, easy to read and keyword rich copy, contact info, and a huge call to action with a contact form.

You could also include testimonials from other pest control companies you've helped, in different cities of course. It's a good practice to never take on two clients in the same business in the same city or region.

You can even use this as a selling point to let them know they're safe with you. In fact, it can create a scarcity mindset in your prospect if you let them know you only work with one client in a given industry and city. If you're talking to other similar prospects, let them know this. Be sure to be real and don't abuse this tactic like a cheesy salesperson.

You can supplement your website content with other marketing including social, content, and video marketing. Be sure you're firing on all cylinders with your own online marketing efforts. If you do everything right with your website and other marketing, you will get leads.

It's a great feeling waking up to a new lead in your email inbox. There's no limit to how much you can scale this. You could potentially feed your sales team leads everyday from your own online marketing.

Get started as soon as possible on driving traffic to your site. Track your efforts and adjust and grow. This is yet another reason to niche down because you will quickly be able to corner an industry online as your own.

How to Get More Sales

With your own online marketing generating leads for you, it's time to kick it up a notch and go "offline". It's at this point that many other "how to create a business" books will share all of the usual dopey strategies like email marketing, telemarketing, and so forth. Here's a little secret - they don't work, not effectively anyway. Why? Because business owners are inundated with so many internet marketing pitches they don't know who to believe. They usually just tune them out. Keep in mind this is different from them seeking you out like I discussed in the last section.

The best way to get more sales, at least starting out, is face to face. This way the business owner has a chance to see you and get to know you. And we all know we do business with people we know, like, and trust. Here's what I've found to be the best forms of new business offline. They are:

1. Live Networking
2. Speaking & Teaching
3. One-on-One's
4. Referrals

Live Networking

In addition to just plain speaking with everyone you know, live networking refers to going to Chamber of Commerce meetings and other business networking events in your area. When you're first starting out, go to as many of these events in your community as possible.

You'll meet a ton of people and you will get business. As previously mentioned, internet marketing is something all business owners are looking to do. When you show up to the party saying you know how to do it, you'll have no shortage of people to talk with.

The main reason is because all networking events are set up for business owners to pitch their business and to drum up sales. You're offering the same thing but in the form of marketing

online – something every business owner knows they need to be doing. Most business owners I know would much rather spend a little bit of money every month to guarantee increased traffic online, and in turn, increased business over going to a mixer any day.

Going to networking events can get tedious as you resist everyone's advances to pitch you their own t-shirt business or notary services. You won't want what most people have to offer but they will all want what you have to offer. Again, stay true to your niche.

Don't be afraid to screen potential clients right on the spot. Also, you won't have to attend many of these meetings before you have a pretty good list of prospects that will turn into clients. It's mainly something immediate that you can do to get the ball rolling.

Along the way, be sure you're tracking what works at these networking meetings. Maybe you come up with a great elevator pitch. Be sure to put it in your sales manual. This way, your sales team can go to the same meetings in your place, and use all of the tools you've already found successful.

Speaking and Teaching

When you attend enough of these events, eventually the organizers will find out what you do and before you know it, you'll be offered a chance to speak. Speaking is a great way to get exposure for your business and to grow your client base. Always say yes to any speaking opportunity. This could mean speaking at a Chamber meeting, a mixer, or even teaching a workshop at a conference.

The big key is to be insanely helpful. Give people your best stuff. They won't implement anything you share themselves and if they do, they're not your ideal client anyway. Put on your best show and watch the business cards of people wanting you to call them flood your way.

One-on-One's

Often networking and speaking will lead to one-on-one meetings with potential clients. This is where you agree to meet at a coffee shop or at their place of business for a private meeting. Before you even agree to meet with someone, be sure they fit your chosen client parameters. If they don't, politely get out of meeting with them. It will save you a ton of time! Time that should be spent working with your target clients.

Once you've established your one-on-one meeting with someone in your target niche, meet with them and spend a lot of time asking questions and listening. Don't pitch your business. Just ask and listen.

You could ask questions like, "What about your current online marketing efforts aren't yet perfect?" and "What's your biggest challenge to marketing online?" and "What have you done already to market online and how did that work out for you?"

After you've listened, present a freebie for them. This is something you've drawn up before the meeting based on their business. When you agree to meet with someone, be sure to do your homework online first. See what they've got going and where they can improve.

Your freebie could be something like, “12 Immediate Fixes that will Boost Your Rankings in Google” or whatever it may be. To make it more scalable, you could create a generic but extremely helpful tool. Just drop their name on the front page and make a few adjustments here and there to make it relevant for them.

The point is to wow them by doing your homework and also to put them in your debt. By giving them a really useful tool, you’re enacting the Law of Reciprocation. They’ll often feel indebted to you and want to work with you. It really works.

I’ve had clients tell me they chose to work with my company because I gave them so much stuff. I didn’t say, “By buying my service, you’ll...”. Instead I said, “I’ve taken a look at your business and here are 7 specific things you could do right now to get more business. Here you go, yours free”. See the difference? That’s the one-on-one approach and it works really well.

Referrals

While these other activities are great, the best way to build your business is through referrals from your current clients. Referrals are hands-down the best way to get new clients. Why? Because they’re coming with a warm introduction from a common friend, your client, for starters. That already gets you through the first door.

Referrals are also great because they only happen when you’ve done everything right. In other words, your client is only going to refer you to others when you’ve done a great job. I’ve already spoken about under promising and over delivering. This is why.

It’s really important to make sure you go above and beyond for your clients. When you do, you not only help their business, but they genuinely appreciate you and often want to help you in return. Soon you’ll have a steady flow of new clients from referrals. Be good. Deliver as promised. And then do a little something extra too every month.

Chapter 12 – Action Steps

Time to complete: This never stops – always keep doing this!

- Optimize your company website to reach your target niche and drive traffic to it.
- Look up the Chambers of Commerce in your area and other mixers and networking opportunities. Look to set up one-on-ones with potential clients but only ones in your niche. Don’t waste time with anyone else!
- Set up speaking and teaching gigs to get in front of a lot of people at once. Be as helpful as possible. Give your best stuff away for free. It will come back to you.
- Over deliver with your clients. If the relationship is there, try asking for a referral but only if you’ve already done a great job.

CHAPTER 13

How to Scale Your Business to Freedom

If you've made it this far, it's my sincere hope that you've taken some action steps to setting up your business. If not, I'm going to list them all here for you now. This works! Do the steps. Start your business. Make money. It's that simple. I know from my own experience and that of a few others that I've worked with that now own their own businesses now.

Not too long ago, a friend of mine recently said that 99% of success lies in the execution of the tasks at hand. I want you to succeed! With that in mind, I've listed out the action steps again for your review and to make it happen:

- Start thinking about your business brand including name. Think about what “feel” you want your business to have and some possible names for it.
- Look up “online marketing company” and check out the first few sites – the goal is to get a feel for what they do and what you'll be doing.
- Consider taking a class or two on Udemy.com or Lynda.com to get an overview of the online marketing world.
- Think about an industry you might like to serve (i.e. – chiropractors) and then look up “online marketing for chiropractors” or similar terms and study what comes up.
- Write out (or type out) your motivation. Why are you interested in starting this business? Answer this with something more specific than “to have more money”. Get as specific as you can.
- List out the amount of money you would like to make in your first month.
- List out the amount of money you would like to make in your second month.
- List out the amount of money you would like to make in the following months – you can be as detailed as you wish but end with an annual goal. Include numbers on both the business and your net income.
- Go online and look up other online marketing companies – jot down everything that you like and that you would like to emulate.
- Come up with what sets you apart. Ideally it can be summed up in one sentence. i.e. – “We provide page 1 SEO services for dental professionals”.
- Come up with your 3 packages. List out the services that each package entails.
- Come up with your package pricing. Decide what you think is valuable for all parties involved and use this as a starting point (you'll most likely adjust this as you get more experience).
- Identify and write out your USP.
- Write what your ideal client looks like – the more details the better.
- Decide right now you will stay true to your niche and not take on anyone and everyone who needs help “online”.
- Come up with a business name.

- Come up with a business tagline, if you need one.
- Pick your colors.
- Get a logo done.
- Write up your business plan. Print it out. Change as necessary.
- Set up your corporation.
- Set up your business checking & savings account.
- Set up your PayPal account.
- Buy your domain name.
- Buy your hosting.
- Set up your website.
- Set up your social media platforms.
- Buy your business cards (and nothing else).
- Get your first sale.
- Complete the work of your first sale and be sure to get results!
- Get your next 3 clients quickly.
- Create a sales manual and a production manual. Be detailed and use bullet points.
- Set up your tools.
- Create your company org chart.
- Hire your first employee or contractor – generally this is a production staff member first (you should not be doing the actual production beyond your first client).
- As soon as revenue and need justifies it, hire another contractor.
- Keep selling – make your goal 10 more clients.
- Optimize your company website to reach your target niche and drive traffic to it.
- Look up the Chambers of Commerce in your area and other mixers and networking opportunities. Look to set up one-on-one's with potential clients but only ones in your niche. Don't waste time with anyone else!
- Set up speaking and teaching gigs to get in front of a lot of people at once. Be as helpful as possible. Give your best stuff away for free. It will come back to you.
- Over deliver with your clients. If the relationship is there, try asking for a referral but only if you've already done a great job.

With the action steps in place, it's time to go for it! How big your company becomes is totally up to you. If you want to make an extra \$50,000 a year, you can. If you want to create a company that grosses over 1 million a year, you can! It's all up to you.

It's All About the Systems

To get to the point to where you can sit on a beach sipping a pina colada (or whatever floats your boat), you need to do a ton of work. The most important work you can do is to sell. Once you have sales coming in, you need to create systems. We already spoke about this in Chapter Ten. The better, more detailed the system, the faster you can get on top of your company.

As you grow, be sure to track everything. Track your sales. Grow your online traffic. Watch your conversions. Keeping adjusting everything and update your systems until your business is a

fully functional revenue machine.

I've listed out literally everything you need to get moving on your own online marketing business. The only way you won't make money is if you don't do what's listed. Get out there and sell!

Make your first deal. Cherish that first deposit into your bank account. Then keep selling and setting up your system until one day you realize your goal – freedom. It's real. Do the work. It will happen.

I hope you enjoyed this book! If you want to dive deeper with interactive learning including video lessons, downloads, tools, discussion areas, & more, consider joining the course.

You can learn more at:

FamilyRocketship.com/CloneMyBusinessCourse

CHAPTER 14

Final Thoughts on Your Lifestyle Business

Not too long ago, I received an email from an old friend who told me that although he'd graduated from school, purchased a home, and had a good job, he still wasn't happy. He told me he'd much rather be traveling and seeing new places with his family. He was drawn to what I was doing with my family by living abroad all paid for with a business I had created.

In fact, I regularly receive emails like this. The number one question that people usually ask me is, "How do you pay for it all?" My reply is always the same – I created a lifestyle business, hustled, scaled, and now am enjoying the fruits of my labors. I'm no millionaire, but I dictate my daily activities and do exactly what I want to do.

I wrote this book for the people out there who desperately want to break free but just need a reliable source of income in order to do so.

This particular book is about creating an online marketing company. However, there are many proven ways to make a realistic income that allow you to live your chosen lifestyle. Thus the term, "lifestyle business".

If you want to explore other lifestyle business models, consider checking out The 60-Day Entrepreneur available for free on FamilyRocketship.com/60-Day-Book

Thank You!

If you've found this book helpful in any way, I hope you'll consider leaving a review on Amazon. I read all of the reviews and they're very helpful for me to provide the highest quality information I can for you.

Also, as you scroll to the end of the book, Kindle will give you the chance to share this book on your own social media outlets like Facebook and Twitter. If you found this book to be helpful, I do hope you'll share it with your friends online.

Lastly, thank you! Thank you for staying with me this far. I sincerely hope this book will help you create your own business and provide the lifestyle you've always wanted!

About the Author

As a lifestyle entrepreneur, Sean Marshall prides himself on spending each and every day exactly how he wants. After living on the Caribbean island of Cozumel for 2 ½ years, he then spent half a year living in Europe... all together with his wife and 3 kids. After a year back in his home in Southern California, Sean and his family returned to live in Cozumel.

Sean started his own lifestyle business over 7 years ago to fund the crazy adventure he and his wife decided to embark on. So far, it's been more than they could have imagined.

Sean's passion now is helping others do the same. He writes and speaks about creating lifestyle businesses and freeing one's self from the rat race. He's already successfully mentored many new first-time entrepreneurs start their own lifestyle businesses.

He loves connecting with readers and really loves hearing their success stories. Check out some of his latest musings at FamilyRocketship.com. He's not the best blogger in the world, but he does try and provide some tools and inspiration there.



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