

Presented by
MyNAMS Insiders Club



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Table of Contents

| | |
|--|-----------|
| Copyright Notice..... | 1 |
| Workbook: Assessing Your Business Idea..... | 4 |
| Module 1: Are you ready to be a successful entrepreneur and is your business idea solid | 4 |
| Think Through and Clarify Your Business Idea..... | 6 |
| Making sure your business stands out | 7 |
| EXERCISES: RESEARCH YOUR NICHE | 9 |
| Workbook: Your Business Structure..... | 11 |
| Module 2: Getting ready for start-up..... | 11 |
| Ready, set, PREPARE. | 12 |
| EXERCISES: PREPARING FOR BUSINESS..... | 15 |
| Workbook: Planning for client attraction | 16 |
| Module 3: Stress-Free Business Planning..... | 16 |
| EXERCISES: SET UP A QUALITY PRESENCE..... | 19 |
| Workbook: Planning and Creating a Solid Structure That Attracts the Right Client | 21 |
| Module 4: Taking Action and Getting Word Out | 21 |
| Define your business operations strategy | 23 |
| SYSTEMS I PLAN TO USE..... | 24 |
| EXERCISES: UPDATE YOUR SOCIAL PROFILES AND STRATEGIES..... | 28 |

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Your Company Name/Title_____

Tagline: _____

Date: _____

*Complete this Workbook
and the accompanying exercises to brainstorm your business idea and readiness, and assess your
plan for viability*

Workbook: Assessing Your Business Idea

Module 1: Are you ready to be a successful entrepreneur and is your business idea solid



“You don’t have to be great to start, but you do have to start, to be great”

—Zig Ziglar

Think Through and Clarify Your Business Idea

1. Fill out this chart to test your assumptions about your idea and see how it stacks up under scrutiny

| Main | How |
|---|-----|
| My business idea energizes me and excites me because... | |
| My business idea is aligned with my core beliefs and values because... | |
| I am the perfect person to supply this need because... | |
| My client's world will transform for the better in this/these way(s)... | |
| Where I am coming from... | |
| Where my ideal client is now... | |
| What I can help him/her achieve or get past | |
| How I can help him/her do this... | |



| Making sure your business stands out | |
|---|--|
| Unique experiences I have had that my ideal client can relate to... | |
| Skills I possess that can help my ideal client... | |
| What makes me stand out from others who do what I do...? | |
| Why my ideal client will care... | |
| Relevant certifications... | |
| Relevant awards... | |
| My "secret sauce" ... | |

| Viability Check | |
|--|--|
| What is my niche focus, and is it SPECIALIZED? | |
| How is this niche going to sustain me for more than one service area or product? | |
| How am I currently serving this niche? | |
| What do I want to say to my ideal client? (Write a Mission Statement) | |

| REMEMBER TO USE THESE FIELD RESEARCH STRATEGIES to determine the biggest need in your niche | | |
|--|--|---|
| <input type="checkbox"/> Create a survey | <input type="checkbox"/> Create a poll | <input type="checkbox"/> Ask your Facebook Group |
| <input type="checkbox"/> Ask forum members in that niche | <input type="checkbox"/> Read blog comments on the topic <input type="checkbox"/> Read competitor blog comments | <input type="checkbox"/> Read comments in related courses <input type="checkbox"/> Read comments in webinar chat boxes |
| <input type="checkbox"/> Ask at local business organization meetings | <input type="checkbox"/> Ask influencers and peers | <input type="checkbox"/> Search and read authority blogs on your topic |
| <input type="checkbox"/> Create a test sample gift | <input type="checkbox"/> Ask for beta readers/testers | <input type="checkbox"/> Ask for testimonials about you |

EXERCISES: RESEARCH YOUR NICHE

1. Use this chart to record the results of your research. Check off the boxes in Column 1 as you complete researching each area of research.

| Questions | Answers |
|--|--|
|  Amazon.com | <ol style="list-style-type: none"> 1. Are there books on this topic? <ul style="list-style-type: none"> • Yes _____ No _____ 2. How much do people typically pay for best sellers? <ul style="list-style-type: none"> • (Range: \$ _____ to \$ _____) 3. Have I read the reviews of at least the top ten best sellers in this category, and made notes about: <ol style="list-style-type: none"> a. Complaints? b. Things people rave about? |
|  Competitors | <ol style="list-style-type: none"> 1. What are my top six competitors' main "big benefits"? What stands out about their businesses? <ol style="list-style-type: none"> a. _____ b. _____ c. _____ d. _____ e. _____ f. _____ 2. What do people love about them? <ol style="list-style-type: none"> a. _____ b. _____ c. _____ d. _____ e. _____ f. _____ |

| | |
|--|---|
| | <p>3. What do people complain about?</p> <p>a. _____</p> <p>b. _____</p> <p>c. _____</p> <p>d. _____</p> <p>e. _____</p> <p>f. _____</p> <p>4. What do people ask for/ask for more of, from them?</p> <p>a. _____</p> <p>b. _____</p> <p>c. _____</p> <p>d. _____</p> <p>e. _____</p> <p>f. _____</p> |
|--|---|

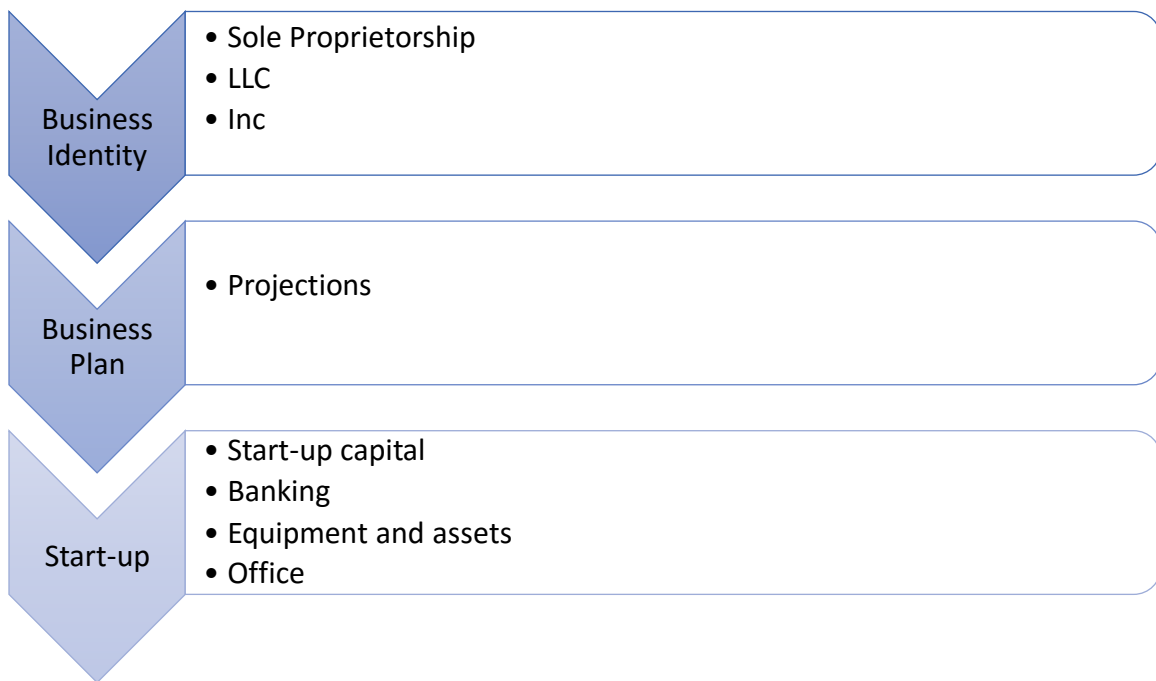
2. Take the Entrepreneur quizzes and check your Myer's-Briggs score. Based on these, record...

| Your strengths | Your quirks |
|---|--|
| | |
| <p>Your Entrepreneurial Type:</p> <p>_____</p> | <p>Your Myers-Briggs Type:</p> <p>_____</p> |

Workbook: Your Business Structure

Module 2: Getting ready for start-up

Complete this action plan and the accompanying exercises to give your business the most appropriate legal identity



1. Are large sums of money involved?
2. Will you have one or more partner? Shareholders?
3. Do you plan to hire employees?
4. Will you be taking out a business loan?

Have these questions answered before seeking legal advice

Ready, set, PREPARE.

- ☐ **Make a list of your assets and equipment**
 - ☐ **Add up your start-up cash**
 - ☐ **Calculate whether or not you will need more (i.e. a loan)**
 - ☐ **Calculate a list of likely expenses to the best of your ability at this time**
 - ☐ **Designate office space in your house or externally**
-
- ☐ **Arrange an initial consultation with a business lawyer who specializes in online businesses**
 - ☐ **Have a list of questions ready for him/her**
 - ☐ **Discuss liability**
 - ☐ **Discuss the most appropriate business structure**
 - ☐ **Register your business with the appropriate authorities**
-
- ☐ **Set up a separate business bank account**
 - ☐ **Set it up using your EIN**
 - ☐ **Get a company credit card if your business qualifies**
-
- ☐ **Put your business PayPal in your Business name**
-
- ☐ **Set up your business ledger or spreadsheet**
 - ☐ **Run the structure by your bookkeeper**
 - ☐ **Decide on and invest in a bookkeeping system to record your daily transactions**

- ☐ **Make sure it is compatible with your bookkeeper's software**
- ☐ **Consult your accountant and confirm your business ledger or spreadsheet structure**
- ☐ **Set up a savings account for income tax**

1. Select the appropriate categories for your daily recording or take this list to your meeting with your bookkeeper or accountant. Run each category by him/her and make notes of specific conditions you need to remember.

☐ **Office Expenses**

•

☐ **Rent**

•

☐ **Utilities**

•

☐ **Insurance**

•

☐ **Computer expenses**

☐ **Hardware**

☐ **Software**

•

☐ **Contractors (outsourcing)**

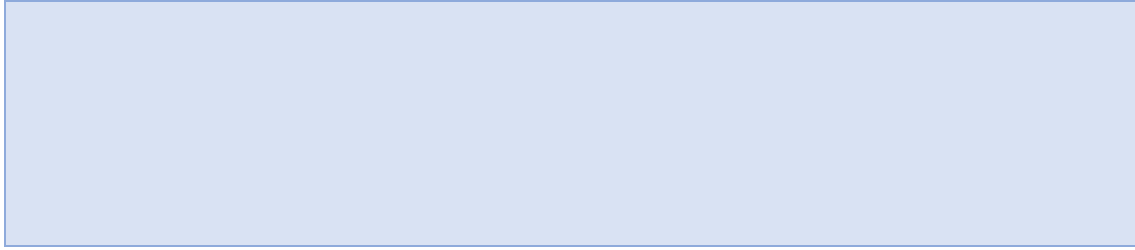
•

☐ **Marketing expenses**

☐ **Subscriptions**

☐ **Office supplies**

| |
|---|
| <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Affiliate management |
| <ul style="list-style-type: none"> |
| <input type="checkbox"/> Continuing education |
| <ul style="list-style-type: none"> |
| <input type="checkbox"/> Meals and entertainment |
| <ul style="list-style-type: none"> |
| <input type="checkbox"/> Business travel expenses |
| <ul style="list-style-type: none"> |
| <input type="checkbox"/> Auto expenses |
| <ul style="list-style-type: none"> |
| <input type="checkbox"/> |
| <ul style="list-style-type: none"> |
| <input type="checkbox"/> |
| <ul style="list-style-type: none"> |
| <input type="checkbox"/> |
| <ul style="list-style-type: none"> |
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| <ul style="list-style-type: none"> |
| <input type="checkbox"/> |
| <ul style="list-style-type: none"> |
| |
| |



EXERCISES: PREPARING FOR BUSINESS

- Day 1: Check out and thoroughly read all relevant information at your government small business development center:
 - [SBDC](#) (US)—SBA.gov
 - [BDC](#) (Canada)
- Day 2: Sign up for LivePlan
 - [Take/read tutorials](#)
 - [Explore the main different types of business plans](#)
 - [Decide what type of business plan you need](#)
 - [Select best template](#)
- Day 3: Work on your business plan

Workbook: Planning for client attraction

Module 3: Stress-Free Business Planning

Complete this action plan and the accompanying exercises to identify your ideal client and make sure your business branding attracts him/her



"What does my ideal client look like?"

CREATE A PROFILE AVATAR OF YOUR IDEAL CLIENT

| | | | |
|---------------------------------------|---|--|--|
| 1. Basic Demographics • | <input type="checkbox"/> Age range: _____ to _____ <input type="checkbox"/> Gender F M Other <input type="checkbox"/> Marital status Married Single | <input type="checkbox"/> Annual income \$ _____ <input type="checkbox"/> Education University College High school diploma | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 2. Lifestyle and habits | | | |
| 3. Income | <input type="checkbox"/> How much will she typically spend on something she really needs? \$ _____ | | |
| 4. Her biggest block | <input type="checkbox"/> Where is she absolutely stuck? | | |
| 5. Her biggest | <input type="checkbox"/> What help does she need? | | |

| | |
|---|--|
| need | |
| 6. Her learning preferences and style | <div> <input type="checkbox"/> Visual </div> <div> <input type="checkbox"/> Aural </div> <div> <input type="checkbox"/> Kinesthetic </div> <div> <input type="checkbox"/> Text </div> <div> <input type="checkbox"/> Combination </div> <div> <hr/> <hr/> </div> |
| 7. What she is looking for | |
| 8. Her location | |
| OF SPECIAL NOTE: | |
| Unique experiences I have had that my ideal client can relate to... | |

EXERCISES: SET UP A QUALITY PRESENCE

Make sure you invest in the following. Use this as a checklist, and check off when you have completed each step.

☐ Professional-quality profile photo

- Filename: _____ Folder: _____

☐ Dedicated .COM domain name

- _____ .com

☐ Email address from my .COM domain

- _____ @ _____ .com

☐ Quality WordPress theme

☐ Professional web design

- Designer: _____

- Contact info: _____

- Hiring date: _____

- Completion deadline date: _____

- Contract:

- ☐ Yes ☐ No

☐ Branding colors selected

| | | |
|---------------------|--------------------|--------------|
| Headline # _____ | Subhead # _____ | Text # _____ |
| Background # | Anchor text: | |

| | | |
|-------|---------|--|
| _____ | # _____ | |
|-------|---------|--|

☐ Logo (if desired)

☐ Tag line/slogan:

| |
|--|
| |
|--|

☐ Mission Statement

| |
|--|
| |
|--|

☐ About Page

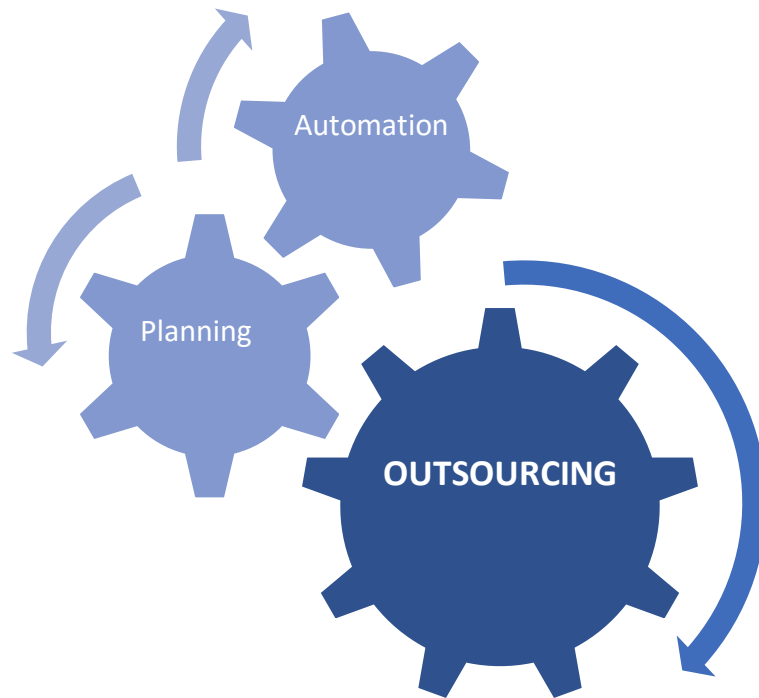
| |
|--|
| My story (and how it relates to my ideal client) |
| |



Workbook: Planning and Creating a Solid Structure That Attracts the Right Client

Module 4: Taking Action and Getting Word Out

Complete this action plan and the accompanying exercises to get started and spread the word to the right potential clients



Define your business operations strategy

2. Fill out this chart to test your assumptions about your idea and see how it stacks up under scrutiny

| Main | How |
|--------------------------|--|
| Who will do this? | Website maintenance |
| | <input type="checkbox"/> Me <input type="checkbox"/> Web designer <input type="checkbox"/> VA <input type="checkbox"/> Other _____ |
| | Landing page creation |
| | <input type="checkbox"/> Me <input type="checkbox"/> Web designer <input type="checkbox"/> VA <input type="checkbox"/> Automated <div style="margin-left: 20px;"> <input type="checkbox"/> Infusionsoft <input type="checkbox"/> Leadpages® <input type="checkbox"/> Other _____ </div> |
| | Payment systems |
| | <input type="checkbox"/> Me <input type="checkbox"/> VA <input type="checkbox"/> Other _____ |
| | Autoresponder management |
| | <input type="checkbox"/> Me <input type="checkbox"/> VA |

| | |
|--|--------------------------------------|
| | <input type="checkbox"/> Other _____ |
| SYSTEMS I PLAN TO USE | |
| <input type="checkbox"/> Autoresponder | |
| <input type="checkbox"/> Landing Page creator | |
| <input type="checkbox"/> Payment Processor | |
| <input type="checkbox"/> Shopping cart | |
| <input type="checkbox"/> Password protection | |
| <input type="checkbox"/> Back-up system | |
| <input type="checkbox"/> Bookkeeping software | |
| <input type="checkbox"/> Graphics programs | |
| <input type="checkbox"/> Other Subscriptions | _____ |

| | |
|--|-------------------|
| | <hr/> <hr/> <hr/> |
|--|-------------------|

| CREATE ... | |
|--|---|
| <input type="checkbox"/> A list-building plan | <input type="checkbox"/> Sign-up incentive: _____ <input type="checkbox"/> Email mini-course: _____ <input type="checkbox"/> Follow-up series <input type="checkbox"/> Newsletter <ul style="list-style-type: none"> <input type="radio"/> Weekly <input type="radio"/> Monthly |
| <input type="checkbox"/> A social media plan | <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> LinkedIn <input type="checkbox"/> Google+ <input type="checkbox"/> YouTube <input type="checkbox"/> SlideShare <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> A content plan | <input type="checkbox"/> Packages <ul style="list-style-type: none"> <input type="radio"/> Option 1: _____ <input type="radio"/> Option 2: _____ <input type="radio"/> Option 3: _____ <input type="checkbox"/> Programs <input type="checkbox"/> Courses <input type="checkbox"/> DIY |

| | |
|---|---|
| | <input type="checkbox"/> Paid Webinars <input type="checkbox"/> Books <input type="checkbox"/> Forms <input type="checkbox"/> Kits <input type="checkbox"/> Templates <input type="checkbox"/> Worksheets/Workbooks <input type="checkbox"/> VIP events |
| <input type="checkbox"/> An outsourcing plan | <input type="checkbox"/> VA will handle... <ul style="list-style-type: none"> <input type="radio"/> Emails and autoresponder <input type="radio"/> Autoresponder only <input type="radio"/> Content writing <input type="radio"/> Social media <input type="radio"/> Payment processing <input type="radio"/> Uploads <input type="radio"/> Web maintenance <input type="radio"/> Research <input type="radio"/> Other _____ <input type="checkbox"/> Things I need to handle personally: <ul style="list-style-type: none"> <input type="radio"/> _____ <input type="radio"/> _____ <input type="radio"/> _____ <input type="radio"/> _____ <input type="radio"/> _____ <input type="checkbox"/> My outsourcing budget: \$_____ per month/annually <input type="checkbox"/> Things to outsource down the road (in order): <ul style="list-style-type: none"> <input type="radio"/> _____ |

| | |
|--|---|
| | <ul style="list-style-type: none">○ _____○ _____○ _____○ _____○ _____○ _____ |
|--|---|

EXERCISES: UPDATE YOUR SOCIAL PROFILES AND STRATEGIES

Set aside time to explore your social media, automation and outsourcing options.

☐ Determine how each one can save you time and get you set up quickly with products and content

☐ Spend time on all the social networks listed on the previous page

☐ UPDATE YOUR PROFILES and make them (a) branded (b) consistent

☐ FOLLOW INFLUENCERS active in each social network you decide to use

☐ ADD RELEVANT FRIENDS who can help you share

☐ Join relevant Facebook Groups where your ideal client might hang out:

☐ Direct message likely followers to see if there would be active interest in your business' central topic

☐ Create a Facebook Group around your business' central topic

☐ Send invitations to likely followers

☐ Check out social automation options:

☐ <https://hootsuite.com/>

☐ <https://meetdgar.com/>

☐ Set aside REGULAR, CONSISTENT time for daily social networking. Decide on a time slot and duration.

☐ Times: _____ AM/PM to _____ AM/PM

☐ _____ minutes per day



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2

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