

From the Best- Selling
Author
of
ME, MYSELF, AND WHY?
The Secrets to Navigating
Change

Get Ready, Get Set, Go!

3 Steps to Jump Start Your Start-Up



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Entrepreneurial Edge System™**

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This book is dedicated to all of the entrepreneurs in the world.

May you find
courage in the tough times,
a generous spirit in the good times,
and gratitude always.

Get Ready, Get Set, Go! 3 Steps to Jump Starting Your Start-Up

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FORWARD

While there are hundreds of thousands of new businesses started each month across the world, entrepreneurship is often fraught with confusion, indecision, anxiety, and fear. Well no more!

Get Ready, Get Set, Go! 3 Steps to Jump Start Your Start-Up, will guide you along so you can rid yourself of these feelings and replace them with clarity, decisiveness, excitement, and courage. In these chapters, you will uncover your Readiness Point and what may be holding you back from really thinking big about the contributions you can make with your work. You might even discover that so much more is possible than you had originally thought! I'm even giving you a sneak peek into the steps and key areas to jump start your start-up or, if you already have a business, how to take it to a significantly new level.

There's a lot to absorb and you might have more questions or want more detail. That's okay; I'll provide options to you so you can get access to more resources or get your questions answered.

This is a new day...your day. It is a new beginning for you...a time to be the most successful entrepreneur and a time to create your most desired life. There are no excuses any more. The world is waiting for your contributions.

Create a great life,

Lisa A. Mininni

CHAPTER 1: GET READY



GET READY

According to a Kaufmann Foundation study, approximately 495,000 new businesses are started each month but the start-up process can be overwhelming. Unfortunately, some sources estimate that as high as 90 percent of businesses fail during their first year in business.

Many entrepreneurs don't get their business off the ground because of their fear of failure. And I get fear! I don't know if this is where you are right now, but I really struggled, and I mean really struggled when I first got my business off the ground. I didn't know **how** to create a successful business. I had a really great corporate career, but this entrepreneurial thing was like swimming upstream in mud.

It probably took me two years to get used to the idea of being a business owner. Really. Two years. I didn't know how to:

- Identify my target market or my niche;
- Monetize and leverage my business; or
- Create a plan that I could stick to that was clear, concise, results-oriented but most of all created a lifestyle that I wanted to live.

If only I knew then what I know now. There's stuff. Stuff to learn. Stuff to know. Stuff to change. Stuff.

But the good news is ...and yes, I'm giving you good news, the good news is that if you:

- Have the *desire* to start a business but don't know **where** to start, or
- Want to take that business you did start but aren't quite getting the results you need

you've landed in the right place.

In this e-book, I'm going to outline a **3-Step System** of building a framework for your business. I'm even going to expand on one of the steps: Monetizing and Systematizing. The **7 Keys Areas to Systematizing and Monetizing** your business will be revealed so that,

when implemented, you can make more in the next six months than you did in the last six years. I'll also share with you resources and how to take the next step to jump start your start-up or add a dimension to your existing business that you may have been struggling with for a long time.

Readiness Questionnaire

Before we actually get into the system, I want to share with you about readiness. I learned that one of the early ingredients to successful entrepreneurship is being ready: Being **ready** to have a **successful and sustainable** business. Before I started my business, it was a very raw time for me. I had worked really hard to build up a division of a company I worked in for almost seven years. One day, the decision was made to dismantle the division so I started preparing the organization to downsize and sell off lines of business. I had enjoyed a really successful and lucrative career and I was used to regular promotions. I was the last one to shut the lights off to the old organization. I had attained my career goals, my six-figure salary, and didn't even think of going into business for myself.



Remember that stuff I talked about? I had a lot of stuff to overcome. Major mindset shifts. I had to get myself ready to make a shift into entrepreneurship. So I want to give you some tools now to help you gauge your readiness. It's like taking a road trip. You need to know where you are now, so that you can chart your trip on a map. It's like that "You Are Here" arrow you see on road maps.

To help you identify gaps or what may be getting in the way of a successful business, take a moment to complete the following Readiness Questionnaire:

READINESS QUESTIONNAIRE

This open-ended questionnaire identifies challenges, obstacles, and priority areas of the entrepreneur. It identifies gaps that may exist and where those gaps may be surfacing personally and/or professionally.

What 3 goals do you want to achieve but haven't pursued?

What are the obstacles that have gotten in the way of you achieving/pursuing these goals (self-limiting or bad habits, beliefs, problems that recur?)

How will life be different if you are able to achieve these goals?

What principles guide your life, decisions and choices?

Do you know your key values and, if so, what are they?

What is working or going well in your professional and personal life?

What is not working or where would you like to be in your professional and personal life?

What is predictable in your professional and personal life given the course you are on?
What breakthrough results are you committed to producing in your professional and/or personal life?
What do you need to let go of (expectations, mindsets, fear, etc.)

Now that you've completed the Readiness Questionnaire:

What was the most important idea, issue, factor or detail that surfaced for you?

Did you find it difficult to answer some of the questions?

Maybe it was difficult to fill in the values or bad habits sections. Many entrepreneurs don't even consider how their values or self-limiting beliefs for that matter impact their decision to go into business or interfere with building a successful and sustainable business. But those belief systems are there under the surface influencing your actions. It's important to write out the "stuff" because you can then acknowledge it. When you acknowledge it, you can do something with it: change it, let it go, or accept it.

Readiness Point

Now, let's establish your Readiness Point. This is a general gauge that uncovers your readiness level in jump starting your start-up business.

READINESS POINT					
Please rate yourself on a scale of one to five (1=disagree to 5=strongly agree) on each of the following statements.					
	1	2	3	4	5
1. I believe that I'm capable of having a life I truly desire.					
2. I am open to doing things in new and different ways to be successful.					
3. I am willing to take bold and courageous action.					
4. I am completely accountable for the results I produce.					
5. I want to develop a clear view of where I am and where I want to go in my business.					
6. I am committed to creating and sustaining relationships.					
7. I am accountable to living my life true to my values.					
8. I am willing to take the lead on issues that are important to me.					
9. I am able to work outside of my comfort zone.					
10. I am willing to test my assumptions about myself, my beliefs, and about how to create results in my business.					

<p>11. I create relationships in my life that are committed to my success.</p> <p>12. I commit to changing habits in order to create and sustain a high quality of life.</p> <p>13. I am committed to setting <u>specific</u> goals <u>and</u> doing what it takes to achieve them.</p> <p>14. I am committed to my personal development.</p> <p>15. I am able to bounce back from setbacks.</p> <p>16. I am open to the contributions of others.</p>	
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Key to Readiness Point

80 – 64 – Congratulations! You have a high readiness point to start your own business. With a bit of openness, direction, planning and action, you can build a sustainable business.

63 – 48 – You may have challenges in starting or sustaining your business. There may be self-limiting beliefs, lack of systems, or things you need to release that may be interfering with results or impacting your business.

47 – 16 – You may not yet be *committed* to making the changes to create a successful business and may just be exploring your options. There are options available for you. Just keep your Readiness Point in the forefront your mind. You may have to take steps that are completely outside of your comfort zone if you have a desire to start your business now.

Remember, this is a point similar to a point on a barometer. It is designed to help you create awareness on where you are today. Use it to keep in the forefront as you move ahead. This Readiness Point will help you determine your areas to focus on when we get to Step 1: Master Your Inner Entrepreneur.

STEP 1: MASTER YOUR INNER ENTREPRENEUR

Starting a new business is filled with indecision and anxiety. This in-between stage of what was and what will be can have you moving in many directions and not accomplishing much. You might try to brand or market your business but it's difficult to brand or market if you don't know your internal stuff. There's that word again. Look, it's like being in a cloud – all foggy, the term I often use is the “Cloud of Ambiguity” but cloud of confusion describes it, too. Let's go with that. So you're in your cloud of confusion – how are you going to brand yourself? It's the inner stuff – Your Inner Entrepreneur. If you're not clear on who you are, how you're wired, and the life you want to create, how can you be clear on the services and products you'll be offering? Your prospects will be confused, because what is happening on the inside always affects the outside.

That's precisely why it is important to Master your Inner Entrepreneur, especially when people make the switch from employee to entrepreneur. One of the hardest parts in starting or building a sustainable business is making a firm decision and a solid commitment. I mean, making a real commitment to your business.

Often times, new entrepreneurs play the commitment game. I want a business, but maybe someone will hire me – I'll hold off from starting one for now. I'm scared about starting a business because I've never done it before. Maybe I shouldn't start because I don't know if I can be successful. It's not the right time. What will others think? I can't possibly make six or seven figures my first year.

This struggle on the inside, these self-limiting beliefs, will always cause a struggle on the outside - the kind of business you attract (or don't attract), misaligned marketing messages...the list goes on.

People have belief systems and competing commitments driven by these deeply embedded belief systems. For example, I'm going to start a new business, but I really like the safety and security of a regular paycheck.

People have belief systems and competing commitments driven by these deeply embedded belief systems.

These competing commitments cause you to spend a great deal of energy attempting to satisfy each one. Starting a business in that cloud can be frustrating to you and confusing to your customers, leading to lackluster results.

Face it. Why do so many businesses fail? Lack of money? Yes, that's true but what's underneath that lack of money? Lack of clarity. There are several things at work. First, you have your belief systems. Then you have your conscious thoughts. You might be saying aloud, "Yes, I want to make a million dollars in my business." But subconsciously you might have deeply embedded beliefs that prevent you from achieving your goals. Your feelings give you that clue. You might have doubt, pessimism, blame, anger, powerlessness or any number of feelings which are indicators of misalignment. Even though you're saying you want to make a million dollars, you have competing beliefs and thoughts which lead to contrasting action.

There's another critical element to the Inner Entrepreneur. Something critical that I've spent over 17 years studying: your natural wiring. Your wiring is something you're born with but you can live a lifetime not understanding it. It is the underlying reason you may have selected a certain career, it affects the way you make decisions, and impacts how you stay motivated each and every day. I want to emphasize: EACH and EVERY day.

Your inner wiring affects the **why** you work the way you do. There are times your wiring will work and other times it will prevent you from getting the results you so deeply need, desire, and plan for unless you create awareness about that wiring and manage it.

Your natural hard wiring explains why:

- You might love the idea of **executing** your service or product but have a hard time **marketing** your product because you think to do so you have to be "salesy;"
- Striking up a conversation with anyone you meet may be easy for you but you have a hard time staying focused;
- You work on many things, but aren't getting the results you think you're working toward.

- Have a hard time going to networking events, but prefer one-on-one and smaller group interactions;
- You have a hard time executing if “it” isn’t perfect, causing many delays.

When I asked one of my Premier Business Coaching clients, “What was the biggest reality check you got when you started a business?” she said, “Personal Responsibility. If I don’t do it, it doesn’t get done.” Her second reality check moment: knowing how to stay motivated so she could execute her plans.

Most people don’t develop their innate understanding of how they are naturally motivated (or wired) enough to build their business in a way that is profitable and energizing for them personally. They make the mistake of not creating the support systems necessary to overcome a powerful resistance to change. However, there is untapped energy to be found if we can become more aware of how to manage our natural wiring and outdated or self-limiting belief systems and learn how to work with the wiring and change the belief systems to create a dynamic and sustainable business.

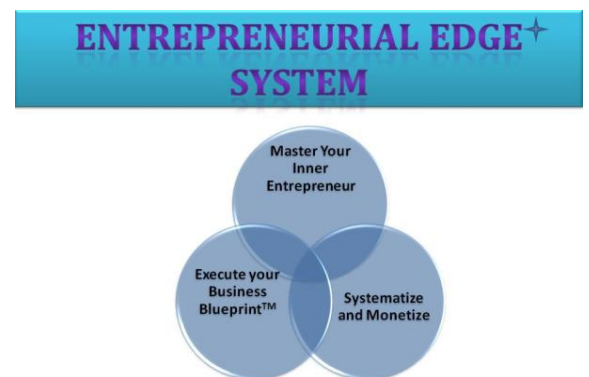
In building my business, I found a lot of information out there about building a business. Some of it works, some of it doesn’t. I did what I do best: Created a system to help others who are building their business. I’ve compiled all the stuff that worked and put it into the Entrepreneurial Edge System™

BUILDING YOUR BUSINESS FROM THE INSIDE OUT

The Entrepreneurial Edge System™ helps you build your business from the inside out and I’m going to share some of it with you so that you can start taking action today.

There are three main elements of the system:

- Mastering the Inner Entrepreneur
- Systematizing and Monetizing
- Executing your Business Blueprint™



Each segment of the Entrepreneurial Edge System™ builds on one another. It helps you to:

- Be clear on your preferred client and how to authentically market your products and seal the deal without “selling.”
- Develop relationships knowing how others like to give and receive their information (important if you want to seal a deal);
- Systematize and monetize your business making sure to create passive and leveraged income and create momentum.
- Execute your plans in a way that works for you. Your Business Blueprint works for you because it was designed by you.

CHAPTER 2: GET SET



GET SET

To get set in building a sustainable business it is important to tap into the Inner Entrepreneur. Part of tapping into the Inner Entrepreneur is learning about your natural wiring, but also giving your brain enough time and energy to relearn deeply ingrained beliefs and habits. This enables you to follow your *unique* plan that involves understanding your hard wiring, goal-setting, practice, systems, repetition and the support of others.

“You must serve yourself to be able to sustainably serve others.”

Lisa Mininni

Some entrepreneurs try to do it all themselves. Entrepreneurs who try to be everything to everyone end up being nothing to no one. Your wiring gives you some insights to why you do what you do and, more importantly, how to change it in a way that has lasting results. For example, people who are naturally wired to need a high degree of information and proof tend to be perfectionists and want to do it all themselves. They struggle with perfectionism and delegation. If you struggle to delegate, how can you grow your business? If you fail to execute because “it” (the product, service, etc.) is never good enough, this can prevent you from growing your business.

You must serve yourself to be able to sustainably serve others. For example, when you board a flight, the flight attendant explains that, should there be an incident where the masks come down, put the mask over your mouth first, securing it before tending to a child or another adult. The principle: If you can’t breathe, you certainly cannot help others. To build a continuous and sustainable business, you must nourish yourself consistently, understand yourself (and your wiring), and continuously prepare yourself for the next level: You must take time to serve yourself to be able to sustainably serve others.

THE CHOICE

As written in my best seller, *Me, Myself, and Why? The Secrets to Navigating Change*, “We have a choice to move ahead or stay stuck in a rut.” Winning entrepreneurs will make choices to learn about their wiring so they can affect their results. Winning entrepreneurs seek out shortcuts (rather than try to reinvent the wheel) and don’t buy in to “lack” thinking

which just creates more stress anyway. Lack thinking includes saying things like, “I don’t have enough ___(fill in the blank).” “I don’t have a choice.”

Winning entrepreneurs understand that they have choices. They might not like their choices, but they do have choices and they make choices. They choose to react (or not react) to events that occur.

Power
Accountability
Authority
Responsibility

Successful entrepreneurs assume PAAR: Power, Accountability, Authority, and Responsibility over the results they achieve. They choose to be in a mindset of health, wealth, and abundance while creating their best self. They realize when they fail to develop themselves or when they fail to take action, even when it is uncomfortable, they are assuming PAAR over their decision.

These concepts eluded me the first few years of business. I didn’t feel that I had a choice to go into business. One part of me felt led into the direction of entrepreneurship, the other self-limiting part said I didn’t have a choice. I *did* have a choice. I may not have always liked the choices, but there was a choice. Once I changed my verbiage to say that I **chose** to start my business, things began to change for me. My business and I began to transform.

THE GREAT EQUALIZER

This is a great time to start a business. A great equalizer for small businesses is that commerce continues to evolve and grow on the internet. According to the Census Bureau of the Department of Commerce, “e-commerce grew faster than total economic activity...” While many naysayers are hyping the worst economic conditions since the Great Depression, others are finding great wealth on the internet and I’ll show you the steps so you can create a successful and sustainable business.

Almost every aspect of daily life is influenced in some way, including the way we communicate and how we network. This tool wasn’t available for many small businesses when the “big box” stores were growing, at least not the depth, scope and breadth that is now available, making it easier for small business owners to compete.

STEP 2: SYSTEMATIZE AND MONETIZE

The internet has given the solopreneur or small business owner the access and the ability to leverage their business and, in some cases, compete with larger businesses and bring in big business profits without the overhead. When I started my business, I thought that I had to employ many employees to have a \$1 million business. I’ve learned that belief system is outdated.

Yet, many people starting their business don’t understand the essentials of online networking let alone how to monetize their business. Sure, they may hear bits and pieces, but they don’t know how to put it all together - which is why I am excited about the Entrepreneurial Edge System™.

To be among those 10 percent of winning entrepreneurs, you must systematize and monetize your business. New entrepreneurs make the mistake of setting up their business with a dollars-for-hours model. Unfortunately, that model creates a cycle where the entrepreneur is working hard for a specific period of time and then they must look for more work, try to sell more products or seek out another contract. They spend 50 – 80% of their time drumming up new business and the remaining time working the new contract. This causes a vicious cycle, leaving the entrepreneur exhausted, de-energized and frustrated. This model has no leverage and no residual income.

It is often the reason why new entrepreneurs decide to call it quits. But Systematizing and Monetizing your business means you can work less and make more. Really.

Believe me, I worked the hours-for-dollars model for years and ended up working more for less. It is not healthy nor is it the kind of lifestyle I wanted or believed I could have. I didn’t know what I didn’t know. I spent the first couple of years in self-limiting beliefs, lack of commitment and the hours-for-dollar cycle. After years of frustration I sought out bits and pieces of what worked and I began to uncover connections, the process, and build a solution.



Many internet gurus take pieces of branding online, but in coaching entrepreneurs I've realized there is more to it than just learning pieces of stuff. You have to look at the whole. You must look at the vital pieces:

- The Inner Entrepreneur,
- Monetizing and Systematizing your business, and
- Executing your unique Business Blueprint.

The process of systematizing and monetizing can be overwhelming - but it doesn't have to be. I've discovered a simple way to guide the entrepreneur through a system to make what could be a very complicated process, both simple and comprehensive. With this e-book, you're getting an introduction into this system so you don't have to wait one more day wondering what step you're going to take next.

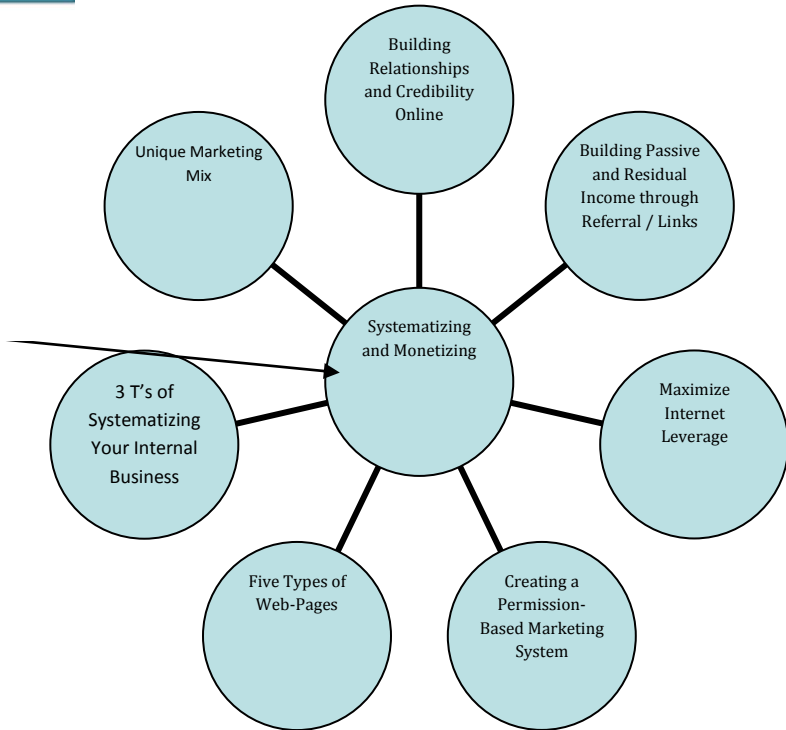
I'm revealing the key areas that took me years, I mean years, to develop and learn about. But I don't want others who are starting or struggling in their business to wake up one more day and not see that there are many choices to build a successful AND sustainable business that provides a system for leveraged and passive income. But you might have to change some of your beliefs about certain things (like the purpose of social online networks.)

The 7 Key Areas to Systematize and Monetize Your Business are:

- Building Credibility and Relationships
- Building passive/leveraged income through Referral/Link Building
- Maximizing Internet Leverage
- Permission-Based Marketing System
- 5 Types of Web Pages
- 3 T's of Systematizing Your Business
- Your Unique Marketing Mix

Please refer to the diagram on the following page to see how these 7 Key Areas fit into the 3 Steps of The Entrepreneurial Edge System™.

ENTREPRENEURIAL EDGE⁺ SYSTEM



1. Building Credibility and Relationships.

Mr. Shoaff, mentor of well-known entrepreneur Jim Rohn, once said “success is something you attract by the person you become.” It is not to be pursued; rather, you become a magnet for success because of the person you become, learning and growing each day and opening your mind to new ways of thinking and doing things. He couldn’t be more right. Winning entrepreneurs understand that it is not only important for personal development but also to know what to do with that newfound awareness and how to apply it.

Even though we’re talking about Systematizing and Monetizing your business we cannot forget the First Step: Master the Inner Entrepreneur. If you’re building relationships with the only intention of making sales, you’ve missed the mark. Successful entrepreneurs learn the value of relationship building beyond what they can get. But developing relationships

face-to-face is a struggle for many business owners. Developing online relationships is even more confusing and misunderstood.

LinkedIn, Facebook, and Twitter seem like obscure places for establishing relationships so here are a few insights. LinkedIn and Facebook are social online sites whereas Twitter is microblogging. So what's the difference? A lot. These sites are about building relationships and trust with people, but the approach is different than face-to-face networking.

On my radio show [Navigating Change](#), I had a chance to interview Best-Selling Author Bob Burg (and co-author - along with John David Mann - of the best-selling book, *The Go-Giver*). There's a connection here, I promise. The premise of his book was about giving, not getting. Here's where most new entrepreneurs make the mistake of trying to pitch their new services to their social online sites before they've developed their relationships and established trust. You know what? They are the first ones to be kicked off, not followed by others or they don't get results they thought they would because they were trying to "sell." It's a rookie mistake, but one you don't want to make when getting started on systematizing and monetizing your business on the internet. Building credibility and social online relationships is about what you can give - information, links, resources, or articles are some examples.

In starting a business from the inside out, it is about establishing authentic and genuine relationships. Here's where your values come in. How much do you value creating healthy relationships? If so, the giving-not-getting approach will make perfect sense. You give information, establish credibility, and build relationships -online.

See how the Inner Entrepreneur and Systematizing are interrelated? Successful business owners know it is not just about creating successful relationships but also about becoming a better you, the best you: building your business from the inside out.

Now for more steps to systematizing and monetizing your business:

2. Referral/Link Building.

Referral and link building has many layers but many new entrepreneurs wouldn't even think of promoting someone else's business, especially if they haven't mastered their Inner

Entrepreneur. They are still in the mindset of promoting their services only. It's not "this OR that," it's an AND solution. Promoting someone's business AND building relationships. (There's more about the "and" technique in *Me, Myself, and Why? The Secrets to Navigating Change.*)

Link building can be an instant way to generate income for yourself, too, even though you're promoting another person's business or product. Through Joint Venture Partners and Affiliate links, you begin to create relationships. Because you're giving content to others, you become known as a resource person. But Joint Venture Partners and Affiliate links can also help you make a passive or residual income for your business in a relatively short period of time.

You want to be sure to align with complementary businesses. If you own a fitness club, consider aligning yourself with other businesses people would frequent. For example, people who go to a fitness club would also go to a massage therapist, salon, or spa. These related businesses may have an affiliate program just by you helping promote their products or services. I go into greater detail into this area in my Entrepreneurial Edge System™ 3-Day Intensive Workshop and my Success Circle Membership but I wanted to give you an idea these programs are out there available for you to tap into. Not only are you developing relationships with others, you are creating leveraged and passive income for yourself. You can systematize your website to make it work for you and exponentially increase your income and client base.

3. Maximize Internet Leverage.

There are many leverage techniques to use on the internet. Historically, people use online advertising to draw in traffic. Online advertisement has revolutionized the way people are finding what they need. Pay-for-click advertisement is only one way. There are other techniques that can help generate internet traffic to your business. The key is to make sure that the advertisement selected is targeted to your preferred client. Here's where clarity comes in handy. You must be clear on your message and preferred client before advertising or promoting your business, products or services. Once you are clear, it makes leveraging the internet much easier.

In addition to advertising, one of the leverage techniques is Bookmarking. Bookmarking is a method for people on the internet to store and organize websites. Many social bookmarking services provide feeds for their bookmark lists allowing subscribers to become aware of new bookmarks. Bookmarking can be a powerful tool to get you noticed by your preferred clients. Bookmarking is part of an overall strategy but a necessary step to:

- Get your information, articles, or blog noticed;
- Drive traffic to your site; and
- Build your list of valued and repeat customers.

4. Permission-Based Marketing System

A permission-based marketing system is a process of driving traffic to your site and pre-qualifying visitors to determine if they are your ideal customers/clients, or if your product is what they are looking for, need, or it provides a solution to their inquiry. Along this entire process, you're building a relationship with someone. Many programs promise that just this process will catapult your sales on your site. But if you have mixed messages, haven't built relationships, haven't clearly defined your niche, and are just getting started, you could be putting the cart before the horse. It is important to make sure your permission-based marketing system also provides value to the visitor.

Any permission-based marketing system has several components. These components draw in your niche market by using SEO (Search Engine Optimization) techniques. When you set up your web pages a certain way and people are searching on a solution to their problem, you're website comes up. It comes up because you have:

- Done your research on key words that people in your target niche would put into their search;
- Have named your web pages with these key words;
- Use targeted verbiage to help your visitors self-select. This means that by what they read, you clearly spell out your preferred client.

- You provide value usually in the form of a free product in exchange for their email. They will provide their email because you're giving something of value that they want but free to them.
- Then you send a series of emails educating them on your product, service, or process and help them by providing a solution to their problem.

Done correctly, this system is an incredible way to get their permission to send information, build relationships, and grow your targeted client base quickly. It's a mini-system in a larger Systematizing and Monetizing System.

5. Five Types of Web Pages

There are five types of web pages and the content and types are changing rapidly. The five types include a squeeze page, authoritative/corporate, blog, sales, and membership. Most new entrepreneurs think that they just put up a website to have a presence, but it doesn't produce any revenue for them.

Successful entrepreneurs use their website as leverage and create systems to generate ongoing income, including their own affiliate programs and compensating others for helping market their business. Each website has a specific purpose, but it is important to educate yourself on the kinds of websites and the ones that will work for your specific business.

6. 3 T's of Systematizing Your Business

You remember when I said, "You can't do it alone?" Here are the 3 T's of Systematizing your Business (Tips, Tricks and Techniques). Because everyone is wired differently, it is important to set up your business in a way that it will work for you. A lot of programs fail to show you how to create momentum and systematize your internal business. This becomes important in executing your Business Blueprint. To create momentum, you're going to create internal systems (you) and internal systems for your business. The 3 T's fall into one of three categories: Tips, Tricks or Techniques.

I'm not referring to tricking someone; I'm referring to tips, tricks or techniques that work for the winning entrepreneur based on how the entrepreneur is wired for increased productivity. For example:

One entrepreneur couldn't gain momentum in her business. She procrastinated, didn't follow up with people and hence, wasn't creating the kinds of financial results she was used to. She was an extrovert by her nature (or natural wiring) and promoting her business was easy for her. However, she was also wired for a lot of freedom. I'm sure you have run into someone like this who "shoots from the hip" and resists structure. Unfortunately, her internal systems to work with her natural wiring was not set up, causing her not to follow through with leads resulting in dismal sales. Armed with this insight about her wiring, she was able to create internal systems that helped her to follow through. There were those tasks she needed to delegate that were more administrative in nature and those activities that would generate revenue. She shifted her work and spent more time on those activities that generated revenue. She also systematized her follow-up process with clients (using a virtual assistant – remember you can't do it alone!) In a short time, because she had these systems in place, she created momentum generating results. She created a system that worked for her.

Her sales increased and so did her referrals from just some simple **tips** that worked for her and her natural wiring.

In another situation, a realtor had a really hard time listening. He would drift off thinking about his next sale while his clients were talking to him. He missed many important points his clients were trying to make and was working really hard but not getting what the client asked for. Of course, his clients noticed. So he implemented a listening trick that worked for him and helped him pay attention to his clients. He was often thinking of something else while his clients were talking. He was naturally wired with this fast internal processor and he juggled in his mind all the things he needed to do. So to manage this natural wiring and stay in the moment with his clients, he repeats (in his head only) what his client is saying word for word. That's right. He repeats in his head word for word what they are saying. His client's don't know he's doing that, but it works for him and allows him to continue to

develop his relationships with his clients. It shuts off his fast-driving mind so that he can focus on his client.

By implement this simple **trick**, his client satisfaction increased, his income went up, and he got more referrals through his existing referral base. He also learned how to systematize his day and weeks to include regular and routine times where he would perform certain tasks which was more efficient for him, his clients, and his business.

7. Your Unique Marketing Mix

Your Unique Marketing Mix is the variety of ways you will market your product or service. Blogs, speaking engagements, radio show, writing a regular column, e-zines, CDs, and video blogs are examples of a Marketing Mix.

Like any recipe, there is a right mix of things based on your unique business. Some people will gravitate toward the written word and others to the spoken word and develop products for their Marketing Mix. Use your natural gifts. The Entrepreneurial Edge 3-Day Intensive™ will help you decide which mix is the most optimal for you and also how to systematize it, which leads to profits.

ENTREPRENEURIAL EDGE⁺ SYSTEM



It is important to systematize when you update your blog or other mix so that it creates momentum for your business. Successful entrepreneurs schedule times when they will complete their Marketing Mix. For example, some Marketing Mixes include blogs and articles. Some entrepreneurs schedule a certain time during the week to update their blog. They shut off their phone and email notification during that time to completely focus on their blog and get it completed. This is a part of creating systems; however, each system is unique. Some people have to work certain times, then come back to it at a later time. Successful entrepreneurs understand how their unique wiring affects their Marketing Mix and Systematizing their daily and weekly schedule.

In order to build a successful and sustainable business with residual and leveraged income, it is important to identify a Marketing Mix that works for you and your business.

STEP 3: EXECUTING YOUR BUSINESS BLUEPRINT™

Business Blueprints are simple, effective, and original, yet many entrepreneurs create complex plans that leave them confused and over committed. Make sure your business blueprint:

- Identifies a very clear vision of your future;
- Lays out the main goals so you can keep focused;
- Includes a plug-and-go system so you can make sure you capture new ideas but build a realistic plan and tap into shortcuts so you're not reinventing the wheel; and
- Includes a measurable scorecard for your business so you can see on a regular basis the activities you're taking and whether they are working. You can't manage what you don't measure.

Successful entrepreneurs would never construct a building without a blueprint; why would you build a business without a plan? Remember to create a plan that takes the above-mentioned bullet points into consideration.

Executing the blueprint is what creates the most successful businesses. Action without direction is chaos. A blueprint better defines the steps, sets clear and realistic timeframes, is harmonious with your vision, and creates momentum.

Now a business blueprint and a business plan are two different documents. But, for some who still may want a traditional business plan format, I've attached it to get you started thinking about your business.

CHAPTER 3: GO!



GO!

Winning entrepreneurs create the life they want. They don't wait for things to fall into their lap. Winning entrepreneurs choose to take action. They are willing to stretch what is possible. One thing I noticed in studying and working with ambitious people, winners invest in themselves.

They take chances when others won't. They don't reinvent the wheel. They use shortcuts to be more efficient in getting their business up and running. If they see something work for someone else, they seek out that process or tool. They understand that if they try to do something on their own, it will take a long time and they won't be able to get that time back. They use the shortcut and use the systems that work.

I've invested in myself over the last 17 years and in the last year alone I saw results that are 10 times more than what was invested.

Remember, winning entrepreneurs create their results. They take PAAR over the life they want to create. They realize that in acting in harmony with their purpose, their vision, their mission, their work, their communities and most of all their authentic selves, they create a life they can truly enjoy.

To learn more about The Entrepreneurial Edge System, visit
www.ExcellerateAssociates.com

BUSINESS PLAN TEMPLATE

BUSINESS PLAN FOR [NAME OF COMPANY]

I. EXECUTIVE SUMMARY

Define your area of business and list three business points that:

Describe what target market;

What niche market;

Outcomes of your products/services to your clients.

- **The Business Concept**

Describe what your product or services will do for the market. Define your Market Mix (how you will specifically target your market.)

- **Products or Services**

Define specifically your products or services.

- **Starting Capital Required**

Define computers, business supplies, brochures, business card expenses, machinery such as faxes or copy machines. List all capital investments that apply, including credit card processing machines.

- **Other Critical Information**

Identify any critical information related to your business. This may include certifications, required credentialing, or other documentation need to launch your business.

III. BUSINESS DESCRIPTION

- **What Business Am I In?**
- **Life Vision Statement, Company Vision and Long Range Goals**
 - **Include financial goals**
- **Detailed Description of Products or Services**
- **Markets to be Served**
- **Customer Benefits**
- **Distinctiveness and Uniqueness**
- **Growth Expectations**

IV. MARKETING PLAN

- **Description of Business Environment**
- **Industry Description and Outlook**
- **Competition Analysis**
- **Target Market Profile**
- **Sales Projections**
- **Pricing Structure and Policies**
- **Distribution Methods and Time table**
- **Promotional Activities (selling, advertising, publicity)**

V. MANAGEMENT AND ORGANIZATION INFORMATION

- **Key Management Personnel and Their Qualifications (Skills)**
- **Use of Outside Professionals**

VI. OPERATIONS PLAN

- **Geographic Location**
- **Facilities, Equipment, Layout, etc.**
- **Capacity: Current vs. Future Needs**

VII. FINANCIAL PLAN

VIII. SUMMARY

Include where the business will be located, start-up capital, marketing strategies, insurance requirements.

IX. APPENDIX

Note: If this document is overwhelming or you can't figure it out and narrow your niche, The Entrepreneurial Edge System is designed to help you become very clear and develop your Business Blueprint that is executable and realistic. Just because you want to build your solo practice, doesn't mean you have to do it alone. Visit <http://www.excellerateassociates.com> for more information about our Entrepreneurial Edge System 3-Day Intensive or our Entrepreneurial Edge Success Circle. Our Success Circle is a supportive coaching structure that provides information, resources, and, most of all, ongoing coaching to help you move your business ahead faster and more efficiently.

ABOUT LISA A. MININNI



Lisa Mininni is:

- **Best-Selling Author of**
Me, Myself, and Why? The Secrets to Navigating Change
- **President**
Excellerate Associates, an organizational development and leadership coaching company
- **Host of**
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Lisa has 20 years of corporate and divisional work experience and over 17 years of organizational change experience engaging in strategic planning and design, business coaching, team building and measuring organizational performance.

Lisa is an accomplished Change Expert sought out by entrepreneurs, professional associations and companies that have used her unique **blueprint for change** process.

In addition to her practical experience, she earned a Masters Degree in Administration from Central Michigan University and earned her Professional Coach designation from B-Coach Systems, an internationally-recognized premier coach training system.

She is a keynote speaker for many professional organizations, including SPARK, SHRM, American Red Cross, Association for Accounting Administrators and you may have seen her articles in Incentive Magazine, Good Housekeeping or heard her on the Montel Williams Radio Show as well as other major radio shows in Atlanta, Cincinnati, Detroit and other Syndicated shows throughout the country.