



## ***Recommended Checklist for the Emerging Entrepreneur***

13 years in the making, when I look back at the actions I took and mindset shifts I experienced while being mentored by my stellar coaches in my first few years of my coaching business, I found these tips to be the most important that helped me build a momentum and initial revenues.

It's important to know I used these with my coach guiding me to get to high five figures in one year while in the midst of a debilitating recession (remember 2008-2010?) and starting from scratch. I left my 22-year solid career in Public Relations (13 of those years I had my own entertainment PR company) to start over in search of my next evolution.

I worked two retail jobs as I built this baby from the ground up! I made a promise to myself I would quit my two part-time jobs in one year to go full-time in my coaching business against all odds! I did it and so can you, probably even sooner now!

Back then, I had a big vision and deep passion to keep me focused each day. On any given day, I was scared, excited, nervous, humbled, uncertain, frustrated, yet hopeful and most of all grateful to be on the path to transforming lives after 22 years in the entertainment industry. I prayed, meditated and partnered with the Universe to keep me centered in trust and faith *all the time*. I protected my mindset like crazy not allowing anything to tamper with it.

For the experienced, more seasoned entrepreneur, these tips may be a helpful reminder to go back to the basics as a refresher. *For my emerging entrepreneurs, welcome to the world of constant change and innovation!*

**1. Embrace the life of an entrepreneur.** What that means is it's time for a serious mindset shift that requires being full of moxie to make things happen on a daily and weekly basis. Essentially, all the results are up to you. You will have guidance, resources and ideas, but the actions are up to you.

**2. Throw perfectionism out the window and never look back.** There is no such thing as being perfect when running a business. It's the most vulnerable, humbling experience of your life next to parenting. Feed your mindset daily with positive,



forward thinking, spiritually rich content like your life depends on it; because it does. Your business is born of your passions. Take it serious as you partner with your higher power, spirit, Source (whichever is yours) to help navigate your daily journey.

**3. No excuses approach.** Logically this makes sense and your first reaction is "of course!" But when it comes to action - that's where the rubber meets the road. Take action. Initiate. Don't rely on others to do the thinking for you. Trust yourself. Go-for-it! Mistakes are meant to be made. That's where you evolve and become the expert. *It's always awkward before it becomes elegant.*

**4. Be resourceful like you never have before.**

Google. Research and research more. Find tutorials on YouTube. Seek experts for advice via blog articles. Read. Listen to podcasts. You have an abundance of resources at your fingertips. Use them. You end up incredibly empowered when you take the initiative to find answers. Then you get to forward the inspiration onto your clients.

Always, always invest in your business by hiring a coach to shorten the learning curve while avoiding costly mistakes. Your time is vitally important. Don't travel this road alone. Find the money to invest. Manifest it. Borrow it. Make it. Hire the coach! You will have a fast ROI (return on investment) and feel amazing! Don't cut corners on this. Please.

I've always invested in myself and my business via coaching since year one. I never go without a coach. Every time I know I need to up-level and breakthrough to the next revenues category or higher wealth consciousness, I invest in a coach or program.

**5. Educate yourself how to be a brilliant marketer.** *"Once you are an entrepreneur, your main focus/effort first and foremost is to market yourself."* You have three tangible components of being an effective entrepreneur: marketing, sales, and your expertise/genius/talent in that order. Without achieving the first two, there is limited opportunity to expand and grow the third one. Learn the language and strategies of online marketing. It's a MUST. Yes, you need to hire a Virtual Assistant sooner than later to handle the marketing, but you need to know how so as to be an effective leader in your business.

**6. Be flexible in learning the different styles of writing content for online marketing.** It's not meant to be by the book. It's not an English class. It's creative and conversational – like you are talking to your audience. Yes, grammar counts; but online marketing is a whole new art to



learn. Let go of the traditional forms of writing and marketing. They don't apply here. Be creative. Learn from your coach, the experts by reading their blogs, emails, and sales pages.

It took me a full year to really learn how to write for online marketing coming from Journalistic standards, PR, and writing as a career. Once I learned it, I loved it because it gave me creative freedom. Learn the language of email marketing. Here are two lists of terms to help you get started. <http://bit.ly/glossary-email-1> <http://bit.ly/savvymarketing-terms>

**7. Choose an email marketing program and teach yourself how to use it until you can hire a Virtual Assistant.** Your business will depend heavily on it. Anyone who owns a business today must get good at email marketing whether it's sending a few emails out a month or several a week. These sites have tutorials for you. Email addresses must always be permission based. That means you either ask verbally or via email if you can add them to your list.

I spent hours and hours over a few months learning on my own how to use Constant Contact with the help of their tutorials and customer service. Teach yourself how to be a savvy online marketer. There are many options: Constant Contact, Active, MailChimp, to name a few.

**8. Begin building your email list.** Drive traffic to your site inviting people to opt-in for your free offer. Ask friends, family if you can add them. If you do get their permission, go to your opt-in box at your site and add them there so they can get your free guide and the follow up email sequence. Be conscious of anyone you meet professionally to ask them if you can add them to your list. Some will. Some won't. Keep going.

**9. Learn the difference between a coach and a consultant.** My experience is this: a coach guides you with their expertise to hold you accountable for your actions to create the results you said you desire. A consultant goes on location with a client and does the work for them and with them. This is more of a servicing role. Very different work expectations. In some instances you can be both.

There may be a need to combine these for a client but be very clear in the beginning with the client what you will do and what is not part of the service. You can offer add-ons where they pay for additional services that are not part of the package they invested in.

Never giveaway your expertise because you think you are obligated to. If it's not in the deliverables and they want it, you kindly and professionally explain the requested service has a fee. Let them decide if they want to pay for it. Otherwise, do not do it. B-o-u-n-d-a-r-i-e-s.

**10. Always be in gratitude daily** for the opportunity to monetize your passion and purpose to impact lives!

**You've got this! Blessings,**



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