

Love-Based Goals Circle with MichelePW Entrepreneurial Training

Entrepreneurial Training

3 components of a successful business:

1. Consistently attracting ideal prospects to your community (includes building your list, building your blog, building any other platform)
2. Consistently selling your ideal prospects
3. Delivering on what you sold your ideal prospects.

We're going to focus on attraction and selling. Each month you should be taking action on both attracting new prospects and selling new prospects.

Attraction -- 2 buckets:

* Consistent action you take (weekly is best) to create content that educates, inspires or entertains (or all 3) to send to the people who follow you as well as attract new followers. This can take the form of written blogs, videos, audio podcasts, pictures on Instagram, longer pieces of content on Facebook, etc.

* A larger event, such as a summit or a giveaway or a launch, to build your list

What content will you be creating?

Have you blocked off time in your calendar on a regular basis to create that content?

Have you blocked off larger list-building events on your calendar?

Sales -- 2 buckets:

* Making an offer to talk one-on-one with prospect (either a strategy session/discovery session or a sales call) to invite your ideal prospects into a higher end group mentorship or coaching program, VIP day or one-on-one services

* Doing a product or program launch or hosting a sale.

Have you blocked off launches and sales in your calendar?

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Have you blocked off what you're going to be selling the months you aren't doing a bigger launch?

Bonus -- Have you tied what you're selling to an actual monthly income goal? (So you can track yourself and see if you're on track with your yearly income goal?)