

**Workbook for:**  
**How To Start A Virtual Business So You Can Travel Full Time**

## Module 2 - Step 1

Things I LOVE to do!! Have fun with this. Go for it. This is YOUR business. Do at least 20 things and go:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
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16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

No pick your top 10 from the list above and write them down here.

10 Things I Enjoy Doing During My Day:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## Module 2 - Step 2

Current skills you use in your 9 to 5 or daily life:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

## Module 2 - Step 3

The qualities or skills your colleagues and friends always tell you you are good at:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
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19. \_\_\_\_\_
20. \_\_\_\_\_



### Section 3 - Solution/Service Ideas:

- 1 - Creating Social Media Posts for Facebook
- 2 - Creating Pinterest Pins
- 3 - Maintaining Pinterest Boards
- 4 - Maintaining and Creating Instagram posts
- 5 - Creating eNewsletters
- 6 - Formatting Blog Posts
- 7 - Writing Blog Posts
- 8 - Maintaining Review Sites
- 9 - Coordinating Webinars
- 10 - Monitoring Webinars
- 11 - Creating PDF documents
- 12 - Formatting ebooks
- 13 - Designing Sales pages
- 14 - Creating Facebook Ads
- 15 - Website Design
- 16 - Website Maintenance
- 17 - Graphic Design
- 18 - Online Research
- 19 - Generic assistant work
- 20 - Maintaining Social Media accounts
- 21 - Search Engine Optimization
- 22 - Creating Processes
- 23 - eMail maintenance
- 24 - Creating Tutorials
- 25 - Creating an App
- 26 - Online Marketing
- 27 - Creating Google Ads
- 28 - Organizing Online Documents
- 29 - Organizing Contacts
- 30 - Data Entry
- 31 - Managing Business Specific Software Packages
- 32 - Meeting Minute Taker
- 33 - Networking Support
- 34 - Bookkeeper
- 35 - Branding Specialist
- 36 - Video Editor
- 37- Photographer
- 38- Picture Editor
- 39 - Blogger Support
- 40 - Copywriter
- 41 - Editor
- 42 - Virtual Assistant
- 43 - Customer Service eMail Support
- 44 - Computer Support
- 45 - Online Research
- 46 - Creating Social Media Posts for Twitter
- 47 - Creating Social Media Posts for Instagram
- 48 - Creating Google+ Posts
- 49 - Creating LinkedIN Posts
- 50 - SEO Research For Clients

#### Section 4 - The 10 Services/Solutions That I Could Provide:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## Module 2 - Step 5

### Step 5 - Picking The Solutions/Services You Will Offer With Your business

#### Section 1: 5 Solutions/Services I Will Offer:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

#### Section 2 - Making It Real:

For my Virtual Business I will provide the following solutions: \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

## Module 3 - Step 1 - Naming Your Business

### Section 1 - 10 Ideas For Words To Include In Your Business Name:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### Section 2 - Business name and availability:

Business Name Ideas	Available
1. _____	Yes/No
2. _____	Yes/No
3. _____	Yes/No
4. _____	Yes/No
5. _____	Yes/No

### Section 3 - Your Business Name:

The name of my business is: \_\_\_\_\_

My website is: \_\_\_\_\_

## Module 3 - Step 4

# Top 10 Tax Mistakes New Small Business Owners Make

by Leah Johnson, CPA. <http://www.leahjohnsoncpa.com/>

### 1. Not tracking business expenses separately.

It is critical to develop a foolproof system of tracking business expenses so you can ensure you maximize your business deductions at tax time. If you pay for business expenses using a personal checking account or credit card, it's essential to keep track of them in an organized fashion throughout the year so you don't miss opportunities to take deductions you're entitled to.

A less-fuss approach is to set up a separate credit card and/or bank account which you only use for business purposes. You can then export all of the credit card or banking activity online and summarize the expenses for tax purposes using software (such as Quickbooks or Freshbooks) or by hiring a professional bookkeeper who can summarize the data for you.

There are a number of apps out there that can also help you easily track expenses - I've heard good things about Tax Bot ([www.taxbot.com](http://www.taxbot.com)). If you're just starting out and don't want to hassle with separate accounts or fancy apps, I've prepared an old-fashioned [worksheet](#) you can use to manually keep track of business expenses. Provide this completed worksheet to your accountant at tax time, and they'll be thrilled!

### 2. Not keeping a written log of business mileage.

Whether you deduct a business percentage of your actual vehicle expenses or you go with the IRS' standard mileage rate (53.5 cents per mile for the 2017 tax year), you're going to need to keep track of business miles you drive in a format that meets the IRS requirements, otherwise they could disallow your deduction entirely. I've prepared a business log [worksheet](#) you can use to track your business miles which complies with the IRS record keeping requirements. Read more about deducting business mileage here: <https://www.irs.gov/pub/irs-pdf/p463.pdf>.

### 3. **Keeping inadequate records.**

The IRS places the burden of proof on you, the taxpayer, when it comes to supporting business deductions. Keeping adequate records is crucial. You should keep copies of cancelled checks, cash register receipts, account statements, credit card receipts and statements, invoices, and petty cash slips for small cash payments to support your business expenses. In general, you should retain tax records for 7 years in case you are audited, so it's important to develop a good system for retaining and retrieving records. The IRS accepts scanned records so long as they can be easily retrieved and printed. A good scanner is a great investment, especially for traveling small business owners.

I personally use and recommend the Fujitsu ScanSnap scanner: <http://amzn.to/2kCBF6F>.

I've also heard good things about the Doxie Go scanner: <http://amzn.to/2lkW9Oa>.

A cheaper option might be to download a scanning app for your smart phone. I recommend saving your business receipts in one folder (either physical or digital) by date. I recommend the following naming convention if you're saving your receipts digitally so they sort in date order:

YYYY-MM-DD\_Payee/Description.pdf (or other file format)

If you are using the business expense worksheet template I have provided, you can easily search the template for a particular expense, find the date, and retrieve the receipt.

Read more about IRS record keeping requirements here: <https://www.irs.gov/businesses/small-businesses-self-employed/recordkeeping>.

### 4. **Not maximizing deductions.**

If you follow my advice on numbers 1-3 above, you're already off to a good start. But I find that many clients forget to deduct a business percentage of their internet or cell phone bill. If you use these for your business, it's perfectly fair and reasonable to deduct a portion against your business income. It's good to keep excellent records and work with a tax advisor who can help you think of deductions you might have overlooked on your own.

### 5. **Deducting expenses that do not have a true business purpose.**

The IRS requires business deductions to be *ordinary* and *necessary*. Is admission to an amusement park an *ordinary* and *necessary* business expense if your business is an online Etsy shop selling quilts? Probably not...but if your business is a YouTube

channel or blog where you publish a review of your experience, then perhaps it is. Determining what business expenses are ordinary and necessary can be more of an art than a science and depends a lot on circumstances which is where it's a good idea to work with a good tax advisor who can help you make a judgment call on each expenses on a case by case basis.

Read more about business expenses here: <https://www.irs.gov/businesses/small-businesses-self-employed/deducting-business-expenses>.

## 6. Treating a hobby as a business.

Let's say you do have a YouTube channel which earns you about \$100 a month. Does that mean you can deduct the cost of your internet, cell phone, meals, entertainment, travel, and that new drone you bought last year, totaling \$5,000? Not necessarily. If you are audited, the IRS is going to want you to prove it's truly a *business* and not a hobby. They will be looking at the following factors (read the full article here: <https://www.irs.gov/uac/business-or-hobby-answer-has-implications-for-deductions>):

- "Does the time and effort put into the activity indicate an intention to make a profit?"
- Does the taxpayer depend on income from the activity?
- If there are losses, are they due to circumstances beyond the taxpayer's control or did they occur in the start-up phase of the business?
- Has the taxpayer changed methods of operation to improve profitability?
- Does the taxpayer or his/her advisors have the knowledge needed to carry on the activity as a successful business?
- Has the taxpayer made a profit in similar activities in the past?
- Does the activity make a profit in some years?
- Can the taxpayer expect to make a profit in the future from the appreciation of assets used in the activity?"

" The IRS presumes that an activity is carried on for profit if it makes a profit during at least three of the last five tax years, including the current year..."

Now, let's say you determine your YouTube business is a hobby - you can still take deductions, but only to the extent that you have income. So your \$5,000 of deductions will be limited to your \$1,200 (\$100 per month x 12 months) of income during a year when the activity is treated as a hobby.

## 7. **Setting up the wrong business entity structure for their needs.**

A common misconception many new small business owners have is that they need to set up a separate legal business entity right away. But this is not necessarily so, especially if you are the sole owner of the business. Setting up an LLC or corporation can be costly and add complexity that may not be beneficial. Corporations must file a separate tax return each year, and, if you set up a C-Corporation, you may end up subjecting your business earnings to double taxation (taxed first to the corporation, then again to you in the form of dividends).

Many small business owners think if they set up an S-Corporation, they can pay themselves a small salary and then take distributions from the S-Corporation without paying self-employment taxes - however, the IRS requires you to pay yourself a "fair" salary, and if they determine that a distribution taken from an S-Corporation was compensation for services you personally provided, they will deem that distribution as wages, and you will be on the hook for self-employment taxes, interest, and penalties.

Perhaps the most popular misconception small business owners have is that they should *definitely* set up an LLC. LLCs are relatively inexpensive to set up and maintain (not always though - it depends upon the state -California LLCs for example must file a state tax return and pay a minimum tax of \$800 per year!). However, if you are the only owner and are not engaging in business activities that subject you to liability (LLC stands for Limited Liability Company, after all), it may be pointless to set one up.

A single-member LLC (that means you, or you + your spouse are the only owner(s)) is a *disregarded entity* for federal income taxes - you'll report your income/expenses exactly the same way as if you were a sole proprietor with no LLC at all! There are no real tax advantages of having a single-member LLC; however, if you have a business partner or have liability concerns, they are certainly a powerful tool. Bottom line: consult a good tax advisor before setting up a business entity. It may not be worth the trouble, depending upon your situation.

## 8. **Not making estimated tax payments.**

In order to avoid underpayment penalties/interest, you must make quarterly estimate tax payments to the IRS. When you file your return, if you did not pay estimates throughout the year of at least 1) 90% of your current year tax, or 2) 100% of your prior year tax, you may be subject to late payment interest/penalties. A crude estimate would be to set aside about 30% of your net business earnings for taxes - this could be too much or too little depending on your unique business, though, so it's best to consult your tax advisor who can offer you a more precise rate.

It's important to work with a good tax advisor who can help you calculate your required quarterly estimates, prepare estimate vouchers for you, and remind you to make each payment on time.

Read more about estimated payments here: <https://www.irs.gov/businesses/small-businesses-self-employed/estimated-taxes>.

Below is a summary of the IRS quarterly estimate due dates - it's a good idea to get these on your calendar so you can ensure you pay timely:

Quarter 1 April 15

Quarter 2 June 15

Quarter 3 September 15

Quarter 4 January 15

## **9. Not complying with IRS Form 1099-MISC filing requirements.**

In general, cash payments for rent or services totaling \$600 or more during the year to a non-corporate entity made in the course of conducting your trade or business are required to be reported to the recipient on IRS Form 1099-MISC. In general, 1099s are due by January 31 each year. You must have the recipient's legal name, address, and ID number (social security number, EIN, or TIN) to properly file a 1099.

I strongly suggest clients have payees complete and return IRS Form W-9 for their records *before* issuing a payment which might subject them to a 1099 filing requirement. It is always easier to get this information up front, before a person is paid, versus after the fact at tax time when that payee might be long gone or hiding under a rock somewhere. The penalties for failure to file or late filing of 1099s are steep and have gone up recently.

Instructions for IRS Form 1099-MISC here: <https://www.irs.gov/pub/irs-pdf/i1099msc.pdf>

IRS Form W-9 (for collecting payee information which will enable you to easily file Form 1099-MISC later): <https://www.irs.gov/pub/irs-pdf/fw9.pdf?portlet=103>

IRS article about 1099 penalties: <https://www.irs.gov/government-entities/federal-state-local-governments/increase-in-information-return-penalties-2>

## **10. Not getting the right kind of help.**

I hope the above tips will help you navigate some of the initial tax issues you may be facing as a new small business owner. Perhaps the greatest mistake I see small

business owners make, though, is not getting professional tax and accounting help early on, while their business is in its beginning stages.

An ounce of prevention is worth a pound of cure, and this is especially true when it comes to taxes and accounting for small businesses. If a client has been doing their own taxes or working with a tax preparer who lacks attention to detail and expertise in issues small business owners face, there is often a mess to clean up. Perhaps a business entity was set up that really was the wrong type or not necessary at all. Perhaps personal expenses were deducted which should not have been, and legitimate business deductions were overlooked. Often estimated payments have not been paid timely and in the proper amounts.

These are all costly mistakes which can be avoided by working with the right professional with the right expertise from day 1. Your accountant should be your business advisor - someone whom you trust and who can help you with issues that arise during the year, not just churn out your tax return every April. If you can find an accountant you trust who has a high degree of skill, expertise, attention to detail, and responsiveness, it will be worth every penny - it will be an investment in your business you can't afford *not* to have.

### **More resources from Leah Johnson, CPA**

Guest blog post I did for Fulltime Families:

<https://www.fulltimefamilies.com/rv-kids/top-3-tax-deductions-fulltime-rving-families-may-be-missing/>

Interview with Roadschool Moms podcast:

<http://ultimateradioshow.com/tackle-tax-time-for-the-rv-lifestyle/>

Leah's website:

<http://www.leahjohnsoncpa.com/>

## Module 3 - Step 5

### 5 Services/Solutions From Module 1:

1 - \_\_\_\_\_

2 - \_\_\_\_\_

3 - \_\_\_\_\_

4 - \_\_\_\_\_

5 - \_\_\_\_\_

**Now lets take each one and make it into a solution for your PDF:**

### Offering 1

What you will do with your skill: \_\_\_\_\_ (make sure it is written as a task that you can perform for someone. Something like Create, Make, etc. With the task following it. Or if it is something like Facebook - just use the word.

Solution/Need you are fixing:

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---

Sentence explaining your solution:

---

Bullet points with more detail:

---

---

## Offering 2

What you will do with your skill: \_\_\_\_\_ (make sure it is written as a task that you can perform for someone. Something like Create, Make, etc. With the task following it. Or if it is something like Facebook - just use the word.

Solution/Need you are fixing:

---

---

Sentence explaining your solution:

---

Bullet points with more detail:

---

---

## Offering 3

What you will do with your skill: \_\_\_\_\_ (make sure it is written as a task that you can perform for someone. Something like Create, Make, etc. With the task following it. Or if it is something like Facebook - just use the word.

Solution/Need you are fixing:

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---

Sentence explaining your solution:

---

Bullet points with more detail:

---

---

## Offering 4

What you will do with your skill: \_\_\_\_\_ (make sure it is written as a task that you can perform for someone. Something like Create, Make, etc. With the task following it. Or if it is something like Facebook - just use the word.

Solution/Need you are fixing:

---

---

Sentence explaining your solution:

---

Bullet points with more detail:

---

---

## Offering 5

What you will do with your skill: \_\_\_\_\_ (make sure it is written as a task that you can perform for someone. Something like Create, Make, etc. With the task following it. Or if it is something like Facebook - just use the word.

Solution/Need you are fixing:

---

---

Sentence explaining your solution:

---

Bullet points with more detail:

---

---

PDF Example  
**Virtual Powerhouse**  
eMarketing Solutions

**Option #1: Facebook Business Page Posting**

*Having a regularly updated Facebook page enables potential customers to build a “know, like and trust” relationship with your brand.*

With this option I will create consistent Facebook posts for your business Facebook page to be delivered 3 times a week on a set day. I will also:

- Research relevant posts per industry
- Craft original images to use in posts
- Continue to research how to best optimize Facebook reach with your customers

**Option #2 . . . .**

**Option #3 . . . .**

**Option #4 . . . .**

**Option #5 . . . .**

**Recap of Services:**

**Option 1: Facebook Business Page Posting - \$150 a month**

**Option 2:**

**Option 3:**

**Option 4:**

**Option 5:**

I am always willing to work with clients to put together a customized package that works for you and if you decide to do more then 3 options there will be a package discount given (discount based on options selected).

I look forward to working with you! After reviewing this document please call me (phone number) or email me: (email address) so we can set up a time to talk about next steps!

Then in the footer be sure you have your name, phone number, and business name as well.

Bryanna Royal

[www.virtualpowerhouse.com](http://www.virtualpowerhouse.com)

Phone Number

## Module 3 - Step 6

**5 Services/Solutions:**

**Price:**

1 - \_\_\_\_\_

\$ \_\_\_\_\_

2 - \_\_\_\_\_

\$ \_\_\_\_\_

3 - \_\_\_\_\_

\$ \_\_\_\_\_

4 - \_\_\_\_\_

\$ \_\_\_\_\_

5 - \_\_\_\_\_

\$ \_\_\_\_\_

**Now add the prices to your PDF.**

# 5 KEYS TO SUCCESSFULLY BRANDING YOUR BUSINESS

## 1. KNOW YOUR TARGET MARKET

Knowing the demographic of your potential customers/clients is a first step in developing a successful brand. This can be as simple as age, gender, geographical location, but can also get much more detailed, such as income, hobbies, careers, education, etc. How specific you want to get will depend on whether you are looking for a broader appeal or a niche market.

## 2. DO YOUR RESEARCH

Once you've defined your target market do some research on what appeals to that market. Researching your competitors is useful, but another great resource is to look at other brands that are successful with your specific target market. They don't have to be a competitor or even in your field, they will still give you a good sense of what works with that specific market.

## 3. BE RECOGNIZABLE, CONSISTENT & PROFESSIONAL

A brand is only powerful when it is recognizable. To have a recognizable brand, I recommend a professionally designed logo and a developed color scheme and font family. These elements should be used consistently and exclusively across all business materials, advertising and online media to develop a solid, professional presence. A branding guide is a great way to have all your branding guidelines and information in one place and can also be shared with partners and vendors that might be working with your brand.

## 4. MAKE IT PERSONAL

Put the time and thought into making your brand something that makes you feel excited and happy. I've found that clients I've worked on branding with are more likely to stay consistent and true to their brand when they've really thought it through and we've been able to develop something that they feel accurately represents their business and often times themselves.

## 5. DON'T WAIT

Having a brand in place right at the start of your business will save you time and money. Not only will it ensure that your business is recognizable and appealing to your target market from the start, the process of developing a cohesive brand will help you learn a lot about your business, your target market and your message.

MEGAN JURVIS DESIGN

[WWW.MEGANJURVIS.COM](http://WWW.MEGANJURVIS.COM)

 262.914.0775

 [meganjurvisdesign@gmail.com](mailto:meganjurvisdesign@gmail.com)

 @meganjurvis

 [facebook/meganjurvisdesign](https://facebook.com/meganjurvisdesign)

## Module 3 - Step 7

To build a quick and easy website for your business while making it look professional and functional on all device sizes may sound impossible, but it can be done and I'll show you how.

First you'll need to get a domain and your hosting set up. To do this, follow our step-by-step guide at <http://www.crazyfamilyadventure.com/how-to-start-a-blog/>. Yes, the title is How To Start A Blog, but this guide has the basics for getting pretty much any kind of website set up.

Next is to choose how you want your site to look. Wordpress has a ton of themes out there that can be quickly installed to give your site the look you want. There are free themes and there are premium themes that cost some money.

I have used both and found every time I've used a premium theme, it has been well worth the money. I've spent way too much time trying to get the free themes to work and look the way I want where the premium themes do this much more quickly and simply. Time is money.

The theme that I keep going back to because it is so versatile and offers so many great features is Total Theme. You can purchase it here through our affiliate link <https://themeforest.net/item/total-responsive-multipurpose-wordpress-theme/6339019?ref=craigroyal> (Thank You!)

You can also check it out here to get a better look at what the theme offers <http://totaltheme.wpengine.com/>.

I love this theme because it is so simple to use and has so many great features that has made the websites I've used it on look fantastic. It looks great on both desktop and mobile without any additional work.

The rest of this guide will focus on getting the Total Theme installed on your Wordpress site and using one of their demo sites as a starter for your website.

First, if you haven't already, purchase the theme <https://themeforest.net/item/total-responsive-multipurpose-wordpress-theme/6339019?ref=craigroyal> (Thanks again!) and download it to your computer.

Once downloaded, it will come in a zip file with a bunch of other things. Unzip the download and make sure you see a folder called something like Installable Theme there. That's the actual install file that Wordpress needs.

Next, log into your Wordpress admin page, i.e. [mysite.com/wp-admin](http://mysite.com/wp-admin) and go to Appearance > Themes. There should be an "Add New" button towards the top, so click that. You should then see a button that says "Upload Theme", so go ahead and click on that, choose your theme file and click "Install Now".

Once the theme is installed, click the Activate button to make the theme go live. You will then have to install and activate the required plugins for the theme. There will be buttons at the top of the screen guiding you through this.

At this point the theme is installed and active on your site. Now we can find a demo site that Total provides to load as a template onto your site. To see all the demos available, check out <http://totaltheme.wpengine.com/>. At the time of this writing, there are over 40 available and they range from a variety of website types.

Once you've chosen the one you like the look of best, remember the name of it. Now, on your website, navigate to Theme Panel > Theme Panel and look for the "Demo Import" tab.

The next page should look familiar. Just find the demo you wanted to use and click on it. It will ask who you want to assign as the author to posts, pages, etc. Pick your account from the list.

It should also ask if you want to import all the media files for the demo. This is totally up to you. If you import the media, you'll have their pictures on your site, which you'll probably end up replacing anyway, however, it may also give you a better picture of how you want the site to look if you do choose to import the media.

After importing the demo, if you go to your site, you should see almost an exact replica of the demo site itself.

From here, you can start tailoring the site to make it your own. A lot of this is done under Appearance > Customize. Here you'll see a menu on the left hand side with a bunch of different options as well as a live previewer on the right hand side. You'll get to see what you're changing before you actually save it.

I'd suggest going through each of the options on the left hand side of the menu and updating it if necessary to fit your business and brand. Once this is done, you will most likely want to change the home page up to include your content and images rather than what came in the demo. You can find what the home page is named by going to Appearance > Customize > Static Front Page. Whatever is in the Front Page drop-down box is the name of your home page.

You can edit this page by closing out of the customizer and going to Pages, finding the home page and clicking the "Edit in Visual Composer" hyperlink that appears when you mouse over the page name.

This will open the page in an easy to use editor that is almost drag and drop simple. From here, play with the options and see what looks best.

Once done, click save and your homepage is ready to go.

Next clean up the menus (Appearance > Menus) to reflect the navigation your site needs.

From here it's all about adding content to your site. Add the pages, posts and media that will make your site it's own. This is an on-going process and you'll learn as you go.

# Module 4 - Your List of 50

## List of 50

Think of 10 people you know that you would like to work with:

- 1. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 2. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 3. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 4. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 5. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 6. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 7. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 8. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 9. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 10. Name: \_\_\_\_\_ Contact via \_\_\_\_\_

Think of 10 past colleagues that may have a connection to someone who could use your services:

- 1. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 2. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 3. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 4. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 5. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 6. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 7. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 8. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 9. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
- 10. Name: \_\_\_\_\_ Contact via \_\_\_\_\_

**Think of 10 parents of your kids friends or if you don't have kids then parents on your friends:**

1. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
2. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
3. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
4. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
5. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
6. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
7. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
8. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
9. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
10. Name: \_\_\_\_\_ Contact via \_\_\_\_\_

**Think of 10 people who's services you use, hair dresser, taxes, chiropractor, etc.:**

1. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
2. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
3. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
4. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
5. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
6. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
7. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
8. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
9. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
10. Name: \_\_\_\_\_ Contact via \_\_\_\_\_

**Think of 10 people who live in your neighborhood:**

1. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
2. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
3. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
4. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
5. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
6. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
7. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
8. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
9. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
10. Name: \_\_\_\_\_ Contact via \_\_\_\_\_

**Extra people:**

1. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
2. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
3. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
4. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
5. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
6. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
7. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
8. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
9. Name: \_\_\_\_\_ Contact via \_\_\_\_\_
10. Name: \_\_\_\_\_ Contact via \_\_\_\_\_

## **Module 4 - How To Find Clients**

### How To Find Clients

- Referrals
- Your List of 50
- Social Media
- Just Ask Then Close The Deal
- Work For Businesses You Are Passionate About
- Talk About Your Business A LOT
- Persistence

Above all believe in yourself and your ability to do what you are doing! If you believe in YOU so will other people!

## Module 7 - Mastermind

### Why masterminds are a good idea - by Paul Kortman

The oft quoted line of you are the average of the 5 people you spend the most amount of time with scares me sometimes as 4 of the 5 people I spend the most amount of time with average in age of 7.5 years old. The other is my wife. So how do I grow in business, how do I surround myself with other entrepreneurs, hustlers and the like? How do I leech off people who are further down the road than I am and yet at the same time be helpful to them?

Oh and how do I do this without messing with my family schedule, location issues, and financial commitments. Sure yeah I could go to a mega conference every month and spend a lot of time with successful entrepreneurs there, but that takes way too much time and costs way more than I have.

Instead, join a mastermind. **It's the best way to surround yourself with good ideas and great people to keep you and your business moving and growing.** I'm a bit of a mastermind addict because of how much it has grown and shaped my business and life. Literally the people in one of my mastermind groups have taught me more than anything I've ever studied or read about business and entrepreneurship.

Oh and get this, if one person in your group has read a book they can apply the principles of that book to your business/life situation... again how cool is that, you get the benefit from 3-7 other people and their reading lists!

Not to mention motivation, accountability, and out of the box thinking. **If you want a non-competitive sounding board a mastermind is the perfect place for that!**

So here's what to look for in a mastermind group:

- **Structure** - It doesn't have to be much, but there have to be some rules, and the conversations cannot be a free for all on every call. When do the calls start, when do they end? what are we talking about during and are the sections to the call.
- **Accountability/Commitment** - is the group committed to being on every call
- **Leadership** - some of the best masterminds I've been a part of have multiple "roles" as leaders, some were defined and assigned, others were birthed out of the skill-sets on the call. But there has to be someone who holds the group to the plan/schedule and someone who leads the conversations etc.
- **Business Focused** - Sometimes it can become social hour as there is so much friendship that develops over time... however the point of this mastermind is to grow business not just relationships

Here's what to avoid

- **Empty Promises** (ex: join this mastermind and see your business double in 3 weeks!!!)
- **Not being able to test run the call** (aka the ability to get your money back or to drop out of the group no hard feelings)
- **Masterminds from big name people who are never on the call**, they just lend their brand to the calls
- **Masterminds where they are way out of your league**, you want to be within a couple of steps (a year or two) of where some of the others are on the call, otherwise you'll not see benefit for quite some time.

Join a mastermind group at: <https://nomadtogether.com/join-a-mastermind/>