

**5 PRINCIPLES** to **Accelerate** Launching your Business or Startup!

The 9 to 5 SUCKS, especially for women juggling a family, home, a partner, a pandemic and trying to do it all with a smile on your face. Do you feel like you’ve been wasting your energy trying to build someone else's dream?.

Which is why more and more of us are choosing to create our own path to success. But...where do you start? You crave a business you love but aren’t sure what to do? Does your lack of experience keep you from acting even though you are hungry to break into something new?

I can help**.** How? I am going to share with you 5 No-Bullshit Success Principles you can use to build your foundation as a leader and owner of a viable business that profits. Remember, *Becoming a successful entrepreneur is less about spending money and more about following key principles of success.*

Don’t believe me? Consider this...here’s my story...

 When the Odds are Stacked Against You…

So, I’ve made it. You see me right now as a successful, healthy woman running a thriving business. But I wasn’t always this way...

Like so many women trying to start and sustain their own business and especially being a woman of color, the odds were stacked against me. I grew up in a dysfunctional family. I modeled myself after the women in it and became trapped, again and again, in emotionally draining and abusive situations. I didn’t have an Ivy league education or a trust fund.

One day I looked in the mirror. And there was an overweight, divorced, unfocused, single mother who desperately needed to make a change. But I didn’t have a choice. I knew I couldn’t keep going down the path I was headed. Despite these issues, I not only succeeded, I THRIVED. And here’s the thing...you can too. All you have to do is transform your mindset about entrepreneurship. Stop self sabotaging yourself and thinking ...

* “You are TOO BUSY.’’
* “No one will take you seriously!”
* “You’ll never find the time to build a real business.”
* “You don’t have the safety net in your life to take chances.”

I’m going to help you accomplish this AND start you on the path to building a business you love with customers you adore by sharing the 5 No-Bullshit Success Principles I used to build my foundation and change my life.

You ever wonder why certain people rise to the top while other people work 10X harder only to get half the results? The secret is this,

*Successful people leverage a few key practices to consistently produce disproportional results.*

What does this mean? It means that success comes from leveraging decisions over resources. I’m going to share how you can do this by following 5 Key Principles of Success.

**Success Principle 1:**

**Market Research: Over-prepare The HOLY HELL Out Of Your Market Research Before Starting!**

One of the first questions I ask my coaching clients is this, Who is your customer? Why? Because knowing your customer is the most important aspect of your marketing. Knowing your customer is more than having an age range and outline of general interests. Knowing your customer means having an in-depth understanding of:

*● What blogs and magazines they read*

*● The shows they watch*

*● Their buying habits*

*● What results they desire within your industry*

*● How they like to engage with businesses*

And, even more, understand their pain. This last point is a woman’s secret weapon. You’ve faced real struggles, real fears, and real roadblocks. You know what it's like to need a solution- which makes you the perfect person to find and create those solutions for others. Why is knowing your market so important? Simple. Knowing what your customer likes, needs, and wants means you save time, energy, and money wasted chasing things that don’t appeal to them. Think about it like this. Say you sell antacids. Where would you think it is better to appear?

#1. During sitcoms? Or....#2. At the end of sporting events?

The answer is number two! Think about it. If you sell antacids, you want to reach people at peak need.

At the end of a sporting event on television, your user has drank a lot, consumed a lot of unhealthy food, and it’s late at night. These people want antacids! They have to get to bed so they can work in the morning. They don’t want to be up late with stomach issues. So how do you learn the details you need about your customers? You study what they say about similar products or your competition!

How To Do Market Research

Read the reviews customers of similar projects leave on websites, Amazon, or books in your field. You can also use forums, Quora, or any place where people gather for information.

Build your knowledge base with messages straight from the mouth of your customer!

So what do you do once you know what your market wants and where they go?

You figure out how your market wants help

**Success Principle 2:**

**Become a Master Strategist: Help Your customer or market by figuring out *HOW They Want Help.***

You want to know the true beauty behind running an online business?

*It is easier than ever to sell to customers at the level they want to be sold at.*

Think about how you make purchases online.Do you buy on your phone, at a laptop, at home, on the ride to work? And what triggers you to buy? Is it email, sales pages, special offers, deal sites, or something else?

Ecommerce stores outsell brick and mortars because they give the user permission to engage with your brand how and when they want. If you want to buy french vanilla creamer at two in the morning during a Netflix binge, you can! So how does this apply to you? Simple.

You want to capitalize on this by finding out HOW your market wants to be marketed to. How do you do that? You review the competition. Find out who is doing well and has a lot of customers VS. who has a lot of great content and strategies but very few customers. Look at the differences between the two, and you’ll see how your audiences want to be marketed to.

Some people like to be sold by people they see as friends (this is called affinity marketing- it’s a pretty popular approach in women to women businesses). Other people want to buy from wherever they want when they want (the Amazon model). Other people only want to buy from video webinars (you see this a lot from people who buy online courses).

Find out what type of marketing your audience responds to, and tailor your sales to match their expectations. This is important.

By meeting the customer on their level of comfort you not only make it easier for them to say ‘yes’, you also get the added benefit of validating your social proof that you understand the market.

**Now you know how to understand your audience so you don’t waste time, energy, and money chasing non-buying customers.** You also know how to increase your sales by targeting your audience with options that they want to buy from. Finally, let’s look at the one principle that will energize you to jump out of bed every morning excited to work on a business you love.

**Success Principle 3:**

**Love your Customer: Understand, Engage and Love your customer**

Think about the business owners you know. The ones that love their business all share one trait- they *love* their customers.

This is another secret advantage women have to entrepreneurship. We are better at connecting with strangers on an emotional level. It’s easier for us to see how to create an experience from beginning to end...and it’s something many of us love doing.

When you love your customers, you would go to any lengths to ensure their experience is the best possible. This mindset transforms how you approach entrepreneurship.

The same principle applies to being an entrepreneur. If you don’t like your customers, you aren’t going to do the things that make them happy. By developing a customer base of people you love, you prime your mind to enjoy *everything* behind running a business. Understanding and Loving your customers transforms even the most mundane tasks into joyful opportunities to help someone.

When you have customers you love, any work you do that makes their life better **fulfills you**. This makes it easier to glide past difficult times because it takes the pressure off of you. You aren’t focused on whether or not you’re good enough or deserve the success you’re getting, you’re focused on increasing the joy in someone’s life!

So how can you build a customer base you love?

Build customer relationships based on quality, experience, and authority. You can do that by driving the RIGHT customers to your business with:

* ● Quality content- Be radically transparent with your customers.
The more they know, the more your best customers will come to love you!
* ● Clear messaging-Your marketing needs to be clear on how it helps them.
It doesn’t matter if you sell a product or a service, your client needs to understand what they get from it when they choose you.
* ● Consistent promotion**-** Not everyone comes to you ready to buy. That’s why you constantly need to reach out and create relationships with others around your services or products in a non-intrusive, and definitely NOT SALES-Y way.

Don’t Want Difficult Customers? **ALWAYS AVOID THIS.**

These two common mistakes lead to customers that will make your life *miserable.*

**#1. Discount marketing.**

Don’t run a business where every week you send out a coupon or discount. This trains people to wait for a deal to buy which undermines the value you bring and attracts a lower quality of customer.

**#2. Begging for engagement.**

NEVER beg for engagement. You see this a lot with brick and mortar small businesses on social media. They promise things in return for an action like,

*‘Come down and mention this post and get a free drink!’*

When you ask the client to do something, you make your relationship transactional instead of proactive. Think about it. Would you want to be friends with someone who was always asking why you didn’t like the photos they just posted on Facebook?

**Success Principle 4:**

**Build Your Team: Surround Yourself with the Right people**

One thing I hate about the online world and entrepreneurism is the myth of the, ‘Lone Wolf Success’ You know what I’m talking about. People talk in hushed voices about the person who went it alone and, against all odds, succeeded. They even have a book you can buy that shows you how.

I’ll be honest. Only idiots go it alone. Successful people grow success by doing the things they are great at and letting others help them handle everything else. A better philosophy for success is ‘*You are only as strong as your weakest link’.* I hate to say it, but most women who fail are their own weakest link.

**Why? Because they try to do it all themselves!**

Yes, you could make it a point to get good at everything and do it yourself. But that can take years! Think about all the success you will lose wasting time getting good at:

* ● Accounting
* ● Building A Website
* ● Learning SEO
* ● Getting Good At Editing
* ● Learning Photoshop
* ● Learning Graphic Design
* Hiring help is KEY to building success you love.
* Think of yourself like an orchestra leader. You guide the performance, but you aren’t in the pit playing every instrument. But you can’t just hire help and let them go! The people you bring into your business need to feel like they are part of your team so they are as committed to your success as you are.

That might mean spending an extra fifteen minutes on a call, spending a little more money to hire a real expert, or waiting an extra week to find the right person. Trust me, this is time and energy well spent. The better your team, the more solid you’ll be and the faster your business will grow.

Ultimately, that is what this is all about, growing a success you love with customers you care about!

**Success Principle 5:**

**Plan: Until Your Fingers Ache. A Business plan is your best friend right now!**

Before you start your business, you need to take time and plan out what can happen. This is where you plan for the best and anticipate the worst. Why? Because you want to be prepared! Knowing what can happen and how you will react before it happens will three important things for you:

**#1. Lift Decision Anxiety**

**#2. Save Time Wasted Trying To React To The Market**

**#3.Drive Customers Into Your Financial Funnel**

So before you dive in, you need to sit down and come up with a business plan. If you don’t have experience creating one or want help creating a plan that is designed to help you thrive no matter what happens, I can help. How? With hands-on guidance. I provide a Business Plan blueprint for female entrepreneurs to help you stop wasting time and money, create a Business Plan to attract Investors and see profits in your first year.

 Hands On Guidance that will grow your business.

The path to entrepreneurship isn’t easy. There are resources (like this ebook), trainings, YouTube videos, and more. These can only get you so far. At some point, you are going to have to break through the barriers you have and move to the next level.

Let me ask you a question, Do you feel stuck? Does it seem that no matter how hard you try, nothing ever works? Or worse, have you lost money on a previous business and are gun shy about trying again?

I can help.

If you are interested in getting personalized guidance, I offer a complimentary 15-minute coaching introduction to see if we are a good fit for each other.

To learn more visit my link HERE

 PS-Don’t forget to check out my emails and Blog. Every week you’ll get updates on the best practices, resources, and step-by-step guides you need to build a business you love!