



*A half-day workshop to set up  
your business in a weekend!*

BUSINESS  
*Basics*  
BOOTCAMP



Use the worksheet below to track your progress so that you can make sure you complete all of the business basics you need to blast off!

**Determined the most strategic passion to quickly build a business around**

**Chosen the right target audience for your business**

**Created messaging that will be magnetic to your niche**

**Outlined the exact results your clients will get from you**

**Named your business**

**Designed your signature offer in detail**

**Picked a price that feels good to charge**

**Set up (or updated) your Facebook business page**

**Grabbed a customized Facebook URL to make you more discoverable**

**Set up ways to get paid**

**Set up your accounting to make invoicing, tracking and taxes a breeze**

**Created an online calendar to make scheduling easy for you and your customers**

**Designed a 90-day online visibility strategy that works with your personality & preferences**

How good is this going to feel, knowing you've given yourself the amazing gift of making real, tangible progress in your business?

Let's dive in!

# 1

## PART 1: EXPLORING [15 MIN]

What are your passions now? List below.

What were your passions when you were young? What did you love?

What do you currently HATE doing?

What did you passionately HATE doing when you were young?

Do you find yourself struggling with committing to just 1 idea? Why do you think that is?

With the information you gathered in Part 1, which passion do you actually want to commit to turning into a business? Journal about this to fully process it.

Write the following below to commit: "I, [insert name], do hereby commit to working on growing a business around [insert passion of choice], for at least the next 90 days, until [insert date 90 days from today]."



Who do you most want to work with?

If you had to pick just one person for your next 3 clients, who would that be? Describe them.

What message will you share with them? Write this down, because it will also become copy for you!

What do you most want them to be, do or have as a result of buying from you?

What will you call your business (remember, you're not getting a tattoo!)?

Describe your signature offer. How long will it be?

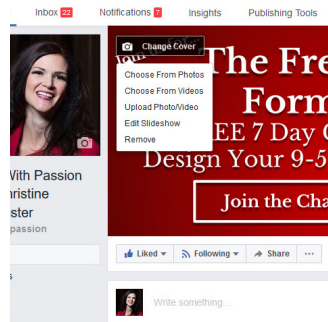
What's the structure? For example, I work with my VIP clients for 6 months, with bi-weekly coaching calls every other week, unlimited email access to me between calls, and a bonus half-day intensive to do a deep dive on one particular problem or project.

What will the result(s) be for your clients? Describe in detail; you can repurpose this to be copy for marketing it! ;)

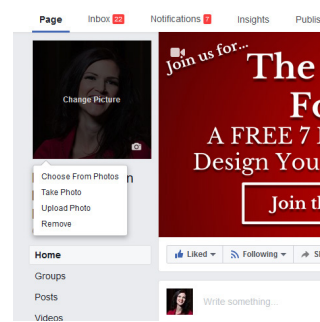
Based on what you're currently making or did make in your 9-5, how much will you charge to start?

Set up--or update--your Facebook business page with the following. Check them off when they're complete.

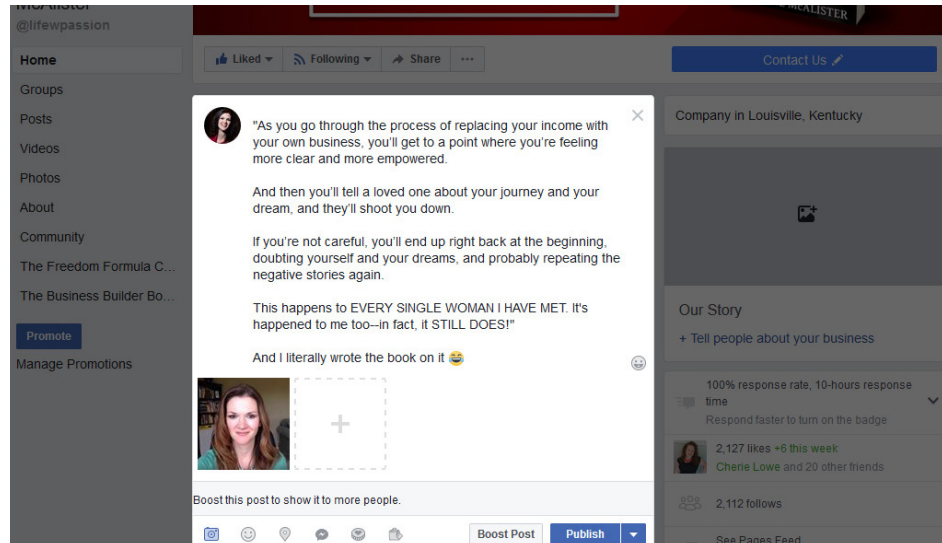
### A Cover Photo



### Profile Pic



### At Least 2 Posts



Customize your Facebook business page URL and write it here.

Set up personal PayPal (if you don't have an LLC or EIN already).

Set up Freshbooks [click here: [bit.ly/LWP-FB](https://bit.ly/LWP-FB)]

Open a separate personal checking account.

Set up Calendly & integrate it with your online calendar (like Google or Outlook calendar).



What favorite platform (your own Facebook group, others' Facebook groups, Instagram, personal outreach, for example) will you use to promote your business over the next 90 days?

How often will you use it?

For how long will you use it? For example, *I'll send 2 emails per day to my warm market OR I'll write & publish posts for 30 minutes per day OR I'll do a 10 minute Facebook live 2x per week.*



# Congratulations

Now look at all you've accomplished! You've laid the foundation of a successful, income-replacing business - in just 4 hours!

If you have questions about any particular strategy, sales, or building the know like and trust factor with your audience, I recommend that you get support. If you'd like to explore working with me, you can book a *complimentary clarity call by clicking [here](#)*. And come share your biggest takeaways in *The Passionate & Profitable Entrepreneur Society* so that we can cheer you on!

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