

# Shoestring Jumpstart Course

*How to start or grow a business on a simple budget*





# Shoestring Jumpstart Course

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Proven methods for finding your passion and thriving on it!

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## Presentation Text & Workbook

by  
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# Table of Contents

<a href="http://ia-planet.com">http://ia-planet.com</a> .....	3
Module 1.....	4
Welcome! .....	4
The first step... ..	5
The next step... ..	5
1. Weekly presentation.....	5
2. Facebook.....	5
3. Workbook.....	5
4. Checklists/Action Steps.....	5
5. Bonus Materials.....	6
6. Resources.....	6
Module 1 - The Inner Work.....	6
Step 1. Discover your audience .....	6
Step 2. Developing your idea .....	7
Okay, get started... ..	7

**<http://ia-planet.com>**

# Module I

## Welcome!

**W**elcome to our Shoestring Jumpstart Course for Business!

*This is a 12 week course that will help you:*

- Discover your ideal client and purpose
- Choose your business model and get it set up
- Get your website setup and running
- Determine and implement the best marketing for you and your business

Let me introduce myself for those who may not know me very well! My name is Resi Connell. Why am I doing this? Well, not only have I always loved to teach, it brings me great joy to see others succeed – especially when they are succeeding at their passion! I have been in business for myself since 1995 after working for two HUGE graphic design and multimedia firms in the Washington, DC area in a row that failed and closed their doors! I did spend many years working for and subcontracting to many federal organizations along with a steady flow of commercial work. I took my first business management classes in the early nineties and have made LOTS of mistakes along the way. For many years I suffered from the “feast or famine” flow that many small businesses suffer from - you know that, “you market, get the job(s), bury yourself into the project (while not marketing), finish, have no-one in the wings because you were too busy to market, so you go out and market again” cycle? Like I said, *I’ve learned a lot about what not to do and what to do!*

In addition to learning through the school of hard knocks, I’ve read a lot too and implemented little things here and there that have made big differences. One of those books, that has helped me tremendously was “Book Yourself Solid” by Michael Port. In it, he describes what he calls the 4 pillars to business success. They are:

1. Business model
2. Planning, projects & systems
3. Marketing
4. Mindset

If you study business development, whether in school in business management classes as I have or on the internet which now has a gazillion business “gurus” - you hear parts of this theme reiterated over and over. The one thing that Michael includes as the #4 “pillar” in his program, I think is really the most important piece to this - **MINDSET!**

As you begin this course, remember that it is *how you think about your passion and your business*, as well as the time you are really willing to commit for yourself that will determine your success. Whatever little voices may be telling you negative things, you have to be ready and willing to push past them and forge ahead. Setbacks along the way are not failures, either - and don’t let those voices tell you otherwise! And, whatever you do, don’t let the technology scare you, I’ll help you over that hump as well. Every step you take puts you closer to your dream! So step out of your comfort zone and let’s take that first step together!

## The first step...

**W**ell, guess what? You already took it! You signed up for this course right? I bet that was a big decision, but you did it. So, let's get one with it!

## The next step...

**R**ead, study, and implement! You must take action in order to get somewhere! There are several components to this course.

### 1. Weekly presentation

The first is the weekly presentation. This will be an information dump, as it were for each phase of building your business. There will be a LOT of information! Don't panic! You don't have to do everything right away. You can even progress completely through this jumpstart course and get your business up and running just by doing one or two of the action steps each week. Then, you can come back through again and again and implement more and more of the steps to strengthen and grow.

If there are things you just don't get - don't worry about it! They will make sense later. You will get lots of those "Aha!" moments as you go along and the pieces begin to fit together! It's like a big jigsaw puzzle. How many of you have put together a picture puzzle? You lay the whole thing out on the table right? Then you just start fitting the easiest parts (say the border) together. Sometimes you get stuck and walk away for a bit. That's okay! Then you walk by and notice a few more pieces that fit. Sometimes a friend comes over and sits down and puts together a few more pieces. That's how this process will work for you!

I have to warn you though - speaking of friends and family. Be careful who you share your new business ideas with. Not that I think

you need to hide anything, but remember some of these folks are the ones who constantly confirm what the little voices in your head say and they will be quick to shoot you down. You know what I am talking about - "that will never work" or "what a ridiculous idea" or my personal favorite "you need to get your head out of the clouds" - I've heard that one so many times over the years! Share your trials, tribulations and successes with a positive support group - those that will help you with your jigsaw puzzle. Not the ones who would look at it and say "Why bother? I bet you get all the way to the end and find there's a piece missing."

### 2. Facebook

Which leads me to the second component of the course. You guessed it. Facebook. I know, some of you guys are fighting the social media craze. That's okay, it's your choice. Keep in mind though, that social media is FREE marketing and it works really well! For this course, we'll use a "closed" group on Facebook to provide a forum for questions, to celebrate our successes (no matter how small), post our plans and actions steps to help with accountability and generally, well, support each other. The forum is a place for positive interaction with other folks who are also stepping out of their comfort zone. If you don't think Facebook is for you, feel free to email your questions, completed action steps, successes and lessons learned!

### 3. Workbook

There will also be a workbook. The workbook will be a nicely formatted script of this presentation. It will highlight important points and provide action steps to take along the way.

### 4. Checklists/Action Steps

In addition to the workbook, I will also provide a checklist of all of the possible action steps you could take each week. This is a "big picture" piece. For some of us who like to see

it all at once it might be comforting to see this. For those of you who get mired in the details, it could be alarming. Remember though - it's just a guideline and you absolutely don't need to do every single thing on the list before moving on to the next week's lesson. If something is critically important, I'll make a note of that for you. Otherwise, get done what makes sense and move on!

#### 5. Bonus Materials

As we go along, I'll post other tidbits and resources that will add to the content or provide additional clarity within the modules.

#### 6. Resources

As I come across items in my own library that pertain to what you are working on or would benefit you in any way, I'll add them in under the resources section.

## Module I - The Inner Work

### Step 1. Discover your audience

**W**hy is this first? Well, most business management courses teach you to develop your product or service *first* and then to go and find someone to sell it to. If you think about that practically, it makes sense to do exactly the *opposite* – find your dream audience, find out what they *need* and give it to them. It may sound backwards, but a number of folks are now doing this very successfully! So, where do you start? You start with discovery. Who are these people – *really*? Who do you really want to be in business with? What is your *ideal* client? Believe it or not, this question is usually not ever fully flushed out, even by experienced entrepreneurs (those of us who were taught to do this backwards). Yet, this is the single most important aspect of your business, wouldn't you agree? You can have the best ideas, the best widgets, but without someone to buy it, you have nothing.

Michael Port makes some great suggestions in his book “Book Yourself Solid”. He recommends completely deconstructing your current client list (for those of you who are already in business) and reconstructing it based on what he calls his “Velvet Rope Policy.” After having been in business since the mid-90's, I have to say, what he suggests makes a whole lot of sense. Once I established a Red Velvet Rope Policy for my own business, life got a **lot** better! For those of you new to this - start building your client list this way and you will have much better success. Part of this process is discovering who your ideal client is - not just a body that will buy your product or service, this is someone you **want to work with** and keep wanting to work with. These are people you enjoy helping and doing for. Once you establish that, the next step is to define the type of customer you **do NOT** want to work with – those that drain you, irritate you and suck you dry. You know, that type of client that when the phone rings and you see the caller ID, you groan. If you already have an established clientele, the next step will be to “fire” those clients. You heard me. **FIRE them!** I know, it sounds scary. But believe me, it's worth it. Not only are they draining your energy and taking time away for positive, healthy relationships, but if you analyze what you are really making in sales from this customer against what it is costing you to “keep” them and attempt to keep them happy, you will often discover the tangible costs usually support this decision. It's not that they are bad people, they simply are not a good fit for you. Find a way to let them down easy. Perhaps you refer them to a competitor that you have a good working relationship with. You never know, they might be a perfect fit for them. Your customer will be a whole lot happier and so will you. Once you do this, you'll have more room, time and energy for the clients you do have a good fit for. If you start with this foundation, you will be way ahead of the rest of us. Follow your integrity

and refuse to sell out simply because you “need” the work.

Whether you have an established business or you are just starting out, I urge you take some time and fill out the *Finding Your Audience* worksheet in this module. It will not only help you find your perfect audience and client, it will begin to help you shape your business idea. If you already have a business or idea for one, this process will be instrumental in helping you get more of the clients your love and in refining that idea. The worksheet has some guidelines and examples that will help you with this process. Use the Facebook forum to ask questions and start brainstorming sessions!

### *Step 2. Developing your idea*

**E**very successful business starts with a great idea or passion. If you already have yours, you’re off to a good start and you can check the first thing off that BIG checklist! Before you do that, though, re-evaluate your idea against what you discovered about your ideal client in Step 1. For some of you, you *know* that what you are doing is simply not it. If you are just in the 9-5 drudgery of going to work simply because it was what was expected of you – you are seriously missing the preverbal boat. So many people are making themselves ill and fighting depression because they are what I call “stalling their calling.” Ask me how I know this ;-)

If this is you, you may need a little more help than what I can give you through this course. Try some of these ideas and if you need more help, send me an email and I’ll help you find your passion, or I’ll refer you to folks I know that are very good at that! It’s important that you enjoy what you do or you will not be successful. Following along with what other successful internet marketers are doing just because it is successful for them – even if it looks “easy” – is one of the surest

ways of failing. Not only will you not have the expertise or experience necessary, but you won’t be able to develop it easily if it isn’t something you are interested in. Nor will you successfully convince others that you are the best person to come to for that service or product. Bottom line – you own this – make it yours and yours alone. Chase *your* dream, not someone else’s.

There are several ways you can find your passion. Many of these brainstorming techniques can be found on the Internet as well. One of my favorite books on this topic was written by my friend Carrie Wilkerson in her book, “The Barefoot Executive”. I highly recommend reading this book! Carrie is a great person of high integrity and can offer some wonderful insight into jumping out of 9-5 world and into home-based and internet based businesses. Carrie lays it out in motivators and questions about talent. What will motivate you to get up a little earlier or stay up a little later, to push a little harder, or to skip a TV show? You can ask yourself questions about your hobbies, interests, talents, and so on. To help you find your passion/idea, fill out the *What Can I Do & Do I Like It?* worksheet included with this module.

### *Okay, get started...*

**T**hat’s it for this lesson! This lesson and activities are the “inner work” and these things are critical – regardless of which order you do them in. It’s up to you to get started on your dream job, to be able to live in your integrity. Will this new job make you millions? Probably not. But, it will provide additional income *and*, more importantly, it will be fulfilling. It might even lead to your financial freedom. How much really depends on how much time you are willing and able to put into it and yourself! So, what are you waiting for?

### *Get started!*