LAUNCH YOUR SIDE HUSTLE WITH 5 EASY STEPS SO YOU CAN LEAVE YOUR 9 TO 5

Hey There!

I'm Michelle Knight.

I'm a Branding and Business Coach for female entrepreneurs who have a story to tell, but who feel lost in regards to creating a brand and business around it. By owning their story they are able to live as their best self, create a life of purpose and gain the confidence to show up unapologetically in life and business.

What finally lit a fire under my a** was realizing that I had the power to change the course of my own life. So often I had been told what I should do, what society expected of me, the path in which I should follow to have a "happy" life.

The shift in my life came as I was recovering from a very long, life-changing labor that brought my sweet baby boy into this world. I want to set the example for my son that you choose your destiny and that choice is very much attainable. After his birth I realized that I had always had it in me, the power to be my own boss and the drive to make it happen. I finally came to the realization that NOW was the time.

The following seven steps are what I used to launch my business and make my life of freedom my reality. These seven steps gave me the fire that I needed to make the change I had been contemplating for years and started my path into my next adventure - leaving my 9 to 5 and becoming a successful entrepreneur.

BE MERRY!

Michelle Knight

STEP 1: UNEARTH YOUR POTENTIAL

TO BE SUCCESSFUL, AND KEEP GOING WHEN IT SEEMS EASIER TO QUITE, YOU HAVE TO TRULY KNOW YOUR PURPOSE. YOUR HAVE TO KNOW WHAT DRAWS YOU TO THIS LIFE, WHY YOU ARE PURSUING THIS LIFE OF FREEDOM AND THE DRIVING FORCE BEHIND IT ALL.

JUST LIKE WITH TRAVELING THE ROAD CAN SOMETIMES BE BUMPY AND IT WILL BE, I WON'T LIE TO YOU, ESPECIALLY IF YOU ARE ALSO WORKING 9 TO 5, BUT THIS WHY YOU ARE CREATING RIGHT HERE, RIGHT NOW WILL BE A CONSTANT REMINDER OF WHAT IS AHEAD.

FOR ME FREEDOM MEANS BEING MY OWN BOSS, NOT HAVING TO ASK FOR PERMISSION TO TRAVEL THE WORLD, FREEDOM TO SPEND UNLIMITED AMOUNTS OF TIME WITH MY FAMILY.

MY PURPOSE IS TO WORK WITH WOMEN TO PURSUE THEIR PASSIONS AND LIVE THEIR LIFE WITH PURPOSE, SO MORE WOMEN WILL FEEL EMPOWERED TO FOLLOW THEIR TRUEST DESIRES AND SHOW UP FULLY IN THEIR LIVES AS AMAZING MOTHERS, WIVES, BUSINESS OWNERS AND POWERFUL WOMEN.

YOU NEED TO BE SO CLEAR ON YOUR PURPOSE AND YOUR —WHY BEFORE YOU EVEN START THIS JOURNEY. TRUST ME!

WHAT IS YOUR DRIVING FORCE? WHY ARE YOU READY TO MAKE THIS YOUR REALITY AT THIS TIME IN YOUR LIFE?

WHAT IMPACT DO YOU DESIRE TO MAKE IN THIS WORLD?
WHAT IS YOUR PURPOSE?

WRITE YOUR DESIRES. WHAT DOES YOUR LIFE OF FREEDOM LOOK LIKE?

REFLECT ON WHAT HAVE YOU LEARNED ABOUT YOURSELF AND YOUR PURPOSE IN THIS EXERCISE.

STEP 2: FREE TO BE (YOUR MERRY BRAND)

YOUR BRAND IS SO MUCH MORE THAN JUST YOUR LOGO, IT IS A REFLECTION OF YOU AND BECAUSE OF THAT YOU SHOULD BE SO OBSESSED AND IN LOVE WITH YOUR BRAND THE SAME WAY YOU ARE OBSESSED WITH THIS LIFE OF FREEDOM YOU ARE CREATING.

YOUR BRAND SHOULD BE A REFLECTION OF YOUR STORY, THE VARIOUS CHAPTERS YOU HAVE PERSONALLY GONE THROUGH AND THE EXPERIENCES THAT HAVE SHAPED WHO YOU ARE.

IN ORDER TO CREATE A TRULY AUTHENTIC BRAND, AND SET YOU APART FROM EVERYONE ELSE IN YOUR INDUSTRY, YOU NEED TO DO THE STORY WORK FIRST.

ONCE YOU ARE CLEAR ON YOUR PERSONAL STORY AND MESSAGING THE AESTHETICS WILL FOLLOW.

YOUR BRAND SHOULD COMPLETELY LIGHT YOU UP AND SHARE YOUR VOICE WITHOUT YOU EVER HAVING TO SAY A WORD.

IF YOU HAD TO SHARE YOUR STORY TODAY, WHAT THREE LIFE EVENTS WOULD YOU WANT TO SHARE WITH YOUR IDEAL CLIENTS AND THE WORLD?

WHAT IS THE CONNECTOR BETWEEN YOUR THREE STORIES. WHAT STANDS OUT AS YOUR PERSONAL MESSAGE TO THE WORLD?

WITH YOUR STORY IN MIND, WHAT FOUR WORDS WOULD YOU WANT PEOPLE TO REMEMBER THROUGH YOUR MESSAGING? HOW CAN THESE TIE INTO YOUR BRANDING?

WHAT EMOTIONS DO YOU WANT YOUR BRANDING TO CONVEY?

I ENCOURAGE TO KEEP THE ABOVE IN MIND AND CREATE A PINTEREST BOARD BASED ON YOUR PERSONAL STYLE. USE THIS AS INSPIRATION WHEN CREATING YOUR BRAND IMAGE.

STEP 3: BE ADVENTUROUS

DON'T BE SCARED! JUST LIKE WITH TRAVELING, STARTING A BUSINESS IS ALL ABOUT EXPLORING WHAT IS OUT THERE AND OFTEN PUSHING OURSELVES PAST OUR COMFORT ZONES.

I KNOW YOU MIGHT FEEL A LITTLE UNEASY ABOUT PUTTING YOURSELF AND YOU BUSINESS OUT THERE, BUT YOU JUST HAVE TO IF YOU WANT TO BE SUCCESSFUL. SOCIAL MEDIA IS YOUR FRIEND, I REPEAT SOCIAL MEDIA IS YOUR FRIEND.

JUST LIKE WITH YOUR BRAND I WANT YOU TO REMEMBER THAT YOU ARE NOT DESTINED TO PLEASE EVERYONE. SURE, THERE WILL BE PEOPLE TURNED OFF BY WHAT YOU HAVE TO SAY, BUT GUESS WHAT SO WHAT! IT'S OK IN THIS MOMENT TO HAVE A "I DON'T GIVE A SH**" ATTITUDE.

DON'T BE AFRAID TO MAKE THE JUMP AND REALLY LET YOUR TRUE VOICE SHINE.

WE ARE ABOUT TO START DRAFTING YOUR MESSAGING NOW, HOW YOU WILL SHARE WHO YOU ARE AND WHAT YOU DO WITH THE WORLD AROUND YOU.

WRITE OUT 10 THINGS THAT YOU ARE GOOD AT, WHAT YOU HAVE CONFIDENCE DOING AND WHAT OTHERS TURN TO YOU FOR ADVICE ON.

HOW CAN PEOPLE BENEFIT FROM WHAT YOU HAVE TO OFFER (CHOOSE FIVE TO GET STARTED)

AT THIS POINT YOU HAVE PROBABLY GUESSED YOU DON'T HAVE A WEBSITE, BUT THAT SHOULDN'T STOP YOU FROM GETTING YOUR MESSAGE OUT THERE. USE THE FOLLOWING SPACE TO DRAFT FIVE SOCIAL POSTS, EMAILS OR LIVE STREAMS ABOUT WHAT YOU DO AND WHAT YOU BRING TO THE TABLE.

TOPIC #1

TOPIC #2

TOPIC #3

TOPIC #4

TOPIC #5

HERE IS A STARTING LIST AND BY NO MEANS IS EXCLUSIVE, BUT IT SHOULD GET YOU STARTED.

- [x] DOMAIN NAME (GODADDY OR NAMECHEAP)
- [x] WEBSITE (I LIKE SQUARESPACE)
- [x] ABOUT ME PAGE
- [x] PROGRAMS PAGE
- [x] BUSINESS EMAIL (THINK GMAIL)
- [x] FACEBOOK BUSINESS PAGE
- [x] INSTAGRAM BUSINESS ACCOUNT
- [x] BUSINESS BANK ACCOUNT
- [x] PROFFESIONAL BRANDED PHOTOS
- [x] BRANDED LOGO
- [x] PAYMENT METHOD (SQUARE, STRIPE, PAYPAL)
- [x] EMAIL MARKETING SYSTEM
- [x] MARKETING PLAN
- [x] FREE OFFER
- [x] SALES FUNNEL

STEP 5: EXPAND YOUR CIRCLE

MY EMAIL LIST IS THE VERY REASON I WAS ABLE TO LEAVE MY 9 TO 5 THREE MONTHS EARLIER THAN I HAD ORIGINALLY PLANNED AND MAKE MY MONTHLY PAYCHECK IN JUST ONE DAY - NO JOKE!

WHAT IF I TOLD YOU THAT YOU COULD HAVE YOU LIST STARTED IN JUST ONE WEEK? I'M TALKING OFFER, OPT IN PAGE AND EMAIL SEQUENCE! WELL IT IS TOTALLY POSSIBLE WITH MY NEW 7-DAY GROUP PROGRAM TO BUILD YOUR LIST.

YOUR LIST IS WHERE YOU BUILD THE TRUST FACTOR, WHERE YOU SHARE YOUR PERSONAL STORY AND WHERE YOU CHANGE LIVES! YOUR LIST IS SO IMPORTANT. NO MATTER WHERE YOU ARE IN YOUR BUSINESS YOU CAN START BUILDING YOUR LIST!

THERE ARE THREE MAIN REASONS YOU NEED A LIST:
1) NOT EVERYONE SEES YOUR SOCIAL POSTS.

2) REMEMBER THAT TRUST FACTOR I MENTIONED EARLIER, WELL EMAILING YOUR LIST IS THE BEST WAY, ASIDE FROM PERSONAL CONVERSATIONS IN DOING SO.

3) YOUR LIST IS YOURS AND CAN BE USED TO BUILD RELATIONSHIPS, SELL A SERVICE/PRODUCT OR CONTINUE THE CONVERSATION.

IF YOU ARE REALLY SERIOUS ABOUT CREATING AN IRRESISTIBLE OFFER AND SALES FUNNEL TO TURN YOUR IDEAL CLIENT INTO A PAYING ONE THEN YOU NEED MY MINI COURSE

CREATE YOUR IRRESISTIBLE OFFER AND START BUILDING VALUABLE RELATIONSHIP (CLICK FOR ACCESS)

IN THE MEANTIME, THE FOLLOWING PROMPTS WILL GET YOU STARTED.

WHAT DOES YOUR IDEAL CLIENT NEED RIGHT NOW FOR THEIR BUSINESS, THAT THEY WOULD BE WILLING TO PAY FOR?

WHAT CAN YOU CREATE RIGHT NOW, TO MEET THE NEEDS OF YOUR IDEAL CLIENT, USING THE RESOURCES YOU HAVE?

USE THE SPACE BELOW TO BRAINSTORM YOUR OFFER. THINK OF YOUR FORMAT, TITLE AND THREE MAIN SELLING POINTS..

AFTER YOUR OFFER IS CREATED YOU NEED TO CREATE AN EMAIL SALES FUNNEL TO KEEP THE CONVERSATION GOING AND BEGIN TO BUILD VALUABLE RELATIONSHIPS. I'VE INCLUDED A STANDARD SALES FUNNEL FLOW BELOW FOR REFERENCE.

STANDARD SALES FUNNEL FLOW

1) SOMEONE OPTS INTO YOUR LIST TO OBTAIN THE FREE OFFER.

2) THEY ARE THEN TAKEN TO A THANK YOU PAGE TO LEARN THE NEXT STEPS.

3) THEY CHECK THEIR EMAIL TO CONFIRM THE SUBSCRIPTION.

4) THEY AUTOMATICALLY GO TO A PAGE TO DOWNLOAD THEIR FREEBIE, GET AN EMAIL THAT THEIR FREEBIE IS ON THE WAY OR GET TAKEN TO YOUR FACEBOOK GROUP.

5) THE EMAIL SEQUENCE BEGINS, WITH EMAILS USUALLY EVERY 24 HOURS TO DELIVER THE CONTENT

YOU ARE WELL ON YOUR WAY...

You are well on your way to creating a side hustle that contributes to your life of freedom; providing you with time freedom, financial freedom and the ability to live freely.

I can't stress enough how important it is to start building valuable relationships from the very beginning. Starting my free offer and creating my sales funnel was the very reason that I was able to leave my 9 to 5 three months earlier than planned and make my monthly income in just one day.

That is why I'm offering you my Build Your Irresistible Offer and Start Building Valuable Relationships mini course for 60% off.

GRAB THE COURSE, WHILE YOU HAVE THE CHANCE, FOR 60% OFF >>

"NEVER GIVE UP ON A DREAM JUST BECAUSE OF THE TIME IT WILL TAKE TO ACCOMPLISH IT. THE TIME WILL PASS ANYWAY."

– Earl Nightingale

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