



The
Readypreneur
Membership

The Ready Steps To Success





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Note these are not final but a great place to start for me and you

First Piece of the Puzzle

Why, Who:

- *Your Why*
- *Your Who (Niche & Target Audience)*

As an entrepreneur, it can be intimidating to tackle the "big and hard" work. But, that's what makes growth and learning possible. **A successful business begins with understanding your "why" and building your brand story.**

Don't wait for it to become necessary; *this is why* we will go back and review your brand story often or when you feel you're losing focus. Not only will it make a difference for now, but for the future, too.

Second Piece of the Puzzle

Where, What, When

- *Where are are your ideal audience hanging online?*
- *What Platform will you choose to grow your brand & build or continue to grow an audience?*
- *When & how to Create a content Plan*

As an entrepreneur wanting to **leverage the power of social media**, start by committing to a platform.

Whether it's Instagram or TikTok, get to know your target audience and create a presence that establishes you as an expert in your niche. Take ownership of your social space and focus on creating content that energises you.

It's time for you to shine!



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Third Piece of the Puzzle

What & How to - the tools you need create & grow your brand online plus the How to lesson

As a Readypreneur it's time to take your brand to the next level online. To do that, you need the right tools. From creating engaging content to growing your outreach, the right tools will help you succeed. Invest in the right resources, and you'll be on your way to giving your brand a major boost.

When I say tools I mean things we can learn & use for example;

- *Canva*
- *How to set up a visual Brand Online - Workshop*
- *Make sure you feel confident with your socials*
- *Email List Building*
 - *What is it*
 - *What platform to choose*
- *Lead magnet*
 - *What is it*
 - *How to create one*
- *Stan Store or something similar*
- *Video creation and editing*
- *Marketingcopy.ai*
- *podcasting*
- *Digital Course Creation*
- *Analytics*

Building an online business requires the right tools to simplify work and save time. This puzzle piece is essential and will require revisiting often, as we regularly update it with the best tools available. With the right tools, entrepreneurs can focus their efforts on important tasks and reach their goals faster.





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Forth Piece of the Puzzle

Value of Visibility

Video is an invaluable tool for the Readypreneur, and **having the confidence to create compelling content is essential** for any Readypreneur looking to grow their business and confidence. In this section, we'll discuss how to use video to create engaging content and boost your confidence.

- *How to build confidence on video*
- *How to script & Create*
- *The free & simple tools you can use to start NOW*
- *How to create Reels*
- *How to gain traction in TikToks*
- *You tell me what you need here, it's pandoras box but is can be FUN to open!*
- *Dress how you need to feel so that you CAN be the best version of YOU even in Lulu Lemons!*

Fifth Piece of the Puzzle

Monetise, scale & sell on your Socials

As a *Readypreneur*, you've mastered the basics of online marketing and now you're ready to take your success to the next level.

You've built a thriving audience that eagerly promotes your business, your regular strategy generates a steady stream of leads and sales, and your authentic presence has attracted plenty of comments and DMs.

Now it's time to amplify your sales and launches with advanced strategies, including utilising Instagram & TikTok Direct Messages & organic or paid ads. But growth requires more than just the right tactics; it also requires the right mindset.

Get ready to deepen your money, sales, and self-worth mindset to really maximize your success.