

7 ELEMENTS to a Hugely Successful

HOME-BASED BUSINESS



LIFE COACH

Julie



Letter from Life Coach Julie

Hey,

Thank you so much for downloading my eBook.

My name is Julie Maloney and I'm a qualified life and business coach. Having worked with many home-based business owners and growing a business myself it became clear to me that there are several areas that need to be worked on if you're going to make more than just a few extra pennies. Using my unique blend of life and business coaching I've been able to help women grow a successful home-based business even while juggling other responsibilities like a family or full-time job.

In this eBook I not only share the 7 elements needed to have a successful home-based business, I also share specific things you do can do right now to make it happen.

Are you **READY** to take action and become that successful entrepreneur you know you can be?

Ok, let 's get STARTED.

*Julie Maloney
(aka Life Coach Julie)*



Element One – Success Mindset

Having the right mindset is so important to success. This covers things like confidence, motivation, self-talk, values and limiting beliefs. With all the best tools and strategies in the world you're still going to struggle to grow a business if you don't have the right mindset.

ACTION STEPS:

- Make a list of all your best qualities, then ask a friend what they feel your best qualities are. Discuss them and add ones you feel appropriate to your list. Print your list out and put it somewhere that you can see it so that when those elements of doubt seep in you can read it.
- Affirmations are great a way to challenge a negative mindset, increase motivation and develop your self-belief. They are statements that are designed to affect both the conscious and sub-conscious mind. It's important that they are in the present tense and are believable. If you create affirmations that are so far removed from what you feel is possible you are less likely to believe or use them.
- Write down three beliefs you hold about yourself that could be limiting your confidence. Then write three beliefs that would empower and motivate you. Think about what you have to do and how you have to be to make these beliefs to be true?



Element Two – Zone of Genius

Everybody has a zone of genius but many fail to find it. Your zone of genius is where your talents and ambition meet your desire to help others and make a difference in the world. It's also about finding what it is your ideal client wants and how you can deliver it in a way that matches your values.

ACTION STEPS:

- Make a list of your values. These are the things that are most important to you and your life. Don't filter the results write down anything that comes to mind. Think about what it is about those things that make them important to you. Then pick your top 10 and put them in order of importance. You'll then know what your top three values are.
- Make a list of all the things you enjoy doing. Do you enjoy talking to people? Do you prefer to sell products with little interaction (such as in an e-commerce store)? Are you a leader and do you love to support others?
- Think about the type of person you'd like to work with. Would you like them to have the similar interests and values? Do you work best with male or female clients?



Element Three – Build Your Brand:

Branding is having a clear message across your website, social media and content marketing. It's not just about colours it's about how you make people think and feel around you and your services. Unlike big brands small businesses need a personal brand too. People buy from people we know, like and trust having a personal brand really helps with this. Even if you're in network marketing, you still need to build a personal brand as it will not only enable you to stand out against all the other reps or distributors in your industry it will attract the right individuals to join your team.

ACTION STEPS:

- Ask yourself what you would want people to think or say about me when I'm not there. What's the best version of you that will create the feeling or discussion that you want people to have about you?
- How do you need to behave, think or perform in order to create that feeling?
- Make sure that all the business assets(website, social media, business cards etc.) supports the best version of you that you are trying to portray. E.g. If you're quirky and fun maybe bright pink, yellow are good colours to use with a more quirky font and on social media you want to be sharing more humour. Alternatively, if you want to portray a more professional image your content needs to reflect this.



Element Four – Grow Your Tribe:

Decide which platform is for you and use that to build a community of people who love what you do so much that they want to shout from the rooftops about you. This could be a social media platform, local networking group or something completely different.



ACTION STEPS:

- Have a look at your target market and your personal brand and decide where your prospects are likely to be and go and meet them there.
- Either become an active member in someone else's community and participate there or create your own. Focus on supporting and connecting rather than selling.
- When choosing a group think about how you are going to showcase your expertise or the products or services you sell. If there isn't an opportunity to share this then you're going to need to move the conversations outside, either via private message or by 1 to 1 meetings.



Element Five – Systems & Productivity:

Even without taking in to account any other commitments you may be juggling, as a business owner you need to be a content creator, money manager, social media manager, a leader, deal with enquiries and that's all without delivering your product or service. So it's not surprising that a lot of home-based business owners struggle with overwhelm and consistency. Having good systems and good time management skills can make a huge difference not only to how you feel but will also your also increase your profits.

ACTION STEPS:

- Whichever time-management tools or techniques you try, give yourself time to really see if it can work for you or if you can tweak it so it does. If you keep switching and changing you'll never find one that works.
- At the beginning of the week, review the week before and plan for the week ahead scheduling time in your diary. Start with the most important tasks first, then move on to the nice to do tasks. Also, keep a list of tasks that will take you 5-15 minutes that you can slot in between other activities.
- Take a look at the tasks you do repeatedly and create systems to speed up the process e.g. What does a prospect need to do if they want more information? Can you make template emails that you personalise?



Element Six – Marketing & Sales:

Most people start a business with a passion for the product or service that they offer which is great because it enables you to be authentic when it comes to selling. However, many forget that no matter how good your product or service is if you don't have a strategy about how to take people from first knowing you to buying your product or service you're going to struggle.

ACTION STEPS:

- Choose a vehicle to get your message out there. Will you go networking, use social media or use pay per click (Google Adwords, Facebook ads)? Think about where your ideal client hangs out and what your ideal client likes to do.
- Whichever you decide get really good at it. Marketing online is different from face to face and each social media platform works slightly different. Take the time you need to learn how to get the most out of that particular platform. Focus on building relationships and not doing the hard sell.
- Get comfortable with the whole selling process. Learn the skills and the mindset to turn conversations with prospects in to customers, clients and team members. Once you've learnt the skills make sure you practice.



Element Six – Emotional Well-being

Having a business can be difficult at the best of times and for home-based business owners it's even more challenging. Most people realise that healthy eating and exercise is good for you but forget that emotional health is just as important especially when it comes to running a home-based business.

ACTION STEPS:

- Self-care activities can be as simple as a long soak in the bath with candles and essential oils or as complicated as a trip to a spa for the day. This depend on your preference, your disposable income and the time you have available.
- Get support, either from a friend, family member, coach or therapist. A word of caution if you talk to a family member or friend they are likely to impose their views on you. They might even tell you that your business is not going to work. It's not that they are mean it's just they may not understand your vision and are trying to protect you. Therapist's and coaches tend to stay impartial.
- If you a feeling in a low, depressed state most of the time then I recommend you visit your doctor. They are there to help you and their may be a physical reason for you feeling this way.



What's Next?

That's all 7 elements and plenty of things for you to get going on. Of course it's just the beginning of what you need to do to create a successful thriving business. If you want to learn more or you need a friendly kick up the butt because you're just spinning your wheels and getting no where join my **'Rock Your Business Coaching Programme.**

Rock Your Business is my one to one personalised coaching programme where I will work with you step by step so that you can have a successful business in the shortest possible time.

Unlike other coaching programmes, with me there's no more waiting until your next session to ask a question. I'm only a message away for quick questions and accountability in between sessions via email or Facebook Messenger.

It's budget friendly because it's a monthly payment and you don't have to pay for a block of sessions up front. You can cancel it anytime if you feel you've got what you need or your finances change.

All the Best
Julie

