

Start Me Up – Detailed Program

Week 1

- Coaching session 1: Get clarity about your business vision, goals and objectives – what do you want to achieve? Identify your ideal client – who do you want to work with? Clarify your products and services – what problems are you solving for your client?
- Develop an action plan for the next 12 weeks – what will you commit to accomplish?

Week 3

- Coaching session 2 – feedback on actions taken to date. Q & A. Developing your ideal client avatar. Developing your marketing plan.
- Implementing your action plan, including: developing your ideal client avatar, identifying your products and services, drafting your business plan, drafting your marketing plan
- Applying for your ABN and GST if needed,
- Registering your business name.

Week 5

- Coaching session 3 – Q & A on actions taken to date, developing a plan for Week 5 & 6, discussion of website design preference and site map.
- Continuing with your business and marketing plans.

Week 7

- Coaching Session 4 – progress report on actions to date and Q & A.
- Set up of your domain name and hosting package.
- Development of your website.
- Briefing with graphic designer to develop your website banner and Facebook cover image.
- Set up of your Facebook page and Twitter account.

Week 9

- Coaching session 5 – Q & A on actions taken in week 7 & 8, tutorial on using your WordPress website.
- Development of your graphics package.
- Development of Media Release for your new business.

Week 11

- Coaching session 6 – Q & A on actions taken in previous weeks, using social media for business,

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email marketing and discussion of ideas for your Valuable Free Offer email opt in incentive.

- Installation of graphics on your website, Facebook page and Twitter profile.
- Integration of your email marketing provider with your website and Facebook page.

