



**STEP BY STEP GUIDE TO
BUILDING A PROFITABLE SIDE BUSINESS**

**BECOMING^{THE}
EXPERT**

**How to POSITION | PACKAGE | PRICE yourself
in your Field of Excellence**

KATRENA FRIEL

AWARD WINNING BEST SELLING AUTHOR

POP YOUR NAME TAG ON



EXPERT CHECKLIST

**STEP BY STEP GUIDE TO
BUILDING A PROFITABLE SIDE BUSINESS**

PHASE 1

PLAN FOR SUCCESS

BUSINESS PLANNING STRATEGIC DEVELOPMENT

- RUN A SWOT ANALYSIS ON YOURSELF
- CREATE YOUR VISION STATEMENT
- CREATE YOUR MISSION STATEMENT
- DEFINE YOUR BUSINESS VALUES
- DEFINE YOUR PERSONAL DRIVERS

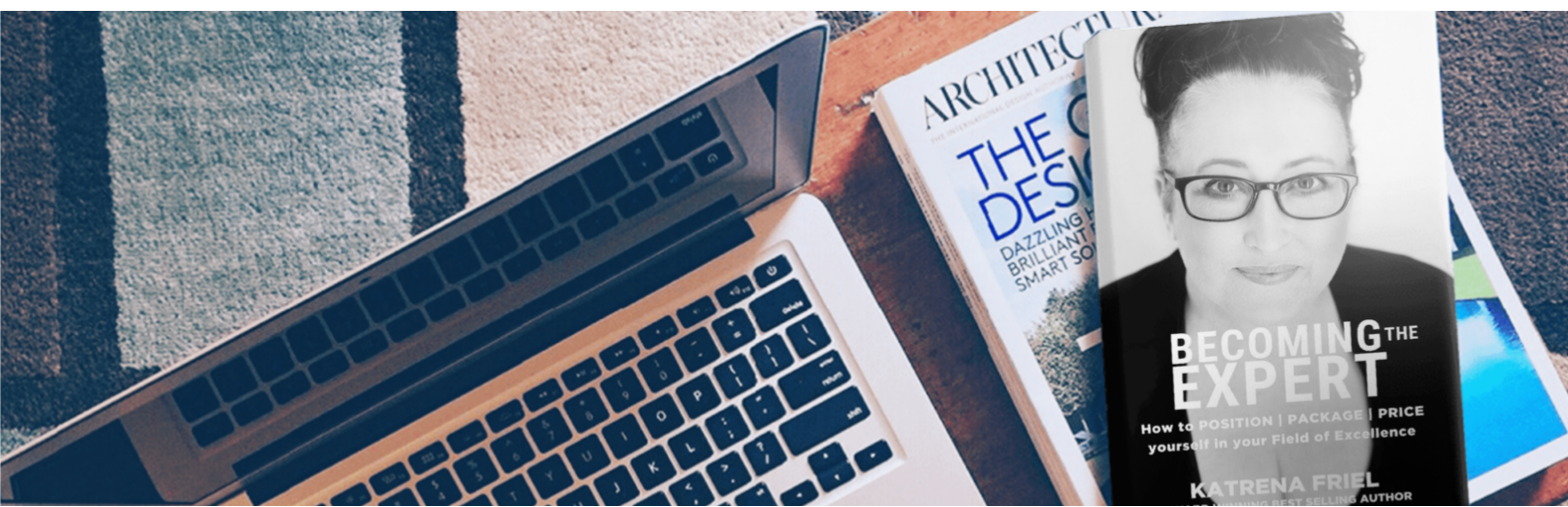
YOUR VALUES ARE YOUR BLUEPRINT FOR HAPPINESS

- DETERMINE YOUR TOP 3 STRATEGIES

3 MAIN ONES TO FOCUS ON ARE REVENUE | COST | PROFIT

- WRITE YOUR OPERATIONAL PLAN
- DETERMINE YOUR PRICING
- DETERMINE YOUR SALES PROCESS
- DEVELOP YOUR MARKETING PLAN
- CREATE YOUR MONTHLY ACTION PLAN
- PLAN YOUR DAILY TO DO LIST
- DEVELOP YOUR FINANCIAL PLAN

YEAR 1, 2 & 3 (BUDGET/FORECAST)



PHASE 2

POSITION YOURSELF AS THE EXPERT

WRITING YOUR BOOK

- DESIGN YOUR UNIQUE PHILOSOPHY
- IDENTIFY YOUR IDEAL CLIENT (AVATAR)
- PREPARE A BOOK OUTLINE
- SELECT IMAGES AND GRAPHICS
- WRITE YOUR BIOGRAPHY
- EDIT YOUR BOOK
- PROOF YOUR BOOK
- FORMAT YOUR BOOK
- DESIGN YOUR BOOK
- DESIGN YOUR BOOK COVER
- SETUP YOUR KDP.AMAZON.COM ACCOUNT
- UPLOAD BOOK TO KDP.AMAZON.COM
- DOWNLOAD KINDLE CREATE
- PREPARE AND FORMAT YOUR KINDLE
- UPLOAD YOUR KINDLE TO KDP.AMAZON.COM
- SETUP YOUR AUTHOR CENTRAL ON AMAZON
- PREPARE YOUR PROMOTIONAL BOOK ARTWORK FOR SOCIAL MEDIA
- PREPARE YOUR PROMOTIONAL VIDEO
- GO #1 BEST SELLER ON AMAZON
- REQUEST REVIEWS ON AMAZON PAPERBACK + KINDLE
- BUY YOUR STOCK OF BOOK (SMALL PRINT RUNS)
- ORGANISE YOUR BOOK LAUNCH IN YOUR LOCAL AREA
- ADD BOOK AND EBOOK TO YOUR WEBSITE FOR PURCHASE



PHASE 3 BRANDING

PACKAGE YOURSELF AS THE EXPERT

- WHAT IS YOUR BRANDING COLOUR PHILOSOPHY?
- PREPARE YOUR BRAND DESIGNS AND STANDARDS
- COLLECT YOUR IMAGES AND GRAPHICS
- DESIGN YOUR LOGO
- SEARCH AND REGISTER YOUR BUSINESS NAME
- RESEARCHING AND REGISTER YOUR DOMAIN NAME
- SELECT YOUR WEB HOSTING + SETUP
- SELECT YOUR EMAIL HOSTING + SETUP + TEST
- SELECT YOUR EMAIL PREFERRED SOFTWARE
- DESIGN + SETUP YOUR EMAIL SIGNATURE
- START YOUR WEBSITE DESIGN
- WRITE YOUR WEBSITE CONTENT
- DESIGN YOUR CONTENT STRATEGY
- SHARE BLOG TO YOUR SOCIAL MEDIA PLATFORMS
- DESIGN YOUR LEAD MAGNET
- DESIGN YOUR NURTURE SEQUENCE
- DESIGN + PRINT YOUR BUSINESS CARDS
- DESIGN + PRINT YOUR BANNER (SIGNAGE)
- DESIGN + SETUP YOUR BRANDED INVOICE
- START YOUR SEO (SEARCH ENGINE OPTIMISATION)
- SETUP GOOGLE ANALYTICS
- SETUP GOOGLE MY BUSINESS
- START TO FIND MEDIA OPPORTUNITIES (PR)

INCLUDING HOME PAGE, ABOUT, SERVICES
TESTIMONIALS, SHOP, BLOG, CONTACT,
CALL TO ACTION, LEAD MAGNET



PHASE 4

SOCIAL MEDIA

EDUCATE LIKE AN EXPERT

- SETUP YOUR FACEBOOK PROFILE + PAGE + EVENTS + SHOP ARTWORK TO SPECIFICATION
- SETUP YOUR INSTAGRAM ARTWORK TO SPECIFICATION
- SETUP YOUR LINKEDIN PROFILE + COMPANY PAGE ARTWORK TO SPECIFICATION
- TWITTER SETUP ARTWORK TO SPECIFICATION
- PINTEREST SETUP ARTWORK TO SPECIFICATION
- TIK TOK SETUP
- SETUP YOUR GOOGLE PROFILE ARTWORK TO SPECIFICATION
- SETUP YOUR YOUTUBE CHANNEL ARTWORK TO SPECIFICATION
- ENSURE YOU GET SOCIAL MEDIA TRAINING, EMAIL MARKETING TRAINING, WEBSITE TRAINING



PHASE 5

MARKETING

EDUCATE LIKE AN EXPERT

- FIND VIRTUAL SPEAKING OPPORTUNITIES
- FIND LIVE SPEAKING OPPORTUNITIES
- FIND NETWORKING OPPORTUNITIES
- CREATE DATABASES AND SEGMENT YOUR MARKETS
- WHAT CRM ARE YOU USING?
- WHAT DESIGN SOFTWARE ARE YOU USING?

PHASE 6

SALES

EDUCATE LIKE AN EXPERT

- WHAT SALES SKILLS SUPPORT AND MENTORING DO YOU NEED?
- DESIGN YOUR SALES PROCESS
- GET SOME KEY NOTE SPEAKING TRAINING
- DESIGN YOUR SALES TOOLS
- DESIGN YOUR PRESENTATION SLIDES
- DESIGN YOUR MARKETING COPY FOR EVENTS
- DESIGN YOUR SPEAKER ONE SHEET
- ADD EVERY EVENT YOU DO TO YOUR WEBSITE
- SHARE ALL YOUR BLOGS AND EVENTS ON YOUR SOCIAL MEDIA PLATFORMS
- DESIGN YOUR BUSINESS DEVELOPMENT PLAN
- RESEARCH YOUR POTENTIAL STRATEGIC PARTNERSHIPS
- RESEARCH YOUR POTENTIAL COLLABORATIVE RELATIONSHIPS
- RESEARCH YOUR POTENTIAL JOINT VENTURES
- RESEARCH YOUR POTENTIAL SOCIAL MEDIA INFLUENCERS



**IF YOU'RE INTERESTED
IN WHAT IT WOULD LOOK
LIKE TO HAVE KATRENA
DO ALL OF THIS FOR YOU,**

**THEN CLICK THE BUTTON
BELOW TO BOOK YOUR**

Free Discovery Session
TODAY

BOOK NOW

Who is Katrena?

Throughout the course of Katrena's life and career, her name has become synonymous with transformation, learning and fun.

This has led her to be recognised as an international expert in personal and professional performance excellence.

Katrena's purpose in life is to transform, uplift and be a laser beam of focus for you.

She has been sharing her message of invigoration and spirit of transformation for over 25 years. It's an invitation to you today to explore and discover a place of learning, daring and doing.

This is your home for the next stage in your journey.

The aim is for you to experience an extraordinary business which is full, deep, and richly fulfilling.

Katrena wants you to love the adventure of your business and experience life with meaning and purpose.

Each personalised and customised program is a playground of inspiration and transformation for you. Discover an expanding world of learning and conscious leadership.

Your first session starts now and together we will create your personal brand new business and refresh the results in your life.



www.becomingtheexpert.com.au

