

# 31 STEPS TO A PROFITABLE & JOYFUL ONLINE BUSINESS

A Reliable Roadmap for Profits, Peace, & Clarity

B R E N D A T U R N E R

# STEP ZERO - THE ENERGETIC SHIFT

**Checklists and actions are meaningless in and of themselves.** Actions and checklists do not hold any power, in any area of our lives, without intention.

There are millions of people trying to “make money online”, and looking for the literal steps to success. They’re looking for a checklist, much like the one you’ve just downloaded. **The bad news: there are no steps you can take to a profitable business, at least not the steps your ego is hoping for.**

Your ego wants steps like “register a domain, then post a video talking about XYZ”. And to be clear, those steps ARE in this checklist. But they do not work on their own. It’s not the “steps” that matter as much as the intention behind the steps.

There is no shortage of business advice and trainings laying out alllll the damn steps. You’ve likely heard them all by now. If you haven’t, consider yourself lucky. If you have, forget the steps you’ve heard.

**The steps in this checklist matter. But they will only take you as far as you’re willing to rise energetically.** There are no steps that can outstep a business without clear intention and integrity. Alternatively, there are almost no wrong steps you can take once you properly set the energetic dial of your business.



*Brenda*

# THE KEY BENEFITS OF THE STEPS

with this guide, you will...

## BUILD A STRONG VISION

A business built with a strong vision and a clear statement of benefits, as well as a clear and cohesive product suite is the starting ground. Getting clear on the vision of your business helps new doors to open, and programs your mind for the long-term endurance necessary in running a business.

## BUILD A PROFITABLE LIST

You'll notice that the primary offerings focused on in this guide are freemiums (free opt ins). The reason for this is having a list is one of the best assets an online business owner can have. Having a profitable list of engaged customers will help you to build a deep and intimate relationship with them, as well as keep them in the loop about your offerings.

## GET YOUR WEBSITE UP

Contrary to popular belief, websites are NOT dead. But you don't have to spend thousands of dollars hiring a web designer. You can use Lead Pages for excellent and high converting landing pages that are SO simple to setup.

## LAUNCH YOUR YOUTUBE CHANNEL

YouTube is the most watched media platform in the world. More than Netflix, television, Hulu, etc. YouTube traffic is VERY high quality, and converts well. It's also a great way to do your work in the world and leave your mark! Youtube is currently the best promotional platform for most business owners.

# THE PHASES OF THE 31 STEPS

The steps of this guide can be categorized into three “phases” or parts.

CLEAR  
VISION

SIMPLE  
TECH SETUP

PLATFORM  
LAUNCH

## SCHEDULING THE STEPS

WEEK 1

DISCOVERY & TECH SETUP

WEEK 2

TECH SETUP

WEEK 3

TECH SETUP & CONTENT PLANNING

WEEK 4

CONTENT CREATION & PLATFORM LAUNCH

# DISCOVERY STEPS | 1-10



**STEP 1: CHOOSE WHO YOU HELP AND HOW YOU HELP THEM**

**STEP 2: CREATE A VISION STATEMENT**

**STEP 3: DECIDE ON WHAT PROBLEMS YOU ARE GOING TO SOLVE**

**STEP 4: DECIDE ON A PRODUCT & PRICING STRUCTURE FOR YOUR BUSINESS OFFERINGS**

**STEP 5: CHOOSE THE NUMBER 1 GOAL FOR YOUR BUSINESS OVER THE NEXT 10 YEARS**

**STEP 6: CHOOSE THE TOP PRIORITIES FOR THE NEXT 3 YEARS**

**STEP 7: DECIDE ON WHAT YOU HAVE TO ACCOMPLISH IN YEAR 1 OF YOUR BUSINESS**

**STEP 9: WHAT ARE THE 3-5 MOST IMPORTANT THINGS TO ACCOMPLISH IN THE NEXT 90 DAYS?**

**STEP 10: TRANSFER THESE STEPS INTO A PROJECT MANAGEMENT SOFTWARE SUCH AS ASANA OR MONDAY**



# TECHNICAL SETUP STEPS | 11-20

**STEP 11: REGISTER A DOMAIN**

**STEP 12: GET A LEADPAGES ACCOUNT.** If you want landing page templates, check out my Business Breakthrough Setup Toolkit

**STEP 13: CREATE A KIT.COM ACCOUNT TO START COLLECTING EMAILS**

**STEP 14: MAKE YOUR MAIN WEBSITE PAGE AN OPT-IN PAGE THAT COLLECTS EMAILS UNTIL YOU GET YOUR WEBSITE DONE**

**STEP 15: CREATE AN EXCELLENT FREE CHECKLIST OR GUIDE TO COLLECT EMAILS AND PUT THAT ON YOUR OPT-IN PAGE AS AN INCENTIVE**

**STEP 16: USE EITHER THE KIT.COM LANDING PAGES OR LEADPAGES LANDING PAGES TO COLLECT EMAILS (PUT IT IN THE DESCRIPTION, AND MENTION IT IN YOUR FIRST FEW VIDEOS)**

**STEP 17: CHOOSE WHAT PLATFORM YOU ARE GOING TO SELL YOUR PRODUCTS, SERVICES, & EVENTS (I RECOMMEND CIRCLE.SO)**

**STEP 18: REGISTER YOUR YOUTUBE CHANNEL AND ANY OTHER SOCIAL MEDIA CHANNELS**

**STEP 19: PUT YOUR BENEFITS AND VISION IN YOUR YOUTUBE BIO, AS WELL AS THE LINK TO YOUR WEBSITE**

**STEP 20: IF YOU'RE DOING LIVE EVENTS OR WEBINARS, ADD AN EVENT PAGE TO YOUR WEBSITE WITH UPCOMING DATES**

# CONTENT LAUNCHPAD | 21-30

**STEP 21: WRITE OUT A LIST OF 12 VIDEO IDEAS THAT SOLVE PROBLEMS THAT YOUR PEOPLE WANT TO SOLVE**

**STEP 22: CHOOSE FOUR VIDEOS FROM YOUR LIST THAT BEST ENCAPSULATE YOUR KEY BENEFIT**

**STEP 23: WRITE OUT 500-1000 WORDS FOR EACH VIDEO USING BRENDA'S UNSCRIPTING TEMPLATE**

**STEP 24: RECITE AND PRACTICE THEM FOR A FEW DAYS PRIOR TO FILMING**

**STEP 25: GET A PROFESSIONAL QUALITY MICROPHONE, I RECOMMEND THE \$69 HOLLYLAND LARK1 OR THE \$59 FIFINE**

**STEP 26: RECORD THREE VIDEOS ON YOUR DESIGNATED FILM DAY, IN NATURAL DAYLIGHT, OR IN FRONT OF SOME BUDGET SOFT BOXES**

**STEP 27: IF YOU'RE NOT VISUALLY INCLINED, HIRE A THUMBNAIL DESIGNER FROM [UPWORK.COM](https://www.upwork.com/) FOR A FEW THUMBNAILS TO ESTABLISH YOUR STYLE. ASK THEM FOR A TEMPLATE, AND THIS WILL GIVE YOU SOMETHING TO WORK FROM**

**STEP 28: USE CAPCUT TO EDIT YOUR VIDEOS. CUT OUT ALL NON-ESSENTIAL PARTS.**

**STEP 29: UPLOAD ONE VIDEO TO PUBLIC. SCHEDULE THE OTHER TWO VIDEOS TO BE PUBLISHED AT ONE WEEK INTERVALS**

**STEP 30: CELEBRATE! YOU'RE NOW IN THE FULL SWING OF ONLINE BUSINESS!**

# DISCOVERY PHASE IN DEPTH

When you start your business with a deep connection to a vision, goals, and targets, you're starting on the best trailhead possible.

## WHO YOU HELP AND HOW YOU HELP THEM

The only thing that truly matters in building a profitable business is helping people solve problems. This is done by creating excellent products, services, and experiences.

If you're clear about who you help and how you help them, you now have the key elements of a profitable business.

## THE VISION STATEMENT

Consider the people you are going to help, the impact you're going to have on the world, the light you're going to bring. Connect with the overarching picture of your business from a bird's eye view. Then formulate a vision statement.

Write out a statement that encapsulates the vision you have for your business.

## MAPPING OUT YOUR COMPELLING FUTURE

Business consultant extraordinaire Dan Sullivan says "A compelling future" is the primary method for building a profitable business. And as I like to say, if you're committed to a "What" the "How" will always work itself out.



# BUSINESS VISION MAPPING

**BUSINESS NAME**

**WHO I HELP & HOW I HELP THEM**

**PRODUCT/S & PRICING STRUCTURE**

**THE MOST IMPORTANT GOAL FOR 10 YEARS**

**3 YEAR GOALS**

**PRIORITIES**

Revenue | \_\_\_\_\_

1. \_\_\_\_\_

Profit | \_\_\_\_\_

2. \_\_\_\_\_

Personal Income | \_\_\_\_\_

3. \_\_\_\_\_

**1 YEAR GOALS**

**PRIORITIES**

Revenue | \_\_\_\_\_

1. \_\_\_\_\_

Profit | \_\_\_\_\_

2. \_\_\_\_\_

Personal Income | \_\_\_\_\_

3. \_\_\_\_\_

**90 DAY PLAN**

**PRIORITIES**

Revenue | \_\_\_\_\_

1. \_\_\_\_\_

Profit | \_\_\_\_\_

2. \_\_\_\_\_

Personal Income | \_\_\_\_\_

3. \_\_\_\_\_

# GETTING COMFORTABLE IN ASANA



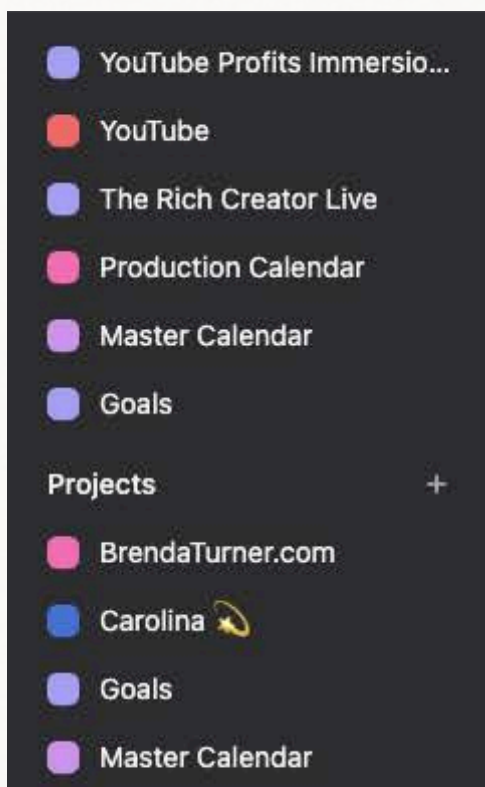
Getting your goals and projects down into a planner or a project management software will free up your mental space, and help you to be a peaceful business owner.

Business requires us to wear lots of hats all at one time. Especially new businesses. It's vitally important to organize your day and protect your time, as well as maintain your focus on what truly matters in your business. My favorite tool for this is [Asana](#).

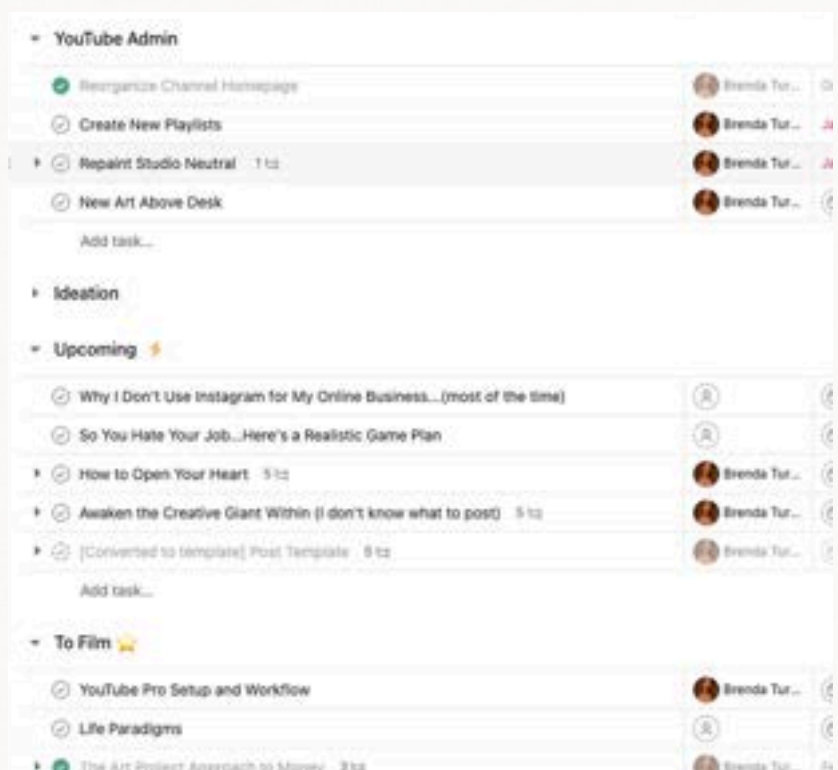
**I have no affiliation whatsoever. I just find Asana to be the most elegant, simple, and peaceful project management software on the market.** There's not a million and one different things to learn in Asana, which is why I LOVE IT. Here's a quick tour:



## PROJECT FOLDERS ON THE LEFT



## TASKS AND DETAILS ON THE RIGHT



# GETTING COMFORTABLE IN ASANA

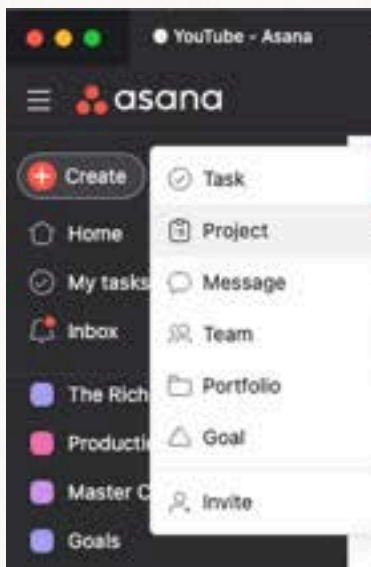


You can use Asana to plan and track anything, assign tasks to other people (like an assistant or editor), and keep track of goals. Many business owners don't take the time to build common sense systems at the beginning of their business. This leads to giant messes and overwhelm.

Here's how to setup a simple and powerful project management system with Asana, so that you can keep track of what matters and build a profitable online business.



## STEP 1 - CREATE A "PROJECT" FOLDER FOR EACH AREA OF YOUR BUSINESS



Create a "project" for all the major areas of your business. Some "Project Space" examples:

- An ongoing YouTube project space
- A project space for every product in your biz
- An ongoing project space for any assistants or team members
- A project space for your website and anything that needs to be done for it
- A project space for your email newsletter

## STEP 2 - LIST OUT ANY TASKS AND MARK A PRIORITY FOR THE ONES THAT ARE MOST IMPORTANT



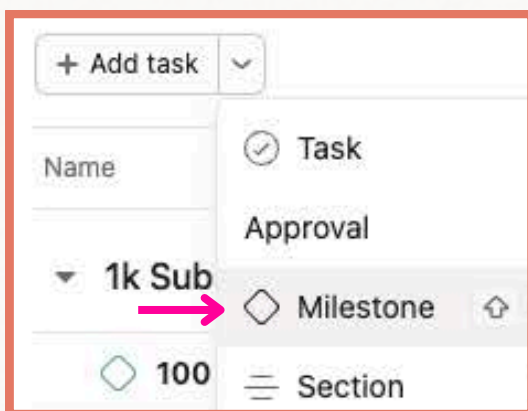
# GETTING COMFORTABLE IN ASANA



## STEP 3 - CREATE A “GOALS” PROJECT, AND START TRACKING WHAT MATTERS

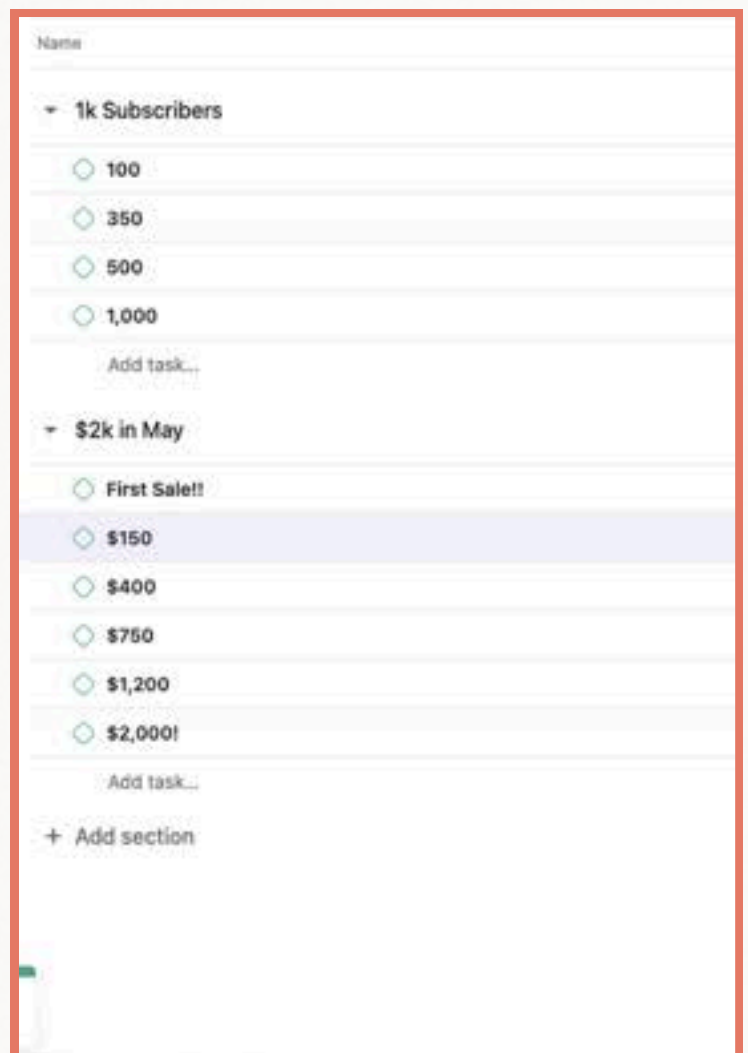
Unfortunately Asana requires an upgrade to the top tier pricing plan to utilize “goals”. The simple workaround for this is to create a Project Space and title it GOALS. Then use MILESTONES instead of tasks to mark your progress.

Then Create a separate section for your desired goals, and use milestones to keep track. Tick off your milestones as you achieve them. Here’s a mockup of what your goals Project Space might look like:



Track anything that feels significant. It’s especially helpful to track:

- Sales
- Website traffic
- Podcast downloads
- Project completions
- Useful hours worked





# TECHNICAL SETUP MADE SIMPLE

Look. I know there's an 80% chance that you "hate the tech". And I do too! But the good news is that the tech is actually pretty dang simple. I recommend the following tech to streamline your life. These are tools I've used for years because **they're easy and super intuitive.**

LEADPAGES FOR  
WEBSITES & LANDING  
PAGES



KIT.COM FOR EMAIL  
MARKETING AND LIST  
BUILDING



CIRCLE.SO FOR SELLING  
YOUR COURSES AND  
MEMBERSHIPS



CANVA FOR CREATING  
YOUR FREEMIUMS AND  
GRAPHICS



## LEADPAGES

**LeadPages** is a simple website builder that provides beautiful landing pages and designs that convert well. It also offers tools like split testing and tracking. This is the perfect option for anyone who "hates tech". It's also a fabulous, budget friendly option compared to hiring a web designer.

**You could have your website up in an hour.** You can create landing pages for your products even faster.

LeadPages will save you tons of time, headache, and money in the long run. It will also give you more creative flexibility than Squarespace (which I REALLY don't like at all). It also provides much more value than Stan Store (Which I also REALLY don't like at all)



# CREATING YOUR FREEMIUM

Ideally, your freemium should tie in with what you're planning to sell, or any products you're currently selling. The purpose of a freemium is 2-fold...**1. To deliver helpful content and give a “sample” of what it's like to work with you. 2. To build your email list, which will also build your business.**

Freemiums don't have to be PDF downloads, nor do they have to be extravagant courses. I highly encourage you to think boldly and creatively when it comes to your freemiums, and go with what makes the most sense.

**Here are some things to consider when designing your free opt-ins.**

**What is the most helpful way to deliver the key benefits?**

For example, free meditations would be best as audio downloads. Guides about writing would be best as PDFs. Big picture concepts about life might be best as a mini-series of three videos.

**What would be something easy, quick, and HELPFUL**

Freemiums are ideally something that give your future customers a quick win, and show them a “taste” of what it's like to buy from you.

**What's a Freebie that I could make that's \$27-47 Quality?**

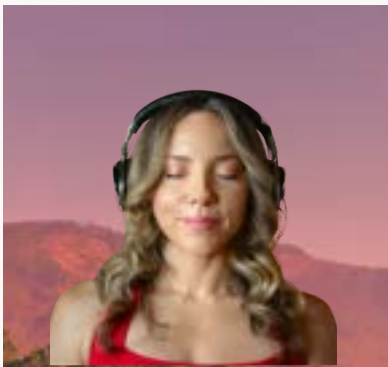
Studies show that people are very picky with who they give their email to. On average, the average dollar amount someone would be willing to give out their email address is \$27-47. So make sure your freemiums “feel” valuable.

# FREEMIUM CONCEPTS

## PDF DOWNLOADS, GUIDEBOOKS, & CHECKLISTS



## AUDIO TRAINING, MEDITATIONS, MP3 DOWNLOADS



Audio trainings, meditations, and private podcasts are an excellent freemium option. These can be made using the voice memo app on your phone, and hosted on a private server like [Hello Audio](#)

## VIDEO TRAINING, MASTERCLASS, WORKSHOPS



Offering a series of videos as a “mini-training” or a masterclass on your website is a great way to get tons of opt-ins AND sales.

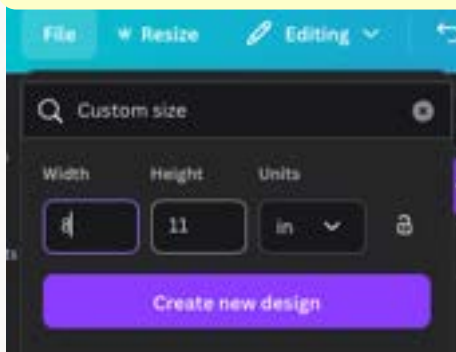
# DESIGNING YOUR FREEMIUM

If you're creating a PDF as a freemium, the key thing to remember is that the VALUE you're delivering is the number 1 priority. If it's a helpful freemium, your future customer will associate you with a beautiful feeling of generosity!

**THE VISUAL DESIGN IS SECONDARY TO THE ACTUAL CONTENT!**

That said, you can use any word processing software to create a freemium. For ease of use, I prefer Canva. But feel free to use Google Docs, Word, or whatever you want! Canva has design templates that can help you with getting started.

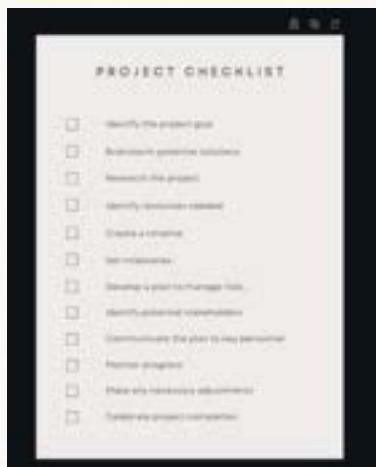
## STEP 1 - CHOOSE 8X11 IN



## STEP 2 - CHOOSE "DESIGN" AND ENTER THE TERM "CHECKLIST"



## STEP 3 - CUSTOMIZE WITH YOUR OWN FRAMEWORKS





# WHY I RECOMMEND KIT.COM

Kit.com has been my email marketing provider for many years, and it's because I ADORE the platform. **The reason I love it is, once again, it's simple to use. It's intuitive, and functions with common sense.** I don't have to go digging into thousands of tutorials on YouTube to figure out how to send a simple email!

But here are the things that REALLY matter about email marketing providers...A good email marketing provider should:

## Consistently deliver emails into inboxes

Kit is awesome at this. Most of the time, my emails DO show up in my customer's inboxes. I can't say the same for MailChimp (an email marketing provider I used for years and wouldn't recommend)

## Has clear & honest pricing

Kit's pricing is fantastic and easy to understand. You'd be surprised how rare this is with Email Marketing Providers!

## Simple ways to tag customers and audience members

I LOVE the ease of use when it comes to Kit's tagging and segmentation. I lean heavily into tagging and segmenting to ensure the emails I send are relevant to the people receiving them. For example, I wouldn't want to send a promotional sale to my customer's who purchased a certain product already. With Kit, I can exclude or include customers on any of my broadcasts.

## Good looking emails & landing pages!

Kit gives you the ability to create your own email templates or use one of theirs. The emails & opt-in pages look beautiful.

# KIT.COM SETUP

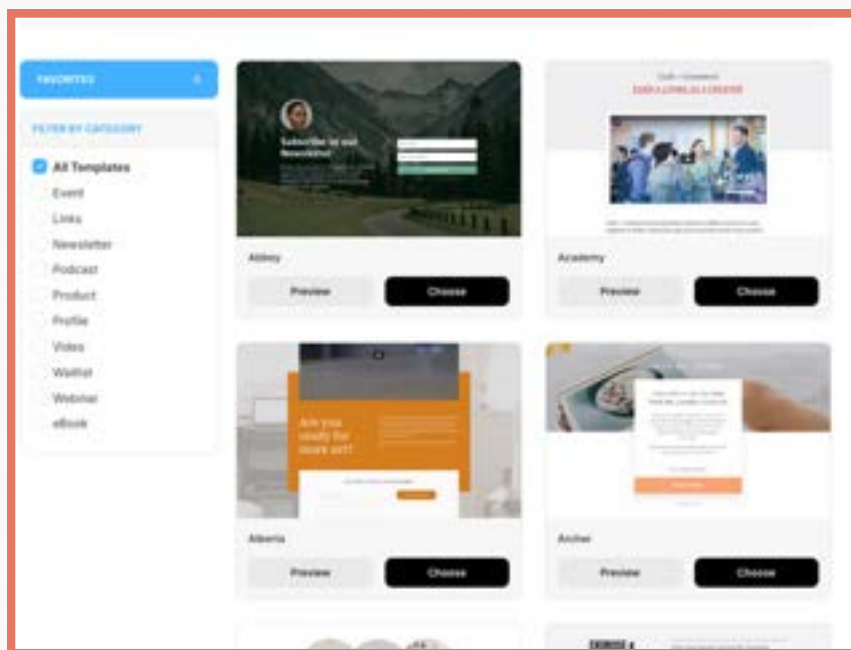
Setting up your Kit.com email account is simple. Of course if you're in the "hate tech" crowd, just take a few deep breaths. Kit.com is SO MUCH easier than any of the other email platforms, and you'll find the instructions below very simple

## STEP 1 - CHOOSE THE PLAN THAT WORKS BEST FOR YOUR BUDGET

The **Creator Plan** is what I recommend, and will be sufficient for most. The free plan is great, but limited in the automations and tagging features.

## STEP 2 - CREATE A LANDING PAGE OR FORM

KIT.COM has a ton of beautiful landing pages. As you're setting up your LeadPages website, you can use the ConvertKit landing pages to start collecting emails



## STEP 3 - SETUP THE DELIVERY OF YOUR FREEMIUM IN KIT.COM

Once you've setup your landing page with a clear header, you can make sure your freemium is delivered to your audience with the simple steps below.

[CLICK HERE TO GET YOUR FREEMIUM SETUP](#)



# A LOVE LETTER TO CIRCLE.SO

A few years ago I moved my business operations entirely onto [Circle.so](#), and it is one of the best moves I ever made. Circle.so has blown me away on many fronts.

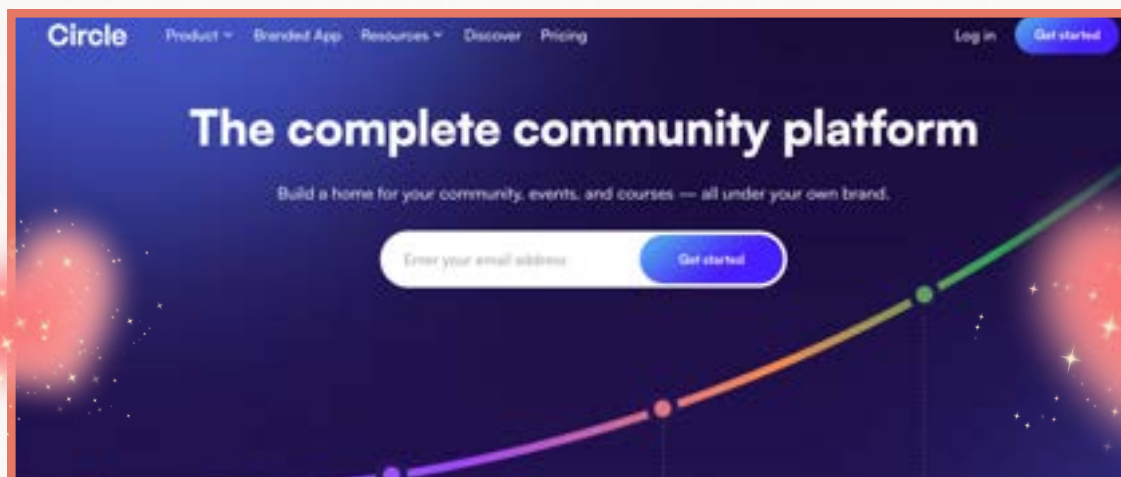
I love Circle so much, in fact, that **it is the FIRST affiliate link I am offering to my customers in 15 years.** That's a HUGE deal for me, because I don't typically use affiliate codes! But after using the platform for a few years, I was compelled to recommend them to you.

There are TONS of course platforms out there that are OK. And there are some that I just plain don't like at all. Kajabi, for instance, is one that underwhelms me, and costs more than [Circle.so](#).

MightyNetworks is another that I just DO NOT care for. As a creator, I found it cluttered and confusing.

When I'm using a software for my business, if I have to spend more than a few hours learning about the software, I don't want to have anything to do with it! I'm busy, and I need something simple and intuitive for myself and my customers. **Circle.so delivers the simplicity, ease of use, AND the most incredible blend of features I've seen in a course/community software.**

Not many people know about Circle yet, but after you take their 14 day trial, you'll probably fall in love like I did.



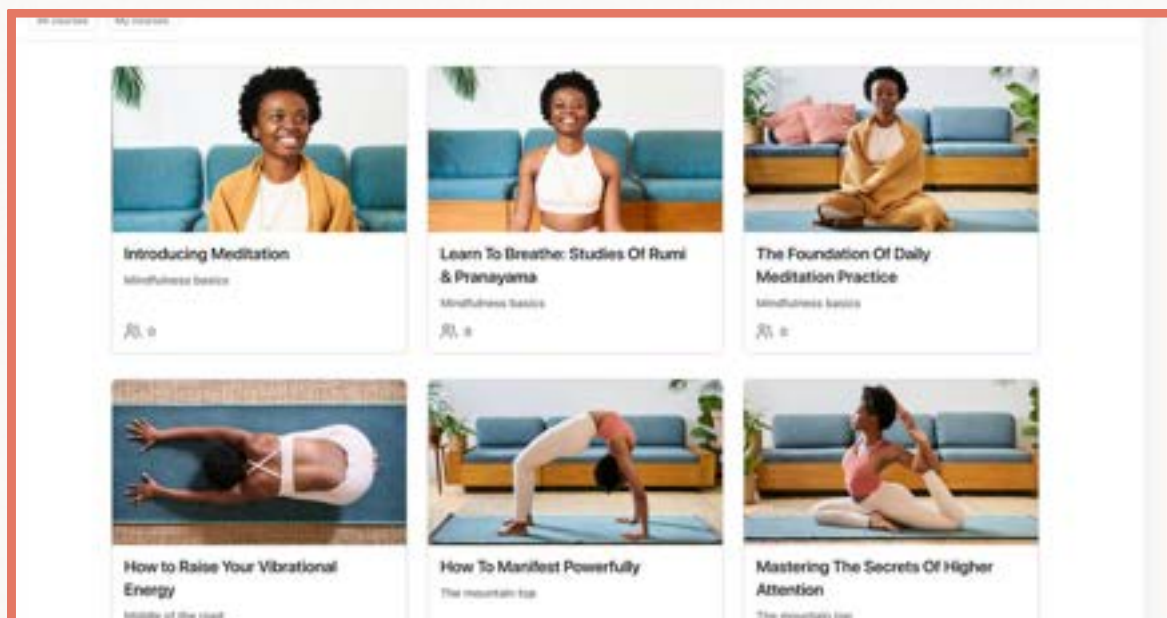
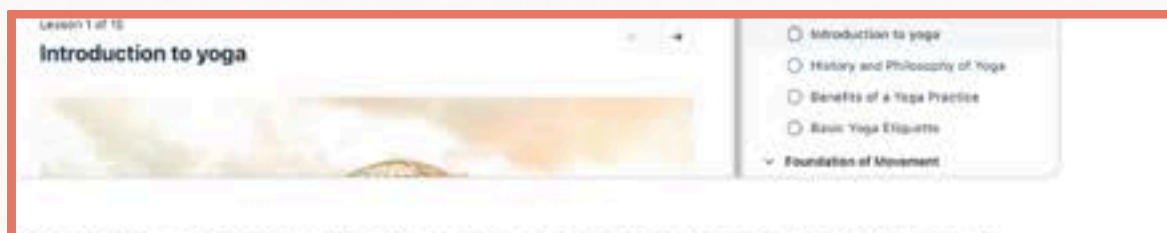
# CIRCLE.SO FOR 5-STAR DELIVERY

When people purchase your products and services, it's important to give them an excellent experience. That's why I highly recommend [Circle.so](#). After 15 years of selling courses and digital products, I can honestly say that [Circle.so](#) is my absolute favorite. Here's what makes Circle.so so unique:

## Create & Sell Courses With Ease

The course builder is intuitive and easy to use. The learning curve is almost zero for both you AND your customers. It's surprisingly rare to have a course software that is both simple to use AND feature-rich.

The courses feature in Circle.so is excellent.

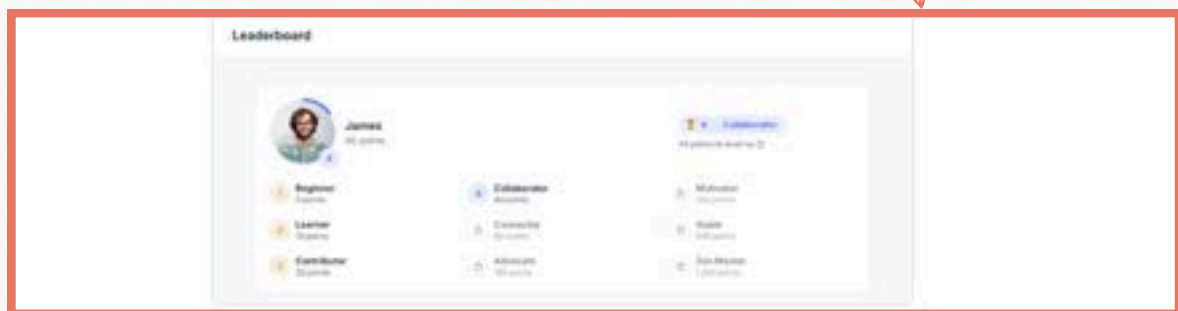


# CIRCLE.SO FOR 5-STAR DELIVERY

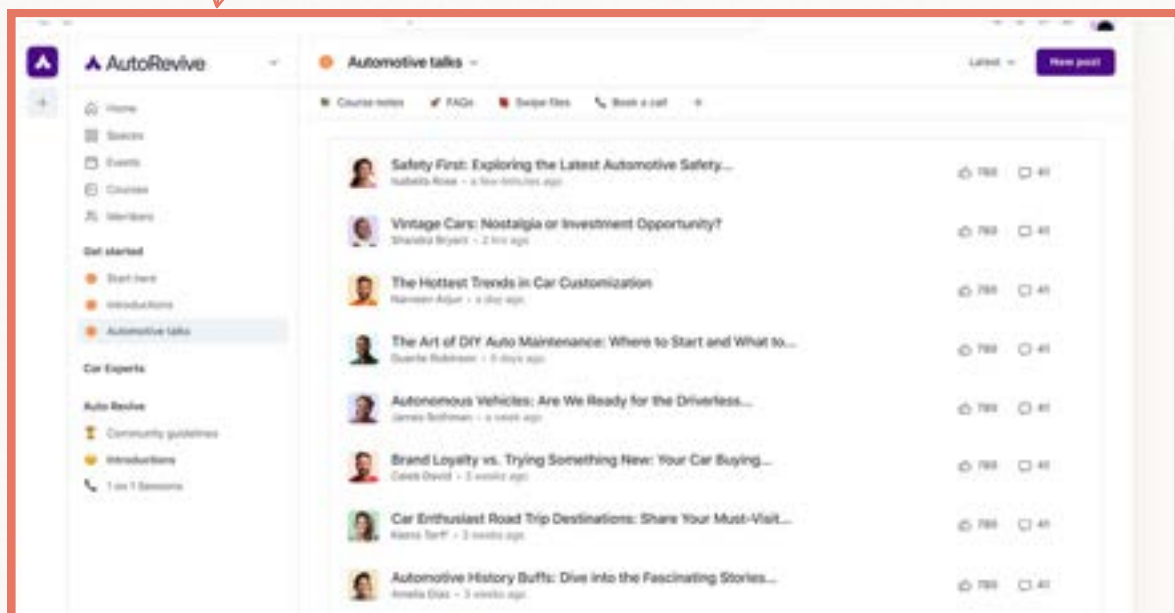
## Create a community to support your customers

Circle.so has a stunning community feature that looks so slick and clean. Where other community softwares are cluttered and confusing, circle.so is very easy on the eyes for both you AND your customers

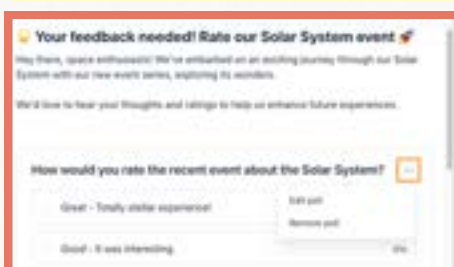
### A leaderboard to encourage engagement



### Clean & intuitive forum, with customizable spaces



### Community Polling Features



### Direct Messaging & Chats

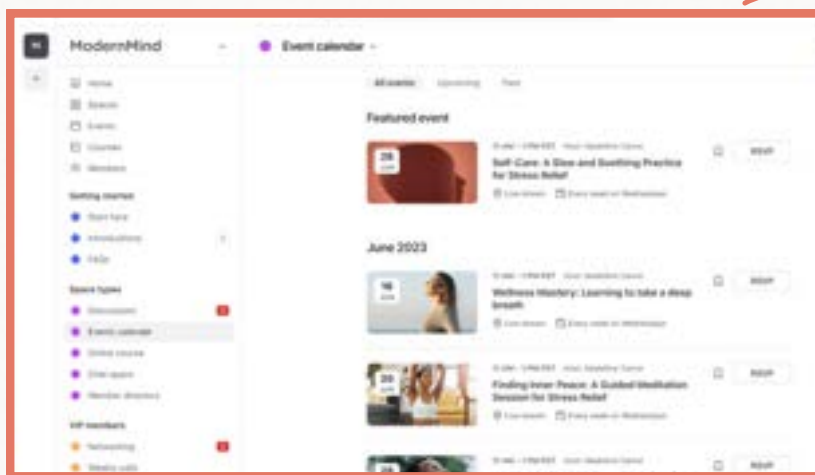




# CIRCLE.SO FOR 5-STAR DELIVERY

## Live Events Feature with Built In Video

Circle.so has a built in Events feature that allows you to create live virtual events directly in the app, with video included. It also automatically records these events and posts them for you!



The time zones automatically adjust for each participant.

There's also a "add to calendar" features within Circle so your customers will get reminders.

You can host a live "stream" OR a community gathering. It functions similar to zoom, but is much simpler to use!

You can record your events, and automatically post them in your community.



## Super Slick Automations

You can set up automations in Circle.so that help you to nurture your customers. For instance, you can send an automated thank you message to anyone who attends a live event

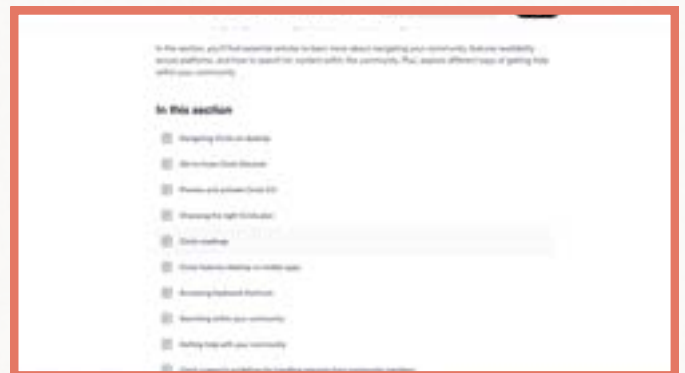
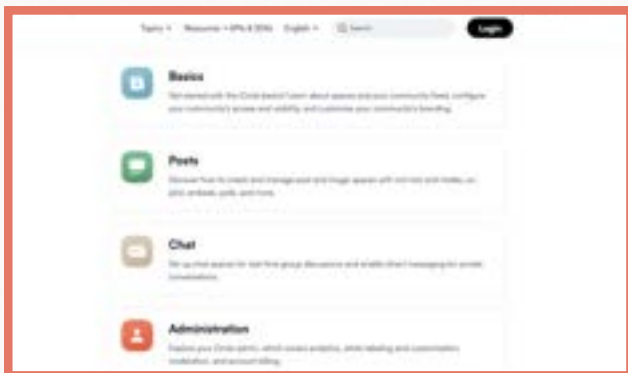
# CIRCLE.SO FOR 5-STAR DELIVERY

## GET STARTED IN CIRCLE.SO

The capabilities I mentioned above are the tip of the iceberg. There is SO MUCH that Circle.so is capable of. But here's the essentials for getting started. **(side note: Circle.so is the FIRST affiliate link I've offered in 15 years because it's the first product that I felt so compelled to promote!)**

[CLICK HERE TO START YOUR 14-DAY TRIAL](#)

Once you've started your 14-day trial, I recommend setting aside an hour to go through the Circle.so "Getting Started" hub. Another reason I love Circle is because their help guides are so clear and easy!



[CLICK HERE TO LEARN THE BASIC SETUP FOR CIRCLE.SO](#)



# A YOUTUBE PEP-TALK

Big deep breaths. This is where your ego is going to kick up SO MUCH NOISE. Watch in amazement as the excuses pour out of your mind”



Blah blah blah. All of our ego's sound pretty much the same! And the good news is that WE ALL hear those annoying little gremlins. **I've been hearing those thoughts for 15 YEARS!!!** The key is to DO IT ANYWAY

## AND A BRIEF REMINDER...THIS ISN'T ABOUT "VIEWS"

I want to take all the pressure off of your mind when it comes to "getting views". We're not posting to YouTube to get tons of views and be internet famous. There are actually TONS of internet famous folks who are flat broke.

What we're doing when we post to YouTube is **CREATING OUR LIFE'S WORK**. If you're reading this, I'm going to take a guess that **you have a message, skill, or expertise that can HELP OTHERS**. And I'm going to venture another guess that you'd like to use your precious time on this earth to leave it better off than you found it.

THAT is why we're posting to YouTube. **The natural byproduct of doing your life's work (aka Your Dharma), is that you create a value in the marketplace...which is a fancy way of saying "Make Great Money"**.

# MAPPING OUT YOUR CHANNEL

I have an in-depth and FREE training all about YouTube called the [YouTube Magic Workshop](#). But I'll going to go over the basics with you now.

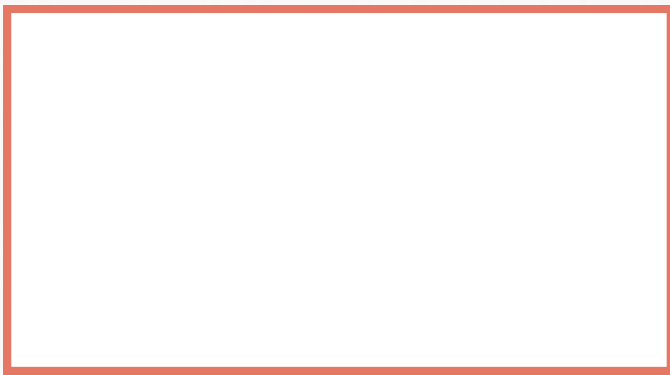
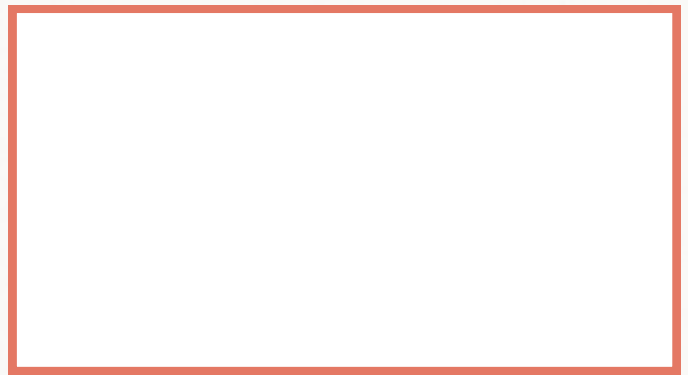
In the spaces below, write down 12 different video concepts that would be **very helpful** to your future customers. Don't hold back! Many creators make the mistake of hiding their best frameworks behind paywalls. This is all wrong. **Put your absolute BEST content on YouTube, and then create even GREATER things to sell in your product suite.**

## 12 HELPFUL VIDEOS - A BRAINSTORM


# YOUR FIRST FOUR VIDEOS

From the list above, choose the four videos you'd like to start your channel with. I recommend you go by following which videos give you the most energy and excitement. This gives you one month of vids!

## THE FIRST FOUR VIDEOS (GRAND CHANNEL LAUNCH!)

A large, empty rectangular box with a red border, intended for the user to write the title or ID of the first video they selected.A large, empty rectangular box with a red border, intended for the user to write the title or ID of the second video they selected.A large, empty rectangular box with a red border, intended for the user to write the title or ID of the third video they selected.A large, empty rectangular box with a red border, intended for the user to write the title or ID of the fourth video they selected.

## QUICK CHECKLIST TO HELP YOUR FIRST FOUR VIDEOS TO SUCCEED:

- ☐ Delivers a clear benefit that solves a problem
- ☐ Delivers a genuine feeling to the viewer
- ☐ Contains a clear and snappy opener
- ☐ Has a snappy and grabby recommendation for your next video (don't "wrap up" the video!)

# STARTING THE YOUTUBE PROCESS

From the list above, choose the four videos you'd like to start your channel with. I recommend you go by following which videos give you the most energy and excitement. This gives you one month of vids!

## PLAN YOUR FILMING AND UPLOAD DAYS

In Asana, create a YouTube space that you'll use to organize and plan your content schedule. **I recommend you batch film your videos a few days per month.**

## WRITE & RECITE

Prior to filming your videos, write and recite your videos. Whether you want to write out a detailed "script" or just jot some key points, **it's important to connect with your video concepts through the writing process.**

Once you've written out all the key points of your videos, **spend a day or two reciting your video OUT LOUD. (yes. seriously.)** This will help you to sound like a TRUE professional, and save TONS of time on filming days.

## DO YOUR FIRST BIG FILMING DAY

Get a professional mic (this [budget friendly Hollyland](#) mic is awesome). Then relax and have fun. Use filming days to film two or three videos if possible.

## EDIT IN CAPCUT, AND HIRE A THUMBNAIL DESIGNER

I highly recommend hiring a thumbnail designer for your first few thumbnails to establish a style. Upwork is the best place for this.



# TIME TO UPLOAD (DEEP BREATHS!)

My crystal ball is telling me that you're kinda gonna freak out when it's time to upload. Yep. This is one giant green light. In fact, if you don't have some butterflies in your gut when it's time to push the BIG GIANT SCARY upload button...well....you're probably not a human

## FEEL THE FEAR AND PUSH UPLOAD

Now that you've got four entire videos in the can, you can drip them out over the course of FOUR WEEKS. Ahhh. Now you have plenty of space to breathe, create new content, and not be on the content hamster wheel.

## FEEDBACK...NEVER FAILURE

Whatever the outcome of your first videos might be, remember that failure doesn't exist in business....only feedback. If one videos does better than the others, that's feedback! If none of them seem to resonate...that's feedback too!

One of the BEST parts about being a new creator on YouTube is that you have all the creative freedom to experiment, try new things, and make mistakes!

## EVERY VIEW IS AN ACTUAL HUMAN BEING

Never ever diminish the audience you have. Whether you have 10 views or 100K views, each one signifies an actual human who stopped to take in your valuable teachings. Give appreciation for that



# YOU'RE READY TO GROW YOUR BUSINESS & PROFITS!

By going through this list, you've officially joined an elite level of ACTION TAKERS and exceptional business owners. You're now able to see your business and product suite with more clarity and a deeper connection. You've also planted the seeds for incredible relationships with your future customers.

I've created a [YouTube Magic Workshop](#) that will take you through my best YouTube Breakthrough™ frameworks to help you break through the noise. You can access that [WORKSHOP](#) any time to help you elevate your YouTube content, and create videos that grow your business

I'm so proud of you for showing up for yourself, doing your life's work, and getting outside of your comfort zone. The more you do this, the faster your business will grow! And I'm always happy to be with you on the journey.

*Take the free workshop!*



[ACCESS THE FREE WORKSHOP](#)