



A 12-STEP GUIDE

**FOR TURNING YOUR
PASSION PROJECT
INTO A REAL
ONLINE BUSINESS**

A FREE GUIDE FOR WOMEN WHO ARE LOOKING TO
LAUNCH OR GROW WITHIN THEIR BUSINESS.

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MY PASSION MAKES ME \$\$!

I am a firm believer that we all have it in us to create an epic online business with our passions. Over the past year, I have turned my passion for helping others and essentially being myself, into an online business. Here is a 12-step guide for turning your passion project into a real online business.

01 BE IN LOVE

Think of this as your new baby. You will be raising this thing from birth to a grown ass adult. You need to be so in love with the business idea for it to want to wake you up in the middle of the night and get you out of bed to work.

02 DO YOUR RESEARCH

If no one is selling what you sell, (HORRAY!) that is going to give you a great edge. If you are selling something that seems to be saturated with your idea, this isn't a problem. You just need to find your edge. How is your service/product going to be different? Is it the messaging, the packing, the branding, the material...figure out an edge. What is going to make people take a second look at your profile or website?

03 SET SOME GOALS

It takes some time to really envision what you want your business to look and feel like. Especially at the beginning, because it is evolving, and you are evolving. Sit down and write down simple goals for yourself. I don't want you to get overwhelmed at the beginning, so make a monthly plan, short term plan (like a year), and then a long-term plan (5 years).

04 PRODUCT CREATION

How will your product/service solve someone's problem? How will it help them? What feeling will they get when they buy this? Remember we are all humans that have feelings. Everything we do is based from a feeling. What feeling do you want to give your customers?

05 TAKE GORGEOUS PHOTOS

Often, we forget that you are selling things to people that need to be visually stimulated. If you are selling yourself, then get some nice pictures taken of you and your face. If you are selling products, hire a photographer or borrow a nice camera and get some crisp photos taken. Look professional.

06 MAKE IT SO SIMPLE FOR PEOPLE TO CLICK & BUY

Having a website, Etsy shop, Shopify account, Facebook page, Amazon, etc. will be your way to make money. How can you make it so simple? You can utilize PayPal, Stripe and all the other platforms to get cash. Don't make it complicated. Don't make people click around and around to buy your goodies.

07 GET ON SOCIAL MEDIA (AKA) PROMOTION!

Pick 2 platforms, like Pinterest and Instagram or Facebook and Instagram to really promote and share your photos. Start to gain a following by using hashtags and interacting with other people in your category of business. Don't be afraid to reach out to people who are doing things that are like you and get advice. Have your friends share your photos and gain traction by posting consistently. Be visible... don't be afraid to get out of your comfort zone and show people what you are all about.

09 STOP CARING WHAT OTHERS THINK

They aren't going where you are going, so stop listening to other opinions of you and your business (unless they are a biz coach or someone you truly look up to in the business world). This is sometimes so hard. We let other people's opinion of us get in the way of something beautiful. Let your creativity flow and be in love with your life.

10 GET MESSY

What I mean by this, is don't be afraid to take some risks, fail a little. It's all about growing, evolving, and exploring new ways to get in front of people. See what works and what doesn't work. They are both important.

11 FOCUS ON YOUR TIME MANAGEMENT

When will you make time to work on your business? Get a planner, set a timer, hire a babysitter... figure out time to really work on this. It won't just happen, you need to take initiative and create.

12 BELIEVE

Yes, believe that anything is possible. With the right framework and the right mindset, you can literally do anything. Trust that you wrote this opportunity in your plan and that it will work out exactly the way it's supposed to.

WHO IS ALLISON HENDERSON?



Allison is a business/life coach who turns ambitious moms into mom-preneurs. If you are looking to level-up personally or professionally, email Allison today to set up your FREE Discovery Call – allisonsbackpack@gmail.com.

In this call, you can discuss anything from business fundamentals, sales, social media marketing, purpose, alignment, passion, relationships, goal setting, etc.

Follow Allison on Instagram - [@allisonsbackpack](https://www.instagram.com/allisonsbackpack)

IF YOU AREN'T WILLING TO MAKE SOME CHANGES, NOTHING WILL CHANGE.