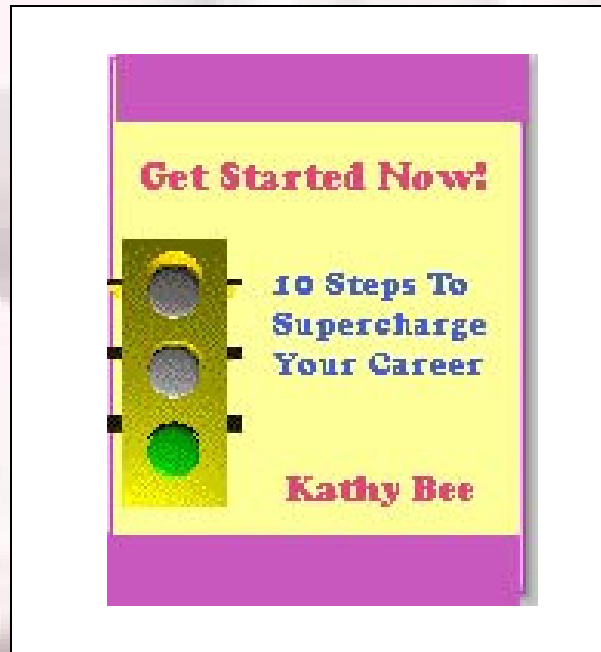


Get Started Now!



10 Steps To Supercharge Your Career

E-Work-Book

By Kathy Bee-Hampton

Copyright 2007 P.R. Productions

This book is designed to assist the reader with information. Even though the information is being applied it is up to the individual to become successful. Individual success depends on factors, such as desire, motivation and personal willingness to achieve. As with any business endeavor, there is no guarantee that you will earn any money.

I realize how difficult it is to get started and to start selling on the internet so I created a simple checklist that I use when I'm launching a new product!

It is very difficult to create, set-up, operate and maintain any kind of successful business especially if it is something that is brand new. When you venture into unknown areas and have no idea what the outcome will be, it can be very scary.

STEP ONE

DEALING WITH AND GOING BEYOND THE FEAR FACTOR

1. List all the things that could go

wrong. _____

2. List all of the

benefits. _____

3. Who and what are holding you

back? _____

4. List your daily

distractors _____

STEP TWO

DEVELOP YOUR OUTCOME

Today Date _____ Current Time _____ Allotted Time _____
(That you want to solely focus on this minutes...hours...day...2 days...week. How long will it take you to complete this project?)

List your individual project _____

List how you see it...what you see as the outcome on this sole project.

Write your plan of attack...

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

STEP THREE**GETTING YOUR MINDSET TO THE “I WON’T BE SWAYED” MODE**

When you are meeting deadlines and launching a new product, you must put your feelings and emotions away, when it comes to getting the job done. No telephone calls, no boredom, no recreational reading, no escaping, no game playing, no sleeping and no looking back. At this point all of your concentration is needed in order to succeed! You must have an “I am going to win” attitude.

State your goal and what and how you are going to win!

STEP FOUR**YOU MUST HAVE A WORKING PLAN**

At this point, you know what you’re selling, who you’re selling to and who you need on your team. Now what’s the winning game plan? Every sport’s team, successful company, politician and entrepreneur know that in order to win a game or succeed in life, you must have a plan. Without a map the sailor would be floating around in the sea, lost.

Over the years I have studied many business plans. Through hosting my TV Talk shows “Touching Lives With Kathy Bee” and “KBeeTV”, I’ve interviewed numerous successful entrepreneurs who’ve conveyed valuable business information. I’ve applied this information to my own enterprises and now I’m able to share my knowledge and experience with you.

Every business, in order to grow must have a solid business plan. Here are some quotes. Find additional quote that pertain to planning for the future.

Write them in your journal.

“The beginning is the most important part of any work.” – Plato

“Plans must be simple and flexible....They must be made by the people who execute them.”
–George S. Patton, Jr.

“By failing to prepare you are preparing to fail.” –Benjamin Franklin

Creating A Basic Business Plan

Creating a basic business plan can help you in so many ways. Once you have it set into place...you can present it to prospects as a whole or pull elements from the plan as needed. Once your company starts to expand...through additional research, you will have no problem adding to your original plan or creating a new one.

Key Example

A business plan can range from simple to intricate and complex. The important factor here is to get started with a basic plan. We're starting with a Basic Business Outline Plan that can be implemented. These simple steps include: creating the product, producing the product, determining the market value of the product, introducing the product to customers, making the sale, delivering the product, keeping a rap pore and repeat sales.

Fill in the blanks on the next page.

Basic Business Outline Questionnaire

1. What are you selling? _____
2. Who are you selling to? _____
3. How will it benefit your customer? _____

4. Where and how do I obtain the product? _____

5. What are your costs? _____
6. What does it sell for? _____
7. What is your profit? _____
8. Where are you selling? _____
9. Who do you need to help you? _____

10. When will you launch your product? _____
11. What is your feedback? _____
12. How well did it sell? _____
13. What would you improve? _____

14. What is your customer's feedback? _____

15. How can you stay in touch? _____
16. What similar products can you sell to your new customer base?

By answering the questions above you have developed a Basic Business Outline Plan. This plan is great for a quick...I have a product that I really need to sell right now and here's the plan. Next we're going to explore a more formal way to set up who you are and what you do.

STEP FIVE

WHAT TOOLS DO YOU NEED CHECK LIST

- 1. Sample Pages or sites of what I like
- 2. Joined Helpful Networking Groups
- 3. The Deal...What are you selling?

- 4. Sales Letter (collect great sample sales letters)
- 5. Web page set-up
- 6. Video footage
- 7. Press Release
- 8. Blog Page
- 9. Find Buyers Check Google Local Paper (Big Spenders)
- 10. Collect Irresistible "Free Offers"

STEP SIX

Are You Keeping Your Customers Happy?

List what can you do for them?

STEP SEVEN

THE 3 E'S

It's important to learn how to manage your time, create your own space and have the energy to do what you desire. Some tools to help you to achieve this are the 3 E's:

1. **Elevate your spirit.** Raise your conscious level by praying, meditating, or studying scripture.
2. **Educate your mind.** Read a book or study information that supports business growth.
3. **Exercise your body.** Form a habit of exercising daily for at least ½ hour.

When you get into the habit (commit 21 days) of including the 3 E's (**Elevate, Educate & Exercise**) into your daily routine, you will soon receive the benefits of adopting a more balanced lifestyle. At first you might think that you don't have the time...but you will discover that it's up to you to regulate your schedule. You own your own time...Repeat out loud,

**“I own my own time.” “I own my own time.”
“I own my own time.”**

STEP EIGHT

GOAL SETTING PRIORITIZING

What is your **ultimate goal** for your business? *In five years I see my business...*

What goal have you set for this **year** that assists you in achieving your **ultimate goal**?

What goal have you set for this **month** that assists you in achieving your **ultimate goal**?

What goal have you set for this **week** that assists you in achieving your **ultimate goal**?

Go back to your Projects List. Make a list of all of the projects that you want to accomplish for this year. (Make sure that they applied to your **ultimate goal**.)

Look over your list and number the items based on their importance. Beside each item list who (which team player) will be performing this function...Sales Manager, Operations Manager, Financial Manager, or the C.E.O)

STEP NINE

PROMOTE YOUR BUSINESS SELL YOURSELF

Now that you are aware of what you are selling and who's on your team, you have your business plan written and you own your own time...what's next? You have to sell your product. For some this is the most difficult. In some circles it is believed that selling is a bad thing especially when it comes to selling yourself. The fact is "we are selling ourselves to others...daily"!

Many times our upbringing, past events or just plain fear of the unknown, holds us back from reaching our goals and achieving success. Sometimes hearing the word "NO" can create a negative fearful image that can also hold us back.

Below are some quotes about selling. *Read these quotes then add more to your journal.*

"There is no failure except in no longer trying. There is no defeat except from within, no really insurmountable barrier save our own inherent weakness of purpose."
– Frank McKinney

"Free enterprise means that the more enterprising you are, the freer you are."
– Mark Victor Hansen

"It is not your customer's job to remember you. It is your obligation and responsibility to make sure they don't have the chance to forget you."
– Patricia Fripp

Marketing Promotion And Sales

There are many areas today where you can sell your I.P.P. and promote your services. Below are some tips that will help you.

- 1. Intimately get to know your product.**
- 2. Always have your *professional looking* business cards, up-to-date and handy to give to everyone.**
- 3. Educate your friends and family about what you do.**
- 4. Open a neighborhood store. Sell items directly in your store.**

5. Intern with a person who's already established, purchase this business and keep them on as a consultant until you have mastered your craft and sales technique.
6. Buy a franchise. Research and study the companies' guide on how they sell, as an individual owner and joint sales through the corporation.
7. Create a website, or auction sales through Ebay or similar companies.
8. Sell items on the internet through affiliate marketing.
9. Create a presence for yourself and your company on www.myspace.com or other free areas.
10. Network, network, network!

STEP TEN

KEEPING YOUR FOCUS ON "DOING IT NOW"

It is very difficult with all of the distractions that we face each day, to overcome the urge to "do something else, anything else" when it comes to completing major projects. Procrastination can deplete you of your vital energy, progress and ultimate happiness. Procrastination is a thief! It steals your time and income.

Rise above this devious device that keeps you from accomplishing your goals.
Reminders (when you start drifting off)

1. **Tough! I want the advantages of getting it done! I will get it out of the way...DO IT NOW!**
2. **NO Business NO Money NO Opportunities NO creative openings NO Nest-egg NO Blessing others NO vacations NO needed wardrobe NO freedom**
3. **No to others means Yes to me!**
4. **See the value...create the market place...have a payday...save and create a residual income flow for the future**
5. **I am a worthy opponent...I will create win-win situations...I can I will and I must**
6. **With God all things are possible.**
7. **I can do all things through Christ who strengthens me!**
8. **Create a solid plan...Work your plan...Reap the rewards!**
9. **Today is the day to begin my victory over finances**

10. Focused Mindset Outcome