

# The Baseline For An Online Business: A Common Conversation With New Entrepreneurs

## 1. Has a job or previous business.

There is a base skill set that this person already possesses. In fact, they were paid healthy salaries or fees by their employers or clients for these skills.

## 2. Wants to go out on their own.

Despite having a successful job, they want the freedom to do their own thing. Control their own time. Control how much they make. General desire for freedom.

## 3. Has decided an online business is the way to go.

The person has bought a bunch of info products that teach how to make money in an online business. Anything from building a blog, to building a list, promoting affiliate products and so on.

## 4. Has had little sustained success in doing so.

They may have made a few affiliate sales here and there promoting random products to a random list they built on a blog or squeeze page. But there is nothing really to build upon.

Once I get a complete understanding of their current situation and their entrepreneurial goals, this is where the conversation goes next...

**1. Current Skills:** What are your existing skills that are worth money? Think about things you've done in your job that brought you a salary.

**2. Monetize Existing Skills:** How can you monetize your EXISTING skills under the umbrella of your own business? Tip: it is going to be hard enough to find clients as a new business owner. Don't put yourself at a disadvantage by trying to sell something you have little to no experience doing

## 3. Forget About Your "Passions" And Get Passionate About Building A Reputable Business

"What about my passions? I want to quit my job because I no longer enjoy this line of work." See step 2. If you want to be in business for yourself, your primary goal is to generate revenue. Your existing skills are worth the most money. Shift your focus away from the topic itself and focus on being PASSIONATE about being excellent at whatever you do. Build an amazing business that thrills your clients. Create products and services that over deliver and exceed client expectations the best you possibly can. Your drive to be excellent will fulfill all your needs to feel "passion" in your business. Besides, if your passion is baseball cards... I guarantee you will get "sick" of baseball cards once you have to focus on selling them all day long. You'll never get sick of building an elite company that specializes in baseball cards. Your sense of accomplishment of creating a business that people love is where the passion will come from.

## 4. Focus On Building A Platform

By doing the previous step, you build a platform and make money following the path of least resistance. You will then have an audience who knows/likes/trusts you. NOW, you can explore other avenues, niches, interests. If you build your new projects with the same level of excellence you have displayed so far, those same people will follow you (and probably refer you) in your new endeavors.

Having covered these 4 important pieces here are some immediate "to do" items. I suggest you do these for yourself as well...

**1. List Your Skills:** Make a list of your skills that are worth money. Think specifically about previous job(s) and skills you were paid for.

**2. Market Your Skills:** Now think about a market (or niche) where you could package these same skills into products and services.

**3. Create An Offer:** You have skills and a target market. Now, create "some" kind of offer you can sell starting today. Could be as simple as freelance services.

This Report Has Been Brought to you by Justin Popovic:

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