Online Business Success Roadmap

(For coaches, consultants, experts, authors, trainers and healers)

	Dreamer	Explorer	Rising Star	Empire Builder	Legacy Builder
State	Many ideas Lots of passion No clear niche or direction Lots of questions Don't know where to get started **Top priority:** making money	Doing everything yourself Trying things to see if they work Learning and testing Working too many hours Often overwhelmed and stretched thin **Top priority**: getting clients and consistent money flow	Team leader Working smarter Repeating successful actions Starting to see some big returns and real success **Top priorities:** investing in support, scaling and automating	CEO of your business Focusing only on your genius Working on business, not in it Seen as one of the top industry players **Top priority:** building a reliable team that can run the entire business	Business runs on its own, stable and profitable Focus is on leaving a powerful legacy Building visionary brand Starting a movement **Top priority:** making an impact in the world and changing lives
Visibility	No online presence No social media presence Invisible "Best kept secret"	Small social media following Word-of-mouth referrals	Becoming the "go-to-expert" in your field Strong social media following Seen as a role model	Guru Well-known authority and influencer Clients dream about working with you	Known supporter or a spokesperson for a cause or a mission
Spiritual & Personal Development	Believe that all solutions and answers come from the outside.	Getting interested in spiritual and personal development	Starting to invest in spiritual and personal development programs and coaches	Working on yourself as much as you work on business	Spiritual and personal growth evolution at its peak.
Income	Under $20K a year	Under $100K	$100K+	$500K+	$3M+
Clients	No paying clients Trade or free clients	1-10 clients Mostly 1:1 work Have to work hard to get clients	Selected 1:1 clients Group coaching clients Clients in programs Clients come easy	Hundreds of clients in leveraged programs Clients seek you out	There is a never-ending stream of clients Clients are taken care by the systems and the team
List	No list	1000+	1K-20K	20K-100K	100K+

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Team	No team	VA or general assistant	Small team Specialized support for projects (copywriter, tech VA, etc…)	All needs are met by in-house team or by outsourcing to high-end agencies (i.e. sales)	Team runs the entire business
Personal Support	No formal support Most decisions made alone	Joining networking groups Connecting with like-minded entrepreneurs for peer-support Low-level masterminds 1 business coach	1-3 coaches (business, mindset, health, etc…) High level mastermind Surrounding yourself with "movers" and "shakers" and other "rising stars"	2-5 specialized coaches 2-3 high level masterminds Strong network and support from other top industry players	Coaches and healers for personal development High level masterminds (business and personal development)
Leveraged Group Offers	No info products or group programs	No evergreen programs One or more of the following: 1:1 coaching Group coaching Online program	5-10 online programs, live and evergreen Group coaching Masterminds Events, workshops or retreats	Range of programs and products from low-end intro programs, to high end premium packages. High end masterminds Multiple live events	All offers are leveraged
Automation	No automation	Beginnings of automation (i.e. online apt scheduler) Start-up level CRM solutions (i.e. Mailchimp)	Investing in and up-leveling automation technology in all aspects of business	Most processes are automated and optimized. Enterprise- level solutions (i.e. InfusionSoft)	All processes are automated and optimized.
Marketing	No website No clear marketing message No marketing materials No online marketing No JV partners	Website and branding Marketing materials for some offers Small internal launches A small number of lead magnets, webinars, opt-in offers. A handful of JV partners on a peer level	Multiple lead magnets and automated funnels Opt-in and sales pages are optimized for several offers Multiple JV partners eager to promote Regular internal and JV launches	Multiple optimized and scaled automated funnels Big JV launches Marketing team is up to-date on all trends and platforms	All marketing is optimized and team handles all marketing needs

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