Online Business Success Roadmap

Dreamer

Joys of this phase: Naiveté, the sky is the limit, big visions, don't see any obstacles.

Pain Points/Challenges: Don't know where to start, what to do, no clarity on what needs to be done and in what order. Afraid to fail, especially in the eyes of spouse, or parents.

Explorer

Explorer begins when a Dreamer starts taking action.

Joys of this phase: Learning and trying a lot of new things.

Pain Points/Challenges: Shiny object syndrome. Start and fail. Feels like you keep going in circles. Not sure if success is a fluke. A lot of hard work and long hours. Lots of action with little results. Doing everything yourself (for the most part).

Rising Star

Rising Star begins when an Explorer starts repeating successful actions.

Joys of this phase: Finally making money. Getting clients becomes more effortless. Starting to build a team to support you, so you can focus on what you do best.

Pain Points/Challenges: Growing pains. Expenses of a team, systems and technology. Still working too many hours.

Empire Builder:

Empire Builder begins when a Rising Star removes him/herself from every day business-running activities and become a CEO and vision maker.

Joys of this phase: Can focus on your genius. Working on your business, not in your business.

Pain Points/Challenges: Micromanaging. Building a fully functioning team. Trusting team leaders. Disconnect from day-to-day operations.

Legacy Builder

Legacy Builder begins when an Empire builder reaches the personal vision of business success.

Joys of this phase: Money is no longer a concern. Can focus on making an impact in the world.

Pain Points/Challenges: Creating a lasting impact. Guilt of disengagement from the business.