

A woman in a white shirt is standing on a stage, presenting to a large audience seated in rows of chairs. A large screen behind her displays a presentation slide. The entire image has a blue tint.

THE SIMPLE, STRESS-LESS Roadmap for Online Business Success



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Online educator

3-time author

Keynote speaker

Business coach

Does this sound like you?

“I’ve tried everything and
it’s just not working”

Does this sound like you?

“I have limited time
but I want to see results”

Does this sound like you?

“I feel like I’m working in
solitary confinement”



1

How to shrink your
to-do list by 75% today



2

The 3 focus-killers to
avoid so you can get
more done this year



3

How to take the fast-track to BIG progress in 2019



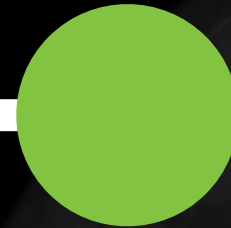
4

Live Q&A with
on-the-spot coaching





BIG Brand
System
founded



2010



The struggle!



2010



2012



Began dialing
back my offline
business

2012



Joined team at
Copyblogger

2014



The lightbulb!

2014

2017



Began
teaching
Plan &
Grow BIG

2017

Appetizers

FRIED MUSHROOMS	7.45
CHICKEN FINGERS (4)	7.25
MOZZARELLA STICKS (6)	7.25
POTATO SKINS	6.95
with Crispy Bacon or Biscuits	
BUFFALO WINGS (10)	7.99
JALAPEÑO POPPERS	7.45

SAMPLER PLATTER	9.99
with 2 Wings, 2 chicken fingers, 2 jalapeño poppers, 2 mozzarella sticks and onion rings	
ONION RINGS	5.95
QUESADILLAS Grilled peppers, onions & tomatoes on a tortilla shell with cheddar, salsa and sour cream	6.75
WITH CHICKEN	8.75

Soups

Please Ask Your Server for the Soup of the Day
Cup 2.50 + Mod Bowl 2.95
Lrg Bowl 3.99
FRENCH ONION SOUP 4.25

Healthy Specials

Served with Cup of Soup

LOW-CAL TURKEY with Pineapple rings, cottage cheese, hardboiled egg, lettuce and tomato wedges	10.25
BURGER PATTIES with Cottage cheese and fruit	10.25
STUFFED TOMATO with Tuna Salad or Chicken Salad	10.25
GRILLED CHICKEN BREAST with fruit	10.25

Fresh Garden Salads

Served with Cup of Soup and Choice of Dressing

MEDITERRANEAN FOUR SEASONS SALAD Spring mix, spinach, carrots, onions, cucumber, tomato, corn, mushrooms, feta cheese and olives	9.45
GREEK SALAD a blend of lettuce, tomato, cucumber, green pepper, feta cheese, kalamata olives, stuffed grape leaves and anchovies topped with our homemade dressing, served with pita bread	8.95
CHEF SALAD Juliette of ham, turkey, roast beef and Swiss cheese with Hardboiled Egg Garnish	10.45
SPINACH SALAD Fresh spinach leaves with mushrooms, bacon and croutons with choice of dressing	10.45
CAESAR SALAD Dispersed lettuce with croutons and grated cheese, topped with our creamy Caesar dressing	6.95
with Grilled Chicken Breast	10.45
with Grilled Shrimp	12.95
GRILLED CHICKEN BREAST over Mixed green salad, served with choice of dressing	10.45
GRILLED FILET OF SALMON over Mixed green salad, served with choice of dressing	12.95
GRILLED SHRIMP over Mixed green salad, served with choice of dressing	12.95
SIDE SALAD	4.95



Cold Platters

Served with Lettuce, Tomato, Cole Slaw, Hardboiled Egg and Potato Salad

CHICKEN SALAD PLATTER	9.95
TUNA SALAD PLATTER	9.95
EGG SALAD PLATTER	9.95
FRUIT SALAD PLATTER with Sherbet or cottage cheese	9.95



Steaks

Served with French Fries or Chips, Cole Slaw and Pickle	
PHILLY CHEESE STEAK	8.45
with Onions, peppers and mushrooms	
CHICKEN CHEESE STEAK	7.45
BUFFALO CHICKEN CHEESE STEAK	7.95
PLAIN STEAK	6.45
CHEESE STEAK	6.95
PIZZA STEAK	7.25



Hoagies

With Lettuce, Tomato & Onion.
All Served with French Fries or Chips, Cole Slaw & Pickle
TURKEY & CHEESE HOAGIE
ROAST BEEF & CHEESE HOAGIE
TUNA SALAD HOAGIE
CHICKEN SALAD HOAGIE
ITALIAN HOAGIE with Mozzarella
HAM, TURKEY & CHEESE HOAGIE
AMERICAN HOAGIE with Ham, salami & cheese



Cold Sandwiches

All Served with French Fries or Chips, Cole Slaw & Pickle	
LIVERWURST & ONION	6.45
SLICED TURKEY with Lettuce	7.95
ROAST BEEF with Lettuce	7.95
EGG SALAD with Lettuce	6.95
TUNA SALAD with Lettuce	7.25
CHICKEN SALAD with Lettuce	6.95
HAM SANDWICH with Lettuce	6.75
BLT Crispy bacon, lettuce & tomato	6.95



Hot Sandwiches

Served on Your Choice of Bread with French Fries or Chips, Cole Slaw & Pickle	
GRILLED CHEESE	5.95
with Tomato	6.25
with Crispy Bacon, Ham, Pork Roll or Oiler Meat	7.45
MEATBALL PARMIGIANA	7.45
HOT ITALIAN SAUSAGE PARMIGIANA	7.45
CHICKEN PARMIGIANA	7.45
GYRO with Lettuce, tomato, onion & Tzatziki sauce	7.45
FRENCH DIP with American cheese & au jus	7.95
HOT DOG (2)	6.25
CRAB CAKE on a Kaiser roll with lettuce & tomato	10.45
FRIED FLOUNDER on a Torpedo roll	9.95



Side Orders

ONION RINGS	5.95
SPAGHETTI	4.95
FRENCH FRIES	3.75
WITH CHEESE SAUCE	4.75
VEGETABLES	1.99
GARLIC BREAD	1.99



Wraps

Served with French Fries or Chips, Cole Slaw and Pickle On White, Wheat or Spinach Tortilla	\$8.95
TOSCANA CHICKEN WRAP with Fresh spinach, mushrooms, roasted peppers & fresh mozzarella cheese	
BUFFALO CHICKEN WRAP with Roasted peppers, hot sauce and bleu cheese	
CHICKEN CAESAR WRAP with Grilled chicken and tomato on Romaine lettuce	
TURKEY WRAP (Hot) with Crispy bacon, lettuce, tomato, onion & cheddar	
CHEESE STEAK WRAP with Lettuce, tomato & onion	
TEX-MEX WRAP with Grilled chicken, cheddar, rice pilaf, hot peppers and sour cream	
VEGETABLE WRAP with Grilled zucchini, onion, peppers, spinach, broccoli, mushrooms & provolone cheese	
EGG SALAD with Bacon, lettuce and tomato	
BACON CHEESEBURGER WRAP with Bacon, lettuce and tomato	

Melts

Served with French Fries or Chips, Cole Slaw and Pickle	
1. REUBEN MELT with Sauerkraut, corned beef, Swiss cheese and Russian dressing	\$8.95
2. CRABMEAT MELT with Tomato and Swiss cheese on an English muffin	
3. CHICKEN BREAST MELT with Mushrooms and provolone cheese	
4. PATTY MELT with Onions, mushrooms and Swiss cheese on rye	
5. TUNA MELT with Tomato and American cheese on rye	
6. CHICKEN CORDON ROUGE MELT Served on Kaiser roll	
7. MONTE CRISTO on French toast with turkey, ham and melted Swiss cheese	
8. TURKEY on Rye with cole slaw, Russian dressing and Swiss cheese	

Kiddies' Meals

For Children Ages 10 & Under.

Served with Small Milk or Soda and Jello or Pudding

SPONGEBOB SPECIAL Tuna fish sandwich with french fries	
ELMO'S ENTREE Chicken fingers and french fries	
SPIDERMAN'S SPAGHETTI Spaghetti and meatball	
BARNYARD BURGER Hamburger on toasted roll with french fries	
AWATARTURKEY Roast turkey with potatoes	
DORA DOG Hot dog with french fries	
BLUE'S CLUES FAVORITE Grilled cheese with french fries	
SUPERMAN Pizza	

Burgers - 8 oz.

All Burgers Served with French Fries or Chips, Cole Slaw and Pickle. All Deluxe Burgers are Served with Lettuce, Tomato, Onion Rings and Crispy Bacon	
HAMBURGER	6.75
CHEESEBURGER	7.45
PIZZA BURGER	7.45
MIX UP BURGER	8.45
TURKEY BURGER	7.45



Panini Sandwiches

Served with French Fries or Chips, Cole Slaw & Pickle	
CHICKEN MARINARA Breaded chicken breast, basil, tomato sauce and mozzarella cheese	\$8.95
LAMB GYRO Lettuce, tomato, onion and Tzatziki sauce	
BLACK & BLEU CHICKEN Chicken breast blackened, fried onions, mozzarella cheese, lettuce, tomato and bleu cheese dressing	
BUFFALO CHICKEN with Spicy wing sauce, lettuce, tomato and bleu cheese dressing	
BBQ CHICKEN with Shredded cheddar cheese, onion and BBQ sauce	
ROASTTURKEY with Bacon, mozzarella cheese and honey mustard	
CHICKEN BREAST with Bacon, American cheese, lettuce, tomato and ranch dressing	

Club Sandwiches

Served on Your Choice of Bread with French Fries or Chips, Cole Slaw and Pickle	
TURKEY with Crispy bacon, lettuce & tomato	\$8.95
ROAST BEEF with Crispy bacon, lettuce & tomato	
CHICKEN BREAST with Crispy bacon, lettuce & tomato	
EGG SALAD with Crispy bacon, lettuce & tomato	
HAM & SWISS with Lettuce & tomato	
HAMBURGER with Crispy bacon, lettuce & tomato	
CHICKEN SALAD with Crispy bacon, lettuce & tomato	
TUNA SALAD with Egg, lettuce & tomato	
CHEESE STEAK with Lettuce & tomato	

Hot Open Face Sandwiches

Served with house, greek or caesar salad, or soup and two vegetables	
1. ROAST BEEF with Gravy	
2. HAM with Gravy	\$11.45
3. MEATLOAF with Gravy	
4. TURKEY with Gravy & cranberry sauce	



ENTREES

Served with House, Greek or Caesar Salad or Soup and Two Vegetables

ROAST SPRING CHICKEN with Gravy	12.95
GRILLED CHICKEN CUTLET over Rice with garnish	12.45
BAKED MEATLOAF with Gravy	11.95
CLAM STRIPS with Onion rings & french fries	11.80
CHICKEN FINGERS DINNER (8)	10.95
Served with house, Greek or Caesar salad or soup and one vegetable	
ROAST TURKEY with Stuffing, gravy and cranberry sauce	12.95
CHICKEN BASKET with Onion rings and french fries	10.95
BAKED VIRGINIA HAM with Fruit sauce	11.95
SHRIMP BASKET with Onion rings and french fries	11.95



Daily Vegetables

Mashed Potatoes • Baked Potatoes
Pickled Beets • Cottage Cheese
French Fries • Home Fries • Potato Salad • Cole Slaw • Apple Sauce

Italian Specialties

Served with House, Greek or Caesar Salad or Soup

LASAGNA (Complete)	10.80
VEAL CUTLET with Linguini	14.45
VEAL PARMIGIANA with Linguini	16.40
CHICKEN CUTLET PARMIGIANA with Linguini	13.95
EGGPLANT PARMIGIANA with Linguini	10.95
SPAGHETTI with Meatball (Complete)	10.95
STUFFED SHELLS with Meatball (Complete)	10.95
CHEESE RAVIOLI with Meatball (Complete)	10.95
MANICOTTI with Meatball (Complete)	10.95
PASTA COMBO with Stuffed shell, manicotti, ravioli, penne and meatball	13.95
SHRIMP PARMIGIANA	17.95



List Building

FRIED MUSHROOMS 7.45
CHICKEN FINGERS (4) 7.25
MOZZARELLA STICKS (6) .. 7.25
POTATO SKINS 6.95
with Crispy Bacon or Biscotti
BUFFALO WINGS (10) 7.99
JALAPEÑO POPPERS 7.45



SAMPLER PLATTER 9.99
with 2 Wings, 2 chicken fingers, 2 jalapeño
poppers, 2 mozzarella sticks and onion rings
ONION RINGS 5.95
QUESADILLAS Grilled peppers, 6.75
onions & tomatoes on a tortilla shell
with cheddar, salsa and sour cream
WITH CHICKEN 8.76

YouTube

These limited time offers are only available
Cup 2.50 + Med Bowl 2.95
Lrg Bowl 3.00
FRENCH ONION SOUP 4.25

Content Marketing

Served with Cup of Soup
LOW-CAL TURKEY with Pineapple rings, cottage 10.25
cheese, hardboiled egg, lettuce and tomato wedges
BURGER PATTIES with Cottage cheese and fruit 10.25
STUFFED TOMATO with Tuna Salad or Chicken Salad 10.25
GRILLED CHICKEN BREAST with fruit 10.25

Creating Online Courses

Served with Cup of Soup and Choice of Dressing
MEDITERRANEAN FOUR SEASONS SALAD 9.45
Spring mix, spinach, carrots, onions, cucumber,
tomato, corn, mushrooms, feta cheese and olives
GREEK SALAD a blend of lettuce, tomato, cucumber, green pepper, 8.95
feta cheese, kalamata olives, stuffed grape leaves and anchovies
topped with our homemade dressing, served with pita bread
CHEF SALAD 10.45
Julienne of ham, turkey, roast beef and Swiss cheese with Hardboiled Egg Garnish
SPINACH SALAD 10.45
Fresh spinach leaves with mushrooms, bacon and crostons with choice of dressing
CAESAR SALAD Disproportionate lettuce with crostons and 6.95
grated cheese, topped with our creamy Caesar dressing
with Grilled Chicken Breast 10.45
with Grilled Shrimp 12.95
GRILLED CHICKEN BREAST 10.45
over Mixed green salad, served with choice of dressing
GRILLED FILET OF SALMON 12.95
over Mixed green salad, served with choice of dressing
GRILLED SHRIMP 12.95
over Mixed green salad, served with choice of dressing
SIDE SALAD 4.95



Affiliate Programs

Hardboiled Egg and Potato Salad

CHICKEN SALAD PLATTER 9.95
TUNA SALAD PLATTER 9.95
EGG SALAD PLATTER 9.95
FRUIT SALAD PLATTER 9.95
with Sherbet or cottage cheese



Facebook

Served with French Fries or
Chips, Cole Slaw and Pickle
PHILLY CHEESE STEAK 8.45
with Onions, peppers and mushrooms
CHICKEN CHEESE STEAK .. 7.45
BUFFALO CHICKEN
CHEESE STEAK 7.95
PLAIN STEAK 6.45
CHEESE STEAK 8.95
PIZZA STEAK 7.25



Online Funnel Building

With Lettuce, Tomato & Onion.
All Served with French Fries
or Chips, Cole Slaw & Pickle
TURKEY & CHEESE HOAGIE
ROAST BEEF & CHEESE HOAGIE
TUNA SALAD HOAGIE 8.25
CHICKEN SALAD HOAGIE
ITALIAN HOAGIE with Mozzarella
HAM, TURKEY & CHEESE HOAGIE
AMERICAN HOAGIE
with Ham, salami & cheese



Served on Your Choice of
Bread with French Fries or
Chips, Cole Slaw & Pickle
GRILLED CHEESE 5.95
with Tomato 6.25
with Crispy Bacon, Ham,
Pork Roll or Dillbe Meat 7.45
MEATBALL PARMIGIANA .. 7.45
HOT ITALIAN
SAUSAGE PARMIGIANA .. 7.45
CHICKEN PARMIGIANA 7.45
GYRO with Lettuce, tomato, 7.45
onion & Tzatziki sauce
FRENCH DIP 7.95
with American cheese & au jus
HOT DOG (2) 8.25
CRAB CAKE 10.45
on a Kaiser roll with lettuce & tomato
FRIED FLOUNDER 8.95
on a Torpedo roll



Podcasting

All Served with French Fries
or Chips, Cole Slaw & Pickle
LIVERWURST & ONION ... 6.45
SLICED TURKEY with Lettuce .. 7.95
ROAST BEEF with Lettuce 7.95
EGG SALAD with Lettuce 6.95
TUNA SALAD with Lettuce ... 7.25
CHICKEN SALAD with Lettuce 6.95
HAM SANDWICH with Lettuce 8.75
BLT Crispy bacon, lettuce & tomato 6.95



Live Video

SPAGHETTI 4.95
FRENCH FRIES 3.75
WITH CHEESE SAUCE ... 4.75
VEGETABLES 1.99
GARLIC BREAD 1.99

Instagram

Served with French Fries
or Chips, Cole Slaw and
Pickle On White, Wheat or
Spinach Tortilla 8.95
TOSCANA CHICKEN WRAP
with Fresh spinach, mushrooms, roasted
peppers & fresh mozzarella cheese
BUFFALO CHICKEN WRAP
with Roasted peppers,
hot sauce and blue cheese
CHICKEN CAESAR WRAP
with Grilled chicken and
tomato on Romaine lettuce
TURKEY WRAP (Hot) with Crispy
bacon, lettuce, tomato, onion & cheddar
CHEESE STEAK WRAP
with Lettuce, tomato & onion
TEX-MEX WRAP
with Grilled chicken, cheddar, rice
pilaf, hot peppers and sour cream
VEGETABLE WRAP with Grilled
mushrooms, onion, peppers, spinach,
broccoli, mushrooms & provolone cheese
EGG SALAD
with Bacon, lettuce and tomato
BACON CHEESEBURGER WRAP
with Bacon, lettuce and tomato

Webinars

Served with French Fries or
Chips, Cole Slaw and Pickle
1. REUBEN MELT 8.95
with Sauerkraut, corned beef,
Swiss cheese and Russian dressing
2. CRABMEAT MELT with Tomato
and Swiss cheese on an English muffin
3. CHICKEN BREAST MELT
with Mushrooms and provolone cheese
4. PATTY MELT with Onions,
mushrooms and Swiss cheese on rye
5. TUNA MELT with Tomato
and American cheese on rye
6. CHICKEN CORDON
ROUGE MELT Served on Kaiser roll
7. MONTE CRISTO on French toast
with turkey, ham and melted Swiss cheese
8. TURKEY on Rye with cole slaw,
Russian dressing and Swiss cheese

Guest Posting

Served with French Fries or
Chips, Cole Slaw and Pickle
SPONGEBOB SPECIAL
Tuna fish sandwich with french fries
ELMO'S ENTREE
Chicken fingers and french fries
SPIDERMAN'S SPAGHETTI
Spaghetti and meatball 5.95
BARNYARD BURGER Hamburger
on toasted roll with french fries
AWATARTURKEY Roast turkey with potatoes
DORA DOG Hot dog with french fries
BLUE'S CLUES FAVORITE
Grilled chicken with french fries
SUPERMAN Pizza

Twitter

All Burgers Served with
French Fries or Chips, Cole
Slaw and Pickle. All Deluxe
Burgers are Served with
Lettuce, Tomato, Onion
Rings and Crispy Bacon
HAMBURGER 6.75 7.75
CHEESEBURGER ... 7.45 8.45
PIZZA BURGER ... 7.45 8.45
MIX UP BURGER ... 8.45 8.45
with Onion, peppers, mushrooms
& provolone cheese
TURKEY BURGER .. 7.45 8.45



Conversions

or Chips, Cole Slaw & Pickle
CHICKEN MARINARA 8.95
Breaded chicken breast, basil,
tomato sauce and mozzarella cheese
LAMB GYRO
Lettuce, tomato, onion and Tzatziki sauce
BLACK & BLEU CHICKEN
Chicken breast blackened, fried
onions, mozzarella cheese, lettuce,
tomato and blue cheese dressing
BUFFALO CHICKEN
with Spicy wing sauce, lettuce,
tomato and blue cheese dressing
BBQ CHICKEN with Shredded
cheddar cheese, onion and BBQ sauce
ROAST TURKEY with Bacon,
mozzarella cheese and honey mustard
CHICKEN BREAST
with Bacon, American cheese,
lettuce, tomato and ranch dressing

Pinterest

Served on Your Choice of
Bread with French Fries or
Chips, Cole Slaw and Pickle
TURKEY 8.95
with Crispy bacon, lettuce & tomato
ROAST BEEF
with Crispy bacon, lettuce & tomato
CHICKEN BREAST
with Crispy bacon, lettuce & tomato
EGG SALAD
with Crispy bacon, lettuce & tomato
HAM & SWISS with Lettuce & tomato
HAMBURGER
with Crispy bacon, lettuce & tomato
CHICKEN SALAD
with Crispy bacon, lettuce & tomato
TUNA SALAD
with Egg, lettuce & tomato
CHEESE STEAK
with Lettuce & tomato

Opt-in Incentives

caesar salad, or soup and
two vegetables
1. ROAST BEEF with Gravy
2. HAM with Gravy 11.45
3. MEATLOAF with Gravy
4. TURKEY with Gravy & cranberry sauce



Sales Pages

Served with French Fries or
Chips, Cole Slaw and Pickle
or Soup and Two Vegetables

ROAST SPRING CHICKEN with Gravy .. 12.95
GRILLED CHICKEN CUTLET 12.45
over Rice with garnish
BAKED MEATLOAF with Gravy 11.95
CLAM STRIPS 11.80
with Onion rings & french fries
CHICKEN FINGERS DINNER (8) ... 10.95
Served with house, Greek or
Caesar salad or soup and one vegetable
ROAST TURKEY 12.95
with Stuffing, gravy and cranberry sauce
CHICKEN BASKET 10.95
with Onion rings and french fries
BAKED VIRGINIA HAM with Fruit sauce 11.95
SHRIMP BASKET 11.95
with Onion rings and french fries



Daily Vegetables

Mashed Potatoes • Baked Potatoes
Pickled Beets • Cottage Cheese
French Fries • Home Fries • Potato
Salad • Cole Slaw • Apple Sauce

Search Engine Optimization

Served with French Fries or
Chips, Cole Slaw and Pickle
LASAGNA (Complete) 10.80
VEAL CUTLET with Linguini 14.45
VEAL PARMIGIANA with Linguini 16.40
CHICKEN CUTLET PARMIGIANA ... 13.95
with Linguini
EGGPLANT PARMIGIANA with Linguini 10.95
SPAGHETTI with Meatball (Complete) ... 10.95
STUFFED SHELLS with Meatball (Complete) 10.95
CHEESE RAVIOLI with Meatball (Complete) 10.95
MANICOTTI with Meatball (Complete) ... 10.95
PASTA COMBO with Stuffed shells ... 13.95
monicozi, ravioli, penne and meatball
SHRIMP PARMIGIANA 17.95







1

ROADMAP STEP 1

**Shrink Your To-Do List
by 75%**

Plan & Grow BIG Online Business Success Roadmap

PLAN

In the **PLAN** stage, you're thinking, dreaming, and taking the first steps to set up your online business for future success.

When these items are done, you're ready to move to the BUILD stage.

- ☐ Pinpoint your ideal customer
- ☐ Choose your business name
- ☐ Create a tagline
- ☐ Build your visual brand
 - ☐ Colors
 - ☐ Fonts
- ☐ Plan your first online offer

BUILD

In the **BUILD** stage, you're focused on building your core online business elements — a website, an email list, and a first offer.

When these items are done, you're ready to move to the IMPLEMENT stage.

- ☐ Published website pages:
 - ☐ Home
 - ☐ About
 - ☐ Contact
- If possible, add these pages:
 - ☐ Content (blog, podcast, etc.)
 - ☐ Commerce (product/service)
- ☐ Minimum viable first offer created
- ☐ First funnel to move from prospect > customer

IMPLEMENT

In the **IMPLEMENT** stage, you're actively growing your email list, making offers, monitoring what works, and iterating.

When these items are done, you're ready to move to the GROW stage.

- ☐ At least 5,000 people on your email list
- ☐ Several product or service launches created and managed
- ☐ A product or service that converts consistently
- ☐ Comfort measuring data and iterating based on what you see

GROW

In the **GROW** stage, you're earning reliable income so you can invest back in your business with ads, affiliate programs, and part-or-full-time help.

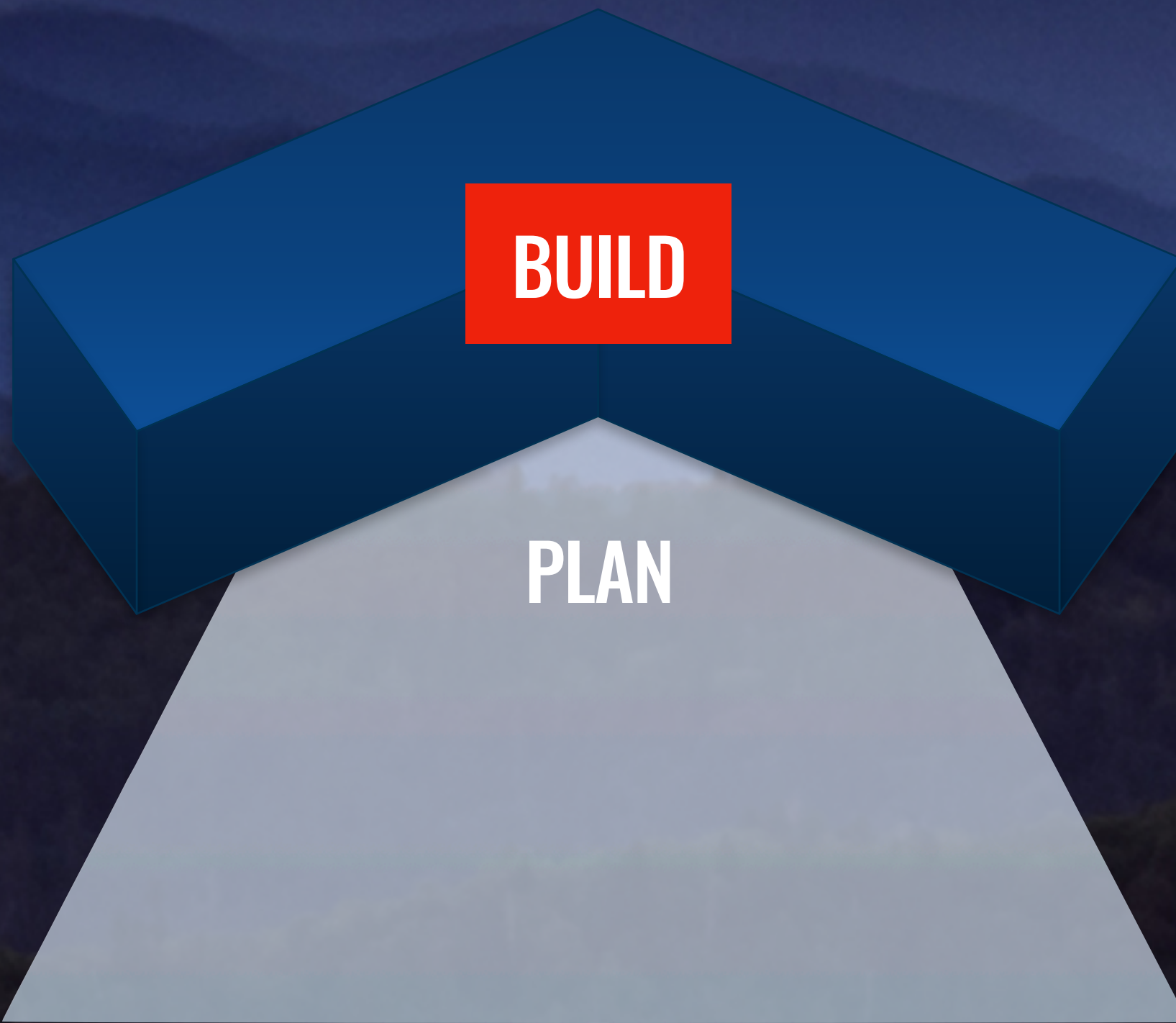
If you decide to add lines of business, just repeat the Plan & Grow BIG stages on this page.

- ☐ Focus on improving conversion rates for all offers
- ☐ Explore paid traffic and social platform ads
- ☐ Consider developing an affiliate program for your products or services
- ☐ Try joint venture offers
- ☐ Use Plan & Grow BIG to guide your efforts if you decide to add revenue streams

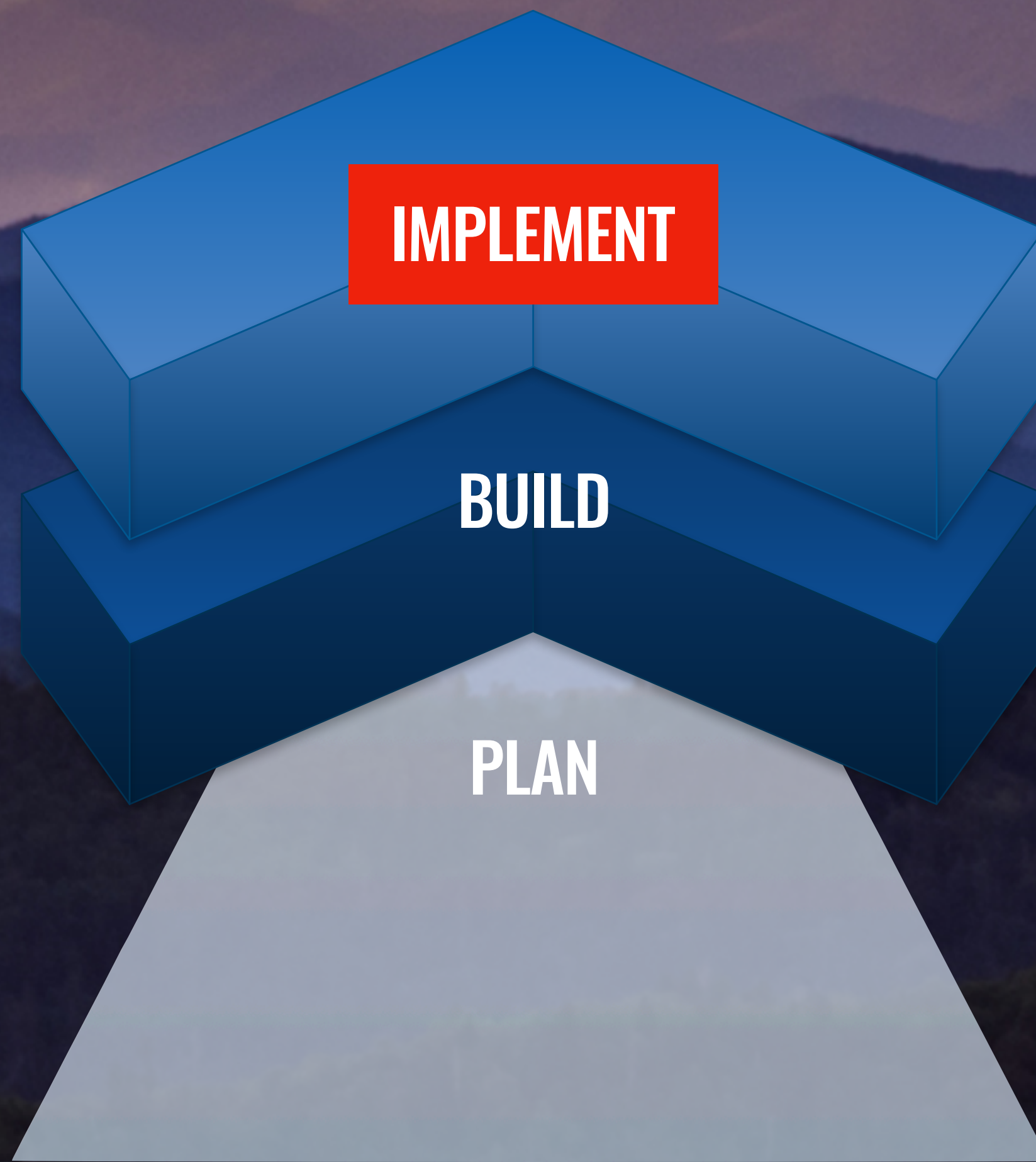
bigbrand.info/roadmap

Plan your brand
Plan your offers

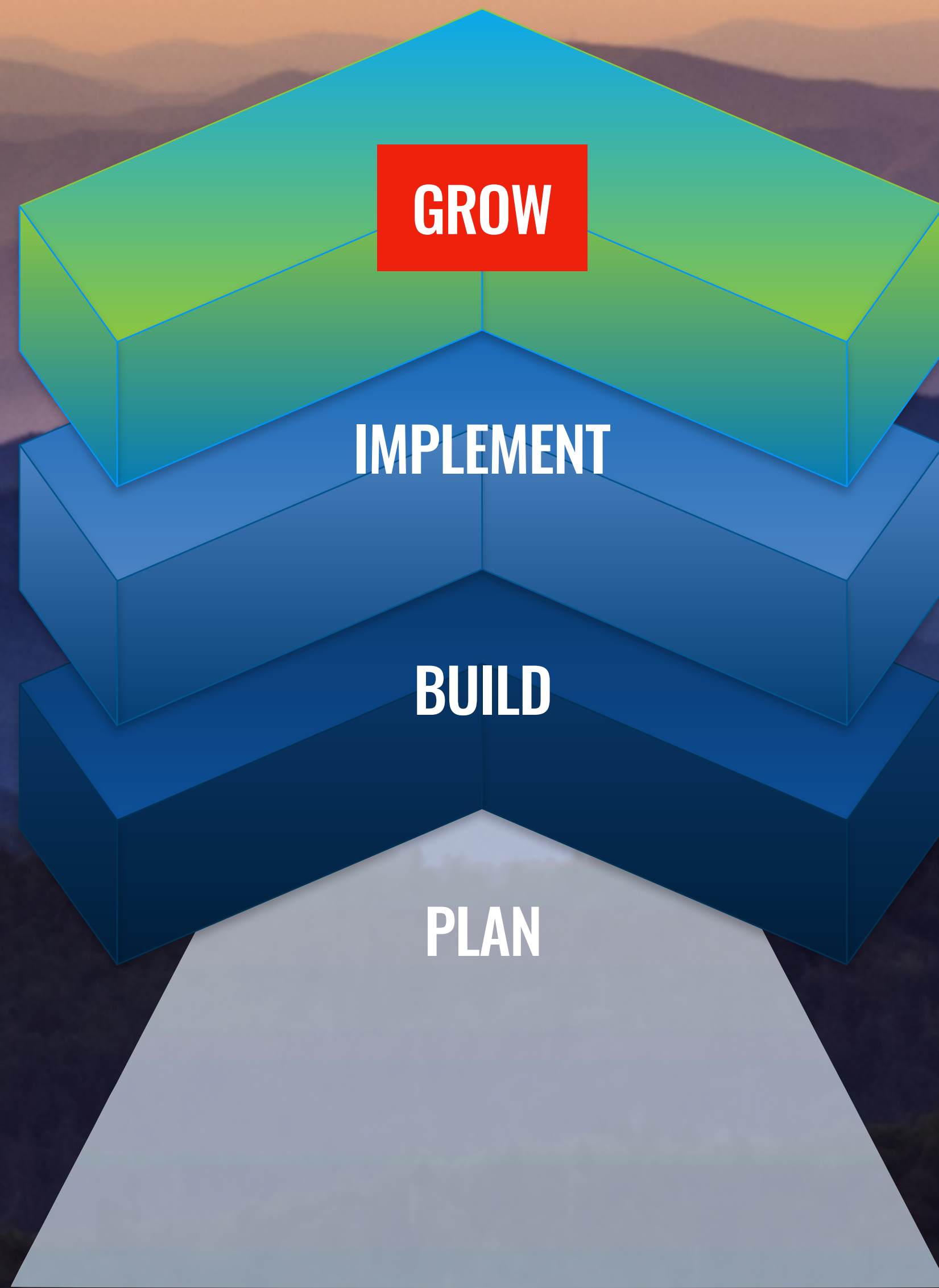
PLAN



Build your website
Build your email list
Build your offer



Implement your offers
Gather feedback and iterate
Focus on growing list



Grow revenues with:
Affiliate programs, ads,
evergreen offerings,
additional revenue streams

PLAN

In the **PLAN** stage, you're thinking, dreaming, and taking the first steps to set up your online business for future success.

When these items are done, you're ready to move to the BUILD stage.

- ☐ Pinpoint your ideal customer
- ☐ Choose your business name
- ☐ Create a tagline
- ☐ Build your visual brand
 - ☐ Colors
 - ☐ Fonts
- ☐ Plan your first online offer

BUILD

In the **BUILD** stage, you're focused on building your core online business elements — a website, an email list, and a first offer.

When these items are done, you're ready to move to the IMPLEMENT stage.

- ☐ Publish your website pages
 - ☐ Home
 - ☐ Contact
- If possible, add these pages:
 - ☐ Contact (blog, podcast, etc.)
 - ☐ Commerce (product/service)
- ☐ Minimum viable first offer created
- ☐ First funnel to move from prospect > customer

IMPLEMENT

In the **IMPLEMENT** stage, you're actively growing your email list, making offers, monitoring what works, and iterating.

When these items are done, you're ready to move to the GROW stage.

- ☐ Publish at least 5, 10, or more on your email list
- ☐ Several product or service launches created and managed
- ☐ At least one product or service that converts consistently
- ☐ Comfort measuring data and iterating based on what you see

GROW

In the **GROW** stage, you're earning reliable income so you can invest back in your business with ads, affiliate programs, and part-or-full-time help.

If you decide to add lines of business, just repeat the Plan & Grow BIG stages on this page.

- ☐ Focus on improving conversion rates for all offers
- ☐ Explore paid traffic and social platform ads
- ☐ Consider developing an affiliate program for your products or services
- ☐ Try joint venture offers
- ☐ Use Plan & Grow BIG to guide your efforts if you decide to add revenue streams

Focus **ONLY** on
rocking the stage
you're in



2

ROADMAP STEP 2
**Avoid These Three
Focus Killers**



FOCUS KILLER #1
Not having a
BIG motivation



WHY do you
want to build this
business?

WHAT will it do
for you, your family,
the world?



Write this down
and review it often!



FOCUS KILLER #2

**Not breaking down
business-building
projects into
doable pieces**



What are the
small steps that will
lead to the big project
getting completed?



Put those *steps* on
your to-do list ...
not the projects!

A target graphic with a blue arrow hitting the bullseye. The target has concentric rings of brown and white, and the arrow is a solid blue color.

FOCUS KILLER #3

**Not blocking out time
every week to work on
business-building projects**



Decide your highest-
value business
building projects
using the roadmap

A target with concentric brown and white rings is positioned on the left side of the image. A blue arrow with a white fletching is shown hitting the center bullseye. The background is a solid light green color.

Block out time on your
calendar and protect
these blocks like they're
appointments!

The key to making this work ...



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ROADMAP STEP 3
**How to Take
the Fast Track**



\$1,997



5 months



Investment = Implementation





Recap time!

PLAN

In the **PLAN** stage, you're thinking, dreaming, and taking the first steps to set up your online business for future success.

When these items are done, you're ready to move to the BUILD stage.

- ☐ Pinpoint your ideal customer
- ☐ Choose your business name
- ☐ Create a tagline
- ☐ Build your visual brand
 - ☐ Colors
 - ☐ Fonts
- ☐ Plan your first online offer

BUILD

In the **BUILD** stage, you're focused on building your core online business elements — a website, an email list, and a first offer.

When these items are done, you're ready to move to the IMPLEMENT stage.

- ☐ Publish your website pages
 - ☐ Home
 - ☐ Contact
- If possible, add these pages:
 - ☐ Contact (blog, podcast, etc.)
 - ☐ Commerce (product/service)
- ☐ Minimum viable first offer created
- ☐ First funnel to move from prospect > customer

IMPLEMENT

In the **IMPLEMENT** stage, you're actively growing your email list, making offers, monitoring what works, and iterating.

When these items are done, you're ready to move to the GROW stage.

- ☐ Publish at least 5, 10, or more on your email list
- ☐ Several product or service launches created and managed
- ☐ At least one product or service that converts consistently
- ☐ Comfort measuring data and iterating based on what you see


GROW

In the **GROW** stage, you're earning reliable income so you can invest back in your business with ads, affiliate programs, and part-or-full-time help.

If you decide to add lines of business, just repeat the Plan & Grow BIG stages on this page.

- ☐ Focus on improving conversion rates for all offers
- ☐ Explore paid traffic and social platform ads
- ☐ Consider developing an affiliate program for your products or services
- ☐ Try joint venture offers
- ☐ Use Plan & Grow BIG to guide your efforts if you decide to add revenue streams

How to FOCUS on rocking the stage you're in

- 
- **Keep your BIG motivation front and center**
 - **Break big projects down**
 - **Block out time to finish them**



Investment = Implementation





Live Q&A!