

# Building a Business with ZERO

## BOOTSTRAPPING

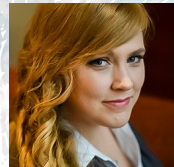
**LIVE TRAINING**

**December 22nd, 2016**

8pm EST, 7pm CST, 6pm MST, 5pm PST

## Hosted by:

**Julie Stoian**



Julie is a strategist, coach, consultant, and dedicated doer of things. She's here so you can earn back weeks of your time not scouring YouTube for the best tutorials or trying to figure out what tools to use, but instead, spend all that energy creating a business you love. Julie is a co-founder of Create Your Laptop Life, and co-owner of Pipe & Lime Media.



# Agenda

1. How to setup a business with no money
2. What to spend money on once you have it
3. How my business ran when I got started
4. Realistic Expectations on a budget of zero



# Introduction

# Julie Stoian

- **THEN**

- Started my freelance business bidding on copy jobs on Textbroker for \$5.00 an article!
- Dabbled in Mechanical Turk which paid me .05 a job.
- Eventually I worked my way to Upwork where I charged a whopping \$16.67 an hour.

- **NOW**

- Pipe & Lime Media.
- Hourly rate is 250.00 an hour and we regularly pull in \$20-30k a month.
- Agency, with a full team.



# SETTING UP WITH NOTHING

# THINGS YOU NEED TO DO

A Way to Advertise Your Business

A Way to Find Work

A Way to Book Calls

A Way to Submit Proposals

A Way to Process Contracts

A Way to Take and Receive Payment

A Way to Communicate with Clients

A Way to Manage Projects

A Way to Get Feedback

# THINGS YOU NEED TO DO

## A Way to Advertise Your Business

- Facebook Business Page
- LinkedIn Profile
- PDF Document
- WordPress.com Free Blog

# THINGS YOU NEED TO DO

## A Way to Find Work

- Facebook
- Friends and Family
- LinkedIn
- Cold Pitching to Local Businesses
- Virtual Assistant Groups



# THINGS YOU NEED TO DO

## A Way to Book Calls

- Telephone and Google Calendar
- Calendly Free Version
- Acuity Free Version

# THINGS YOU NEED TO DO

## A Way to Submit Proposals

- Google Doc
- Word Doc
- Well Formatted Email

# THINGS YOU NEED TO DO

## A Way to Process Contracts

- Digisigner/HelloSign is free for 3 contracts a month
- Good ol' fashion PDF, tell them sign, take a photo and return (don't laugh, I did it)
- Echosign
- <https://www.hellobonsai.com/>
- DocuSign

# THINGS YOU NEED TO DO

## A Way to Take and Receive Payment

- Paypal
- Snail Mail
- On the phone with CC and Stripe
- Waveapps.com
- Slimtimer.com
- <https://www.hellobonsai.com/>

# THINGS YOU NEED TO DO

## A Way to Manage Projects

- Basecamp
- Asana
- Google Sheets
- [www.teamwork.com/startups](http://www.teamwork.com/startups)
- Trello
- Todoist
- Workflowy
- MacNotes
- Evernote
- Dubsado



# THINGS YOU NEED TO DO

## A Way to Communicate with Clients

- Phone
  - Email
  - FB Messenger
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# THINGS YOU NEED TO DO

## A Way to Get Feedback

- Google forms
- Email
- Free Typeform

# WHEN IT'S TIME TO SPEND MONEY

- **SKILL:** When you need better skills to raise your prices
- **STRATEGY:** When you need strategy
- **VISIBILITY:** When you need to buy into a network that gets you in front of more people





# WHEN IT'S TIME TO SPEND MONEY

- First of all, understand how **CRAZY** it is that we can even ask this question after we're in business. Most business models can't even imagine starting with **ZERO**.

# WHEN IT'S TIME TO SPEND MONEY

- SKILL: When you need better skills to raise your prices
  - Most hourly rate caps around \$30 an hour until you can whip out...
    - Web Design
    - Online Business Management
    - Ads
    - Direct Response Copy
    - Sales Funnels

# WHEN IT'S TIME TO SPEND MONEY

- STRATEGY: When you need strategy
  - You're booked and still broke
  - You want to scale through list building, marketing, and content
  - You want to learn how to add strategy to your packages

# WHEN IT'S TIME TO SPEND MONEY

- **VISIBILITY:** When you need to buy into a network that gets you in front of more people
  - It's **WHO** you know
  - Sometimes the only way in, is to pay your way in
    - This isn't unethical

# WHAT IS A WASTE OF MONEY

*At the beginning anyway...*

- Fancy Website
- Professional Branding & Logos
- Marketing Tools like ConvertKit, Landing Page Software. The danger of following the gurus...specifically FOR VAs.
- Quickbooks, Freshbooks, etc.
- Social Media Schedulers
- Pro Project Management Software

# WHAT IS A GOOD INVESTMENT

*At the beginning....or ANYTIME*

- Skills Training Classes
- Mentorship with someone who can help you grow
- Networks that offer job opps and resources
- Contracts and accounting/legal help
- Professional Photos!

# WHAT IS A GOOD INVESTMENT

*Once you're making money and need to GROW*

- Marketing Software
- Professional Website and Branding
- Advertising Budget
- Higher end business coaching
- Courses on high-level skillsets
- Subcontractors

# HOW DO YOU KNOW WHERE YOU'RE AT?

- \$0-\$1000 --> Beginner VA
  - Admin, EA, social media, interning on sales funnels or ads, blog design, freelance writing
- \$1000-\$3000 --> Stable VA
  - Tech VA, OBM, Social Media, Copywriting, Ads, Funnels, Web Design
- \$3000-\$5000 --> Advanced VA
  - Higher level skills mainly designers, ad strategists, copywriters, sales funnels, web design, or VAs that can handle multiple clients and projects
- \$5000-\$7000 --> GROWTHHACKING VA
  - Subcontracting, adding recurring revenue, growing your list, affiliate marketing is usually in play here
- \$7000 + --> Scale
  - Consulting
  - Recurring Revenue
  - Agency Development





**QUESTIONS?**