

SHINE *online*

How to Start a Successful Virtual
Business and Gain the Freedom and
Flexibility to Live Your Best Life, Now!



MEGAN MEYERS



SHINE Online

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By Megan Meyers

Founder of the SHINE Online Program

SHINE Online

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This book is dedicated to those who dare to open their minds to new possibilities. May you have the courage to live the life of your dreams – on your terms – and delight in the journey along the way.

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Foreword

Given the title, you might think you're holding a book about creating a successful online business, but you'd be wrong. This book is more of a roadmap, almost a blueprint, on how you can use the massive power of the internet to attract a steady stream of customers and prospects to your online business, so you too can SHINE Online and live your best life.

Seems like a big promise, I know. Let me explain!

As an author and business coach, I frequently get asked to review and recommend books. As much as it is an honor to be asked, I have to say no to most requests purely based on my busy schedule.

When my friend and client, Megan Meyers, asked me to be part of her book, I will confess that it was an easy yes! Before I tell you why, let me share one of my favorite quotes.

Samuel Clemens, known by his pen name Mark Twain, famously said: "Twenty years from now, you will be more disappointed by the things you didn't do than by the ones you did. Explore. Dream. Discover." This quote completely embodies how Megan lives her life, and now how she is helping women nationwide.

At a very young age, Megan understood what it means to not sit on the sidelines and merely dream of doing big things. Megan used her childhood passion for dance, and with little to no training in how to run a small business, she opened a dance studio in her home town.

She grew it to be a smashing success in most ways, with one glaring exception. The success Megan had created as a small business owner made it nearly impossible to be the stay-at-home mom she wanted to be. So, Megan created another business, online – you might say, her "Dream Business" that allowed her to be at home with her family and still make money!

Statistically, it is rare to become successful in business, let alone do it twice! Megan's new online business model allowed her to shine at home, and little did she know, she also began to shine in both her

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local community as well as her national internet-based community of fans and followers.

When Megan and I began working together, we were initially focused on growing her online business, Princess Ballerinas. And then, one fateful day a local mom asked Megan if she would share some of her wisdom about creating an online business. Boom! That's when success struck yet again for Megan Meyers.

Megan began creating yet another online business, SHINE Online! SHINE Online is centered around her desire to share her knowledge and experience with other women who also have a dream about creating a successful business online.

Megan has a huge heart, and while her desire is to help a lot of women start and grow successful online businesses, whether to be an additional revenue stream at home or perhaps help empty nesters create a new business all their own, Megan knew she had what it takes to inspire, motivate, and educate women.

However, Megan insisted the growth and success of her SHINE Online community not detract from her current dream lifestyle she is blessed to live and has worked so hard to create. So, Megan focused on offering two different levels of service (hint: a big business lesson here!).

One level would be a group membership model. At this level, women from all over the globe can take part in this dynamic community at a low monthly rate, and learn how to SHINE Online at their own pace.

Next, Megan created an "all in" SHINE Online Digital Diva Concierge Program that essentially is a complete "done-for-you" online business. With this program, Megan and her team create an online business for her VIP clients.

Two things I hope are obvious with this extremely exclusive option. One, the investment to have Megan and her team literally create your online business will not be for everyone, and two, the number of clients she can work with each year will be very limited.

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Whichever camp you might be in, the book you're holding, and that I encourage you to read, will shine a bright light on what is truly possible if you too want to start an online business. This book also provides some concrete steps you can take to get started.

I know it goes without saying that there are no guarantees in business. However, as a new entrepreneur, one of the smartest things you can do to accelerate your chances of success, is to learn from someone who has already created the type of success you want. If your desire is to create a successful online business, you can have no better mentor than Megan Meyers.

I'll close with that reminder from Mark Twain again - "Twenty years from now, you will be more disappointed by the things you didn't do than by the ones you did." Live a life of no regrets.

Cap't Jim Palmer – The Dream Business Coach
www.GetJimPalmer.com

Foreword

Preface

It Was Right Under My Nose!

Have you ever read a book that completely changed the way you saw the world? A book that presented such a radically different perspective that you were forever changed?

Let's face it, some things you just simply can't un-know.

I'll warn you now – this is one of those books.

A book that once you read it, there's no going back.

There's no going back to the way you used to think.

No going back to your old viewpoints.

No going back to your old excuses for why your life isn't the way you want it to be.

I'm about to present an alternative reality for you. A total paradigm shift. One in which **you** – yes you and only you – get to create the rules for your life. And yes, I'm talking about your home life, work life, and even your retirement!

How can I make such a bold statement and promise? I lived it. I went through this paradigm shift seven years ago... and my life has never been the same – never been better – since.

Eight years ago, I was a small-town dance studio owner in Napa, California. I was living the life of a typical small business owner, doing work I was passionate about but working 24/7 in my business with not much of a life outside of it.

Okay, zero life outside of my business.

Unless it was a studio-sanctioned trip out of town for a dance competition, my husband and I never even took a vacation.

But, to be honest, in the 15 years I spent running my dance studio, I didn't really mind the hard work and the hours. Again, I was doing work I was passionate about, and honestly, I thought it was normal to be working this many hours when you own a business! I was living the dream... or so I thought.

All of that changed in 2015 with the birth of my first child, Grant.

I immediately transformed from a card-carrying I'll-never-give-up-my-career-for-some-baby feminist to a 1950s cliché of a stay-at-home wife and mom.

Mother nature be damned.

As soon as that baby was in my life, there was nothing, I mean **nothing** more important than taking care of him and spending all my time doing so. Suddenly working in my business 24/7 was no longer what I wanted. Not even close.

However, totally giving up everything I had built over the past 15 years (including my six-figure income) didn't feel right either.

What's a business owner turned new mom to do?

At the time, I thought that simplifying my business would be a good middle ground. My studio served hundreds of students of all ages, but my most successful program was my Princess Ballerinas program I had developed for preschoolers. My Princess Ballerinas families were also the easiest to market to and the easiest to serve. It was also my biggest money maker and most profitable.

So I hired a consultant to help me simplify my business by focusing only on my Princess Ballerinas program. I thought that I could even easily open multiple locations because it was such a systemized, well-developed program. And it had certainly proven to be highly successful in my own studio.

However... what my consultant said to me on our first call wasn't at all what I expected. I had no idea of the paradigm shift that was about to occur.

She agreed that I should focus my attention on my highly successful, and proven, Princess Ballerinas program, but she presented a totally new option to me. Something I didn't even have the capability to recognize on my own because it was so radically different from what I had been doing.

Instead of opening multiple Princess Ballerinas locations, she asked, "Why don't you just package it up and share it with other studio owners?"

Just like that. So matter-of-factly. So simple.

SHINE Online

It Was Right Under My Nose!

Like I could just do that?!?!

But after allowing the idea to sink in, I wondered, “Why couldn’t I do that?”

It was brilliant and would provide everything I wanted. It would give me the simplification I was looking for without sacrificing my income.

What could be more perfect?

So, even though I was a successful small business owner, which typically means “I know my business better than anyone else!”... I did something that was honestly a little unique for me: I did exactly as my coach suggested.

A few months later, I ran a simple Facebook ad offering dance studio owners a free sample of one of my Princess Ballerinas-themed lesson plans.

I had over 1,400 downloads in just under a week.

From there, I simply followed up with an email asking for their honest feedback, and to my surprise and delight, they loved it and wanted more.

From there, I offered to send them a new themed Princess Ballerinas lesson plan every month via email for \$47 a month.

I had 150 members join within the first 30 days, and I was in business, earning as much as I did running my studio!

The difference with this new online business was that I had:

- No employees
- No overhead
- No inventory

I also was able to work from home 100 percent of the time since I was simply sending PDF files of my lesson plans to studio owners once a month via email.

Best of all, my new online business gave me total time freedom.

Not only could I run my business from home, I had all the flexibility I needed. I was able to be the mom I wanted to be and spend that precious time with my new baby.

As a result of running that simple Facebook ad to dance studio owners and launching my new online business, I ended up selling my brick-and-mortar dance studio exactly one year later.

My new online business was doing well. In fact, my income had doubled, and I was working just a fraction of the time... from home with lots of time flexibility.

It was more than I ever dreamed was possible.

I never even dreamed my online business could be an option because it was so radically different from what I had been doing. I don't come from an entrepreneurial family, so I was already walking a unique path by running my own dance school rather than getting a job working for someone else.

Running a fun and easy online business **really** went against the grain. I come from a world in which people are good, hard-working, responsible employees. You go to college, get a good job (along with a commute), and show up week in and week out collecting a good salary.

That's how everyone I know earns their living in the "real" world.

So to think I could run a successful online business from home working part time was really not even in my realm of imagination. My mindset was stuck in that of "traditional" entrepreneurship (already a leap from "traditional" employment) that kept me in my dance studio or working in my business 24/7. That is, until I met someone who opened my eyes to a world filled with incredible options I didn't know existed – a new way of looking at the world, *my world*, from a completely different perspective. You might find yourself exactly where I was – enjoying your business but ready to stop working in it 24/7.

The fact is, the opportunity for starting a fun and easy online business was always available to me and was sitting right under my nose the whole time. I simply didn't recognize it.

If my story has you feeling hopeful, inquisitive, or perhaps even daydreaming about your own life, let me share some good news

It Was Right Under My Nose!

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with you: This opportunity exists for you to start a fun and easy online business as well, right now. It's right under your nose, too.

You just need someone to show you how.

That's what this book is about: Opening your eyes to a whole new world of possibility for you. One in which you get to make the rules for how you earn an income, how you spend your time, and how you show up in the world for yourself, your family, and the world at large.

Now you may be thinking, "I've heard this all before, and it never works." I'm not going to suggest this is any sort of get-rich-quick scheme. It is not; those don't exist. It is also not a technical manual that focuses on internet-related logistics. I wrote this to open your eyes to what is right under your nose that will allow you to create the income you want (maybe that's a million dollars or maybe it's simply additional money for college funds or vacations) by embracing your passion and sharing it with others.

I will take you step-by-step through my SHINE Method:

Simple: Create a fun and easy virtual business by turning your existing skills, experience, or passion into simple digital products.

Harness: Harness the power of the internet to share your products around the world.

Identify: Identify your strengths and experiences as well as your passion that can be packaged and that others will be glad to pay for.

Navigate: Navigate the exciting world of launching your own virtual business with the mentorship and support you need.

Empower: Take ownership of your God-given gifts and defeat Impostor Syndrome and common fears to create the life you love!

Please promise me you'll at least read through chapter one.

Right away, I'm going to show you how surprisingly simple starting your own fun and easy online business can actually be if you'll

only be willing to open your mind to the possibility... and do what coach Megan tells you to do!

See you in chapter one, so turn the page.

~ Megan

Chapter One:

Simple

Create a fun and easy virtual business by turning your existing skills, experience, or passion into simple digital products.

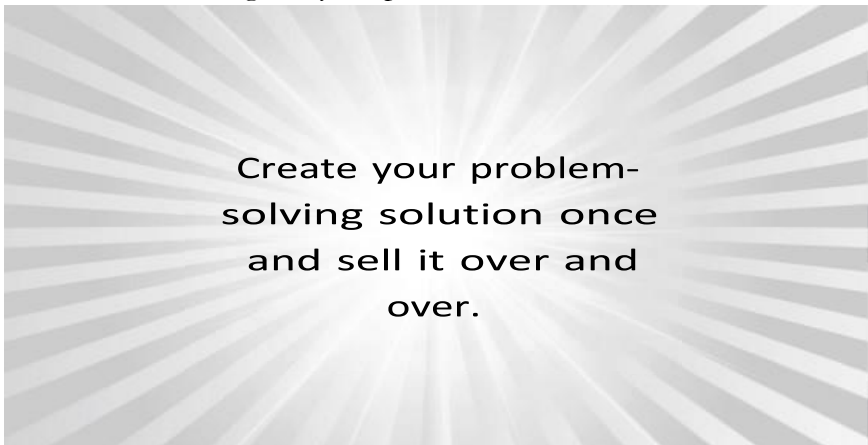
The first letter in the SHINE acronym stands for simple. One thing I love about digital products and online businesses is just how incredibly simple they can be. Business success, in any business or industry, really comes down to one thing – providing a solution to someone or sharing your gifts or talents in some way. People helping people. When you create a digital product, you’re simply packaging up that solution or service and sharing your gifts with the world in a leveraged way and in a way that can be easily scaled without the limits of time or place.

I love sharing the example of my Princess Ballerinas online business because it’s about as simple as it can get for an online business, yet it’s been incredibly successful for me and has allowed me to live my life on my terms. Anyone can create simple digital products to create passive income just like I’ve done, and I’ll prove it. It’s exactly what I want you to do.

When I first started sharing my Princess Ballerinas Dance Program with other dance studio owners, it started off as an email based, digital subscription. The hallmark of the Princess Ballerinas Dance Program is my themed lesson plans that teach dance through an imaginative, story-based theme. It was exactly what I was doing in my own studio. There was nothing new nor did I have to go out of my way to “recreate the wheel.” Dance studio owners who joined my subscription would get a new themed lesson plan kit sent to them via email every month. One month it would be a Fairy Garden Adventure, another might be The Enchanted Forest and so on.

The solution I was providing – and what my clients were gladly willing to pay me for – was that I had already done the time-consuming work of thinking up not only a theme that 3- to 6-year-old ballerinas would love but creating an entire lesson plan and music playlist around that theme. I also created simple “extras” like award certificates, a coloring page, and a skill sticker chart that matched each theme as well. Studio owners were able to provide a really fun and special dance class experience for their youngest students, without all the time and hassle of creating the lesson plans and student materials from scratch each month. From a value standpoint, the Princess Ballerinas lesson plan subscription is a tremendous value.

From a business and product standpoint, however, it couldn't be simpler. Every month on the 20th, I send out the following month's materials via email to my members. It's an email with file links to the lesson plans, the coloring page, the skill sticker chart, the award certificate, and the matching Spotify playlist. I create this simple email with the links and I hit send to my list of active subscribers. **That's it.** I don't think it can get any simpler than that.



As my customer base of dance studio owners grew, I continued to create additional products for them. All equally as simple. I created additional lesson plan subscriptions, including my Dance Adventures program which is a theme-based program for 6- to 9-year-olds, and a

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monthly done-for-you choreography membership called Dance on Demand. If there was a topic I wanted to teach, like studio marketing, I created a simple course to share my expertise on the subject. Sometimes, I even turned some of the existing tools I used at my studio – like my operations manual – into digital products. In the case of my operations manual, even though it didn't take me any time at all to create the product (I had done that work long ago to run my own studio!), by making it available for purchase by other studio owners, I was saving them hours and hours of time versus creating it from scratch. I was providing a solution to the challenge of operating a successful dance studio and offering real value.

Creating Digital Products

Creating the various elements of a digital product can be very simple as well. My lesson plan subscription materials are all PDF files. My courses are typically a combination of simple videos, audio recordings, and PDF files. In the case of my video-based choreography membership, Dance on Demand, all of my content is recorded on an iPhone! I set up my phone on a tripod in the back of the studio. I record myself teaching each dance routine with counts. Then I create a second video in which I demonstrate the routine with the music playing. I trim the videos on my phone and directly load it into my membership area – all right from my phone! I create six to eight new dance routines a month for hundreds of my Dance on Demand members using this very simple, and low-tech, process. The beauty of it is that I create it once and sell it over and over!

Simple digital products can take on many shapes including:

- PDF files like e-books and guides.
- Printable PDF files like my Princess Ballerinas coloring pages and award certificates.
- Printable tools like checklists, affirmation signs, or workbooks.
- Audio trainings, courses, or guided meditations.

- Video trainings, courses, and instructional videos.
- Live virtual experiences including webinars or Zoom classes, meetings, and workshops.

Once you're clear on the solution or gift you want to share with others (more on that in a future chapter), think of what format would be a simple way to package it up and send via email or shared link.

One Size Does Not Fit All

Even though I encourage the women I coach to keep their digital products simple, especially at first, I don't believe that any one format is better than another. What's simple for one woman may be a creation nightmare for another. If you prefer to write, stick to written content like e-books, guides, and workbooks. If you're a talker but hate being on video, focus on audio-based products. If it would be easiest for you to simply show someone how to do something on video rather than trying to explain it in written form, stick with video. Whatever will be the simplest and easiest method of product creation **for you** is the one you should start with. As you develop your digital product creation skills and confidence, you can always expand into different formats. Start with where you are right now and with what you have. Don't worry about what someone else is doing. It's your business.

Remember, simple digital products can be made with simple tools. PDF files can be made in a program like Word or Google Docs. Canva is an incredible design resource for creating digital products, especially tools like checklists, planners, and workbooks. No design experience needed! You can use your computer, cell phone camera, or tablet to create simple audio recordings or videos. You do not need to wait to invest in expensive, high-end gear in order to make simple digital products. The longer you wait to create your simple digital products, the longer you'll wait to generate revenue from those products and to make a positive impact in your life and the lives of your customers. Truly, content is much more important than production value. Of course, you want it to look professional but content – what

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you share – is always the priority. When you provide a solution or share your gifts with others, that is the value your customers want.

That being said, I believe in always giving 110%, but there's a difference in striving for excellence and doing your best with where you are and what you have verses waiting to be “ready” or “perfect” before you create anything at all. Do your best with what you have, and let that be good enough for now. Allow yourself some grace that you're doing something new and will learn and grow and develop over time. Think about a favorite podcast or YouTube channel. If you compare the pilot episode to an episode from a few years later, you're likely to see a big difference. Your beloved host has likely improved in their skills, their delivery, and their production value over time. That's how it works. Practice makes perfect. You will not be perfect to start. Few people are. Creating digital products is a skill that can be learned and developed over time, but you have to start before you can improve.



Real-World Examples

I want to share some examples from my clients that clearly demonstrate how simple their digital products are. Kerry is a passionate middle school teacher. When family priorities took her out of teaching, she wanted to find a way to package up and share all those years of

creating lesson plans and student tools, so she could give them new life in the hands of other middle school science teachers. In Kerry's case, her product creation process was very simple. She simply made her existing lesson plans and student tools available for purchase to other middle school science teachers as digital downloads. Similar to what's being done among millions of teachers on peer-to-peer ecommerce sites like teacherspayteachers.com except Kerry has cut out the middle man. Because I've shown Kerry how to reach middle school teachers directly, she's able to sell her products directly to her customer base keeping 100 percent of the sales for herself as well as charging what her products are really worth without dealing with the cutthroat price competition on peer-to-peer selling sites.

Cameron is another example. She's a dance studio owner. Cameron is incredibly creative and organized in everything she does at her studio, especially her fabulous year-end dance recitals. Normally, the year-end dance recital is the bane of existence for studio owners. There are so many details to think about from creating the choreography and dealing with hundreds of costumes to managing ticket sales and printing programs. To make matters worse, every year, studio owners are expected to produce an entirely new show based on a new theme. It's a lot of extra work for a studio owner, on top of all the normal duties of teaching classes, managing staff, and running the business side of things.

So what did Cameron do? She created done-for-you recital kits that studio owners can purchase. Each kit is based on a theme and includes everything they need to produce a well-organized and impressive dance recital without the stress and hassle of doing all the work from scratch. She gives them a theme, a themed logo, fill-in-the-blank Canva templates for their fliers and posters, cast t-shirts, and programs. She gives them a list of thematic music to save them hours of time brainstorming from scratch. She gives them costume measurement worksheets and Excel spreadsheets that help them calculate their costume and ticket sales profit. Cameron's done-for-you recital kits are an incredible value for her studio owner customers, especially at the \$197 price point she charges. A studio owner couldn't

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even get a professional recital logo designed for that amount on their own! However, from a digital product creation perspective, it's a very simple product. Again, these are all PDF files, Excel files, and Canva templates to which she shares the links! Best of all, this is all content that Cameron has already created in her own studio! So not only does she have the personal benefit of producing a well-organized and beautiful recital that really adds the wow-factor for her studio parents, she's also been able to turn it into a fun and easy passive income stream by packaging up her recital kits to share with other dance studio owners around the world. She's creating it once and selling it repeatedly! Simple.

A final example is my sister Sara. She enjoys creating natural crafts for her home and her children. Her first digital product was a simple bundle of how-to guides that teach people how to use black beans – of all things! – to create dye and then use that dye to create unique and beautiful items for yourself or your home such as napkins, dish towels, curtains, or scarves. Like most people, Sara was nervous about getting in front of a camera to create an instructional video, so she started with what she had and where she was comfortable. She took step-by-step photos of her black bean dyeing process and used her free Canva account to create simple PDF guide books.

I hope I have opened your eyes to just how simple creating digital products really is. It's not about the deliverable at all. For every successful business, it's about the value you provide to your customer. If you can provide that time-saving solution or teach someone a new skill with a video made on your smart phone or a simple PDF guide created in Canva, then you are on your way to having a successful virtual business that enables you to live the life you want. When you provide a solution for the problems your audience faces, they will happily pay you for it. They're paying for your expertise, skills, and passion. It's people helping people. Connecting with those people, your people, who want what you have to offer is what the next chapter is all about.

Shine and Succeed!

- Business success has a simple foundation: Provide a solution.
- The beauty of an online business in which you share your expertise, skill, and passion is that you create it once and sell it repeatedly.
- Digital products can take on a variety of shapes: PDF files, printable checklists or workbooks, audio and video files, and live experiences like workshops and webinars.
- While there's a wide variety of formats for digital products, there is not one that is better than another. It depends on you and your topic.
- Start with the format with which you are most comfortable. As your content creation skills increase, you can offer a variety of products.
- Do your best with where you are now and with what have rather than waiting to make everything “perfect.”
- Like my clients, I am willing to bet you already have created something that can easily be turned into a digital product!

Chapter Two:

Harness

Harness the power of the internet to share your digital products with people all over the world from the comfort of home.

In the last chapter, I showed you just how simple creating digital products really is. Now I want to walk you through the next pillar in my SHINE Method for creating a fun and easy online business so that you have the time, money, and freedom to live the life of your dreams. The “H” in SHINE stands for “harness.” I want you to harness the power of the internet to share your digital products with people all over the world from the comfort of home.

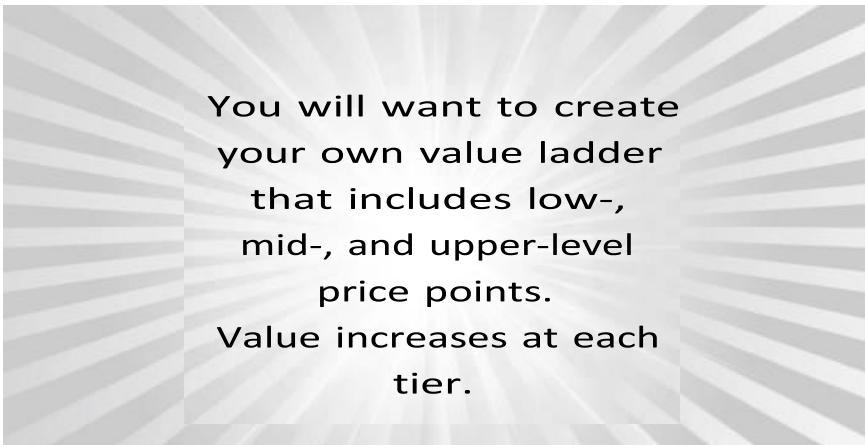
In this chapter, I’ll give you a bird’s eye view of the big-picture process of how you can get your simple digital products in front of hundreds, thousands, or even millions of people who would love to buy it from you.

First, let me introduce you to the concept of a value ladder. You’re likely already familiar with this concept, but you might not have paid any attention or known what you were looking at. For example, my son loves the *Magic Treehouse* book series by Mary Pope Osborne. I had never heard of the series the first time I bought a book but felt my son might be ready to start listening to chapter books at bedtime, so I grabbed an individual copy at Target when I was shopping for Easter basket goodies. That single book purchase is an entry-level, low-cost product. It was under \$10.00, so it was a low-risk investment to try something new.

My son ended up loving the book and wanted me to order more. Always eager to encourage a love of reading for my children, I immediately jumped on Amazon to order more. You can continue to order books in the series one at a time, at full price of course. But the author also offers bundles of four-packs of books at a slight discount, so I ordered one of those. While my son liked the first book, I wasn’t

sure if his interest would stick or not. The four-pack is an example of a mid-level product – perfect for someone who has experienced the first book and is wanting more. Instead of a \$7.00 purchase for a single book, it was a \$15.00 purchase for a four-pack.

He loved those as well! Mary Pope Osborne knows how to write a page-turner for the children’s audience, so when we finished our four-pack, we were dying to know what the next adventure would be. After reading the first five books in the series, we were both in love, and I went ahead and bought a set of the next 30 books in the series for \$65.00. This is obviously a much higher price point compared to my initial purchase of \$7.00, but it came with a lot of books that would keep us enjoying bedtime stories for months to come. In doing the math, there was plenty of value: my last purchase yielded the price of only about \$2.00 per book.



Other Real-World Value Ladders

While the *Magic Treehouse* demonstrates a type of value ladder in which the unit price is reduced with bulk purchasing, I want to share other value ladder examples, so you can really get a fuller understanding of how they’re designed and then also how they impact the sales funnel (and we’ll get to sales funnels shortly).

The value ladder for my Princess Ballerinas Dance Program is that I start by offering a free download of one of my themed lesson plans. Free, but of course, the prospect has to provide contact information. This free offer serves as a sample of my work, but it also gives the dance studio owner a chance to actually try out the lesson plan in their existing classes.

For those who liked the sample, appreciated the value, and want to implement the Princess Ballerinas Dance Program in their own studio, the next step in my value ladder is for them to join my monthly membership at \$57.00 per month. Every month they receive the lesson plan and play list along with all the extras.

At the top of my value ladder is the opportunity for studio owners to have an exclusive use license of the Princess Ballerinas Dance Program. With the license, I block out their geographic area (a population area of 100,000 people around their studio location), so that no other dance studio (i.e., their competitors!) can purchase or use the program. The exclusive license fee is \$1,997.00 annually, but for the studio owners who make the purchase, it's a small price to pay to protect the \$50,000 to \$100,000 revenue stream in their business by being the only studio in their area offering the Princess Ballerinas dance classes.

As another example, one of my clients, Mackenzie (who's a brilliant life coach for women in business) offers a free e-book titled, *The Miracle Question for Creative Women* as the bottom rung of her value ladder. Her e-book provides a ton of value in helping creative women ask themselves a simple but powerful question for gaining greater clarity regarding the direction they want to take themselves and their businesses. Again, the "free" e-book costs contact information.

For those women who want Mackenzie to help them further in finding clarity, she offers a self-study digital course called The Clarity Compass for \$37.00. Clients walk away from this course with an even deeper sense of their purpose, so they can boldly move forward with confidence in creating the business and life of their dreams.

The next rung of Mackenzie's value ladder is a group coaching program, The Purpose Project. She charges \$47 per month for her

12month group coaching program that supports women moving through the process of aligning every part of life and business with newly discovered clarity and purpose, helping them bridge the gap between having a vision and turning that vision into reality. Finally, at the very top of her value ladder is the option for private coaching for clients who want to super-charge their results and have a more customized experience.

In general, for most of my private clients, I'm able to help them take their experience, passion, or expertise and package it into a free sample or free e-book that we use to help them build a list of prospective customers or clients. Next, we create a lower-priced product, usually a bundle of useful tools like templates, a workbook or checklists, or a small self-study course. Then we create a mid-priced course, subscription, or membership offer, depending on the client. At the top of the value ladder for most of my clients is a premium private coaching or done-for-you offer to serve customers and clients who are looking for maximum support and results.

So those are examples of a value ladders, and I teach my clients how to structure their digital products in a similar fashion. You want to create a lower-priced product that makes it easy to get started with you and take your products for a test drive. Your mid-level product is designed for customers who are pleased with their initial purchase and want to get more from you, and an upper-tier product really delivers a lot of value, all with increasing price points of course.

Your Sales Funnel

The value ladder is an important component of structuring your digital products to harness the power of the internet, but the other big secret to sharing your product with the world is the concept of a sales funnel. To understand how a sales funnel works, picture an actual funnel – wider at the top and narrow at the bottom. In a sales funnel, your lower-priced product would be at the top of the sales funnel. The largest number of people will buy this product because it's designed to be an entry-level, starter product. There is not much financial risk. In the case of free offerings, the “cost” is providing contact information.

The mid-priced product would be in the middle of the sales funnel because, in reality, a smaller group of people who try your initial offering will fall in love and want more. In my book example, I'm sure not every child loves the stories and wants to read more. That's just the way it is, and it's okay. Yes, fewer people will purchase this mid-tier product, but it's also at a higher price. Then at the bottom of the sales funnel is your highest-priced product. The fewest number of people will buy this product, but the price could be ten times or even 100 times higher than your lowest priced starter product, so even though far fewer people may buy this product, it will likely be your most profitable product in the mix.

So you may be wondering, "Why not just sell only the highest priced product? Why waste time and energy even creating the low- and mid-priced products?" Well, from the perspective of the customer, think of it like dating. What if you went around asking everyone the first time you met them, "Do you want to marry me?" How many yesses do you think you'd get? It's a much more natural approach to start off getting coffee – the low-priced, low-risk offer. Then if that goes well, go out for dinner – the mid-priced option. And if enough dinners go well, then maybe you get a yes to that marriage proposal – your highest-priced option. A sales funnel does the same thing to slowly and steadily build trust and a relationship between your customers and you and your products. You meet, they're interested in what you're offering, and the low-priced product gives them a chance to check out your work or your solution to their problem. If they like it, they can get more from you with your mid-level product, and when they fall in love, your top-tier product will be there for them with open arms.

Often times at the very top of the sales funnel, I recommend to my clients that they offer something free as a way to make it really, extra easy for people to engage with you and your work. This is often a simple guide or e-book that will be relevant to your target audience. In exchange for the free guide, prospects simply have to enter basic contact information like their name and email address. By leading with

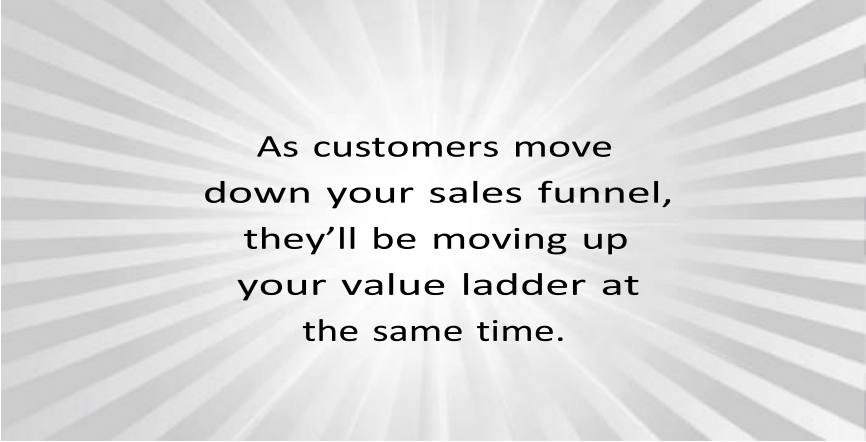
a free educational piece of content, we can accomplish a lot right out of the gate.

First, we get to send out a virtual signal flare to your target audience. If you're a health coach for women over 40, your free guide that addresses "The Top 10 Foods to Avoid for Women Over 40" is only going to speak to your target market, and no one else. That's by design.

Secondly, while the guide doesn't cost anything, prospects interested in your guide will need to submit basic contact information to get it – typically their name and email address. This allows you to not only provide a valuable free resource to a prospective customer now, it creates an opportunity to follow up, provide additional resources, and build a relationship over time that will eventually lead to sales of your products. Every time you "touch" a prospect or client, you are moving them further down your sales funnel. Furthermore, you'll be able to build a list of prospective customers and clients over time allowing you to scale this process without taking up much of your precious time to do it.

Finally, by leading with a free educational resource for your target audience, you position yourself as an expert and authority on your topic. You also build the "know, like, and trust" factor that must be in place before your relationship can move forward in regard to turning prospects into paying customers and then repeat customers. Remember, the marriage analogy?

So when we combine the concept of the sales funnel with the value ladder, you start to see how we can systematically create a framework that allows you to harness the power of the internet, where billions of people are spending their time every day, and reliably direct it toward your online business.



As customers move
down your sales funnel,
they'll be moving up
your value ladder at
the same time.

Niching Down

I want to take a bit of a sidebar here and talk about the importance of niching down. There are plenty of entrepreneurs who go into business thinking that they want to attract **everyone**. That thinking is a mistake. You simply cannot be all things to all people, and the tighter your niche, the more revenue and profit you will actually make. I know that may seem counterintuitive, and many of my clients start out thinking that they should be attracting larger, diverse audiences when the exact opposite is true.

There are digital products for just about any topic you can imagine. There are people who specialize in teaching others not just about gardening through their digital products, they're specifically teaching about growing the very best tomatoes... and they're very profitable products!

In the case of extreme market niches, I love to use the example of my private coaching client, Kerry. When I first started working with Kerry, she had been a passionate and devoted middle school science teacher for years. Family obligations and the pandemic, however, took her out of the classroom. She wanted to find a way to leverage all those years of detailed lesson plans and student resources she had poured her heart and soul into. She also wanted to find a way to continue to

be a part of inspiring the next generation of scientists. That's when she reached out to me. In Kerry's case, she knew what her passion and expertise was, but she wasn't sure if there was a market for her resources. One of my favorite things about the work I do is learning about new market niches. It's endlessly fascinating to me that there are millions of dollars spent on products, and digital products, in the most obscure sub-markets. Some basic market research for Kerry's products quickly revealed that there was an entire world of products, memberships, books, and podcasts not just for science teachers but specifically for middle school science teachers.

Even in my own example, as a former dance studio owner sharing my Princess Ballerinas Dance Program, you'd think that the market I served would be dance studio owners, which as a market only has about 25,000 locations across the U.S., Canada, U.K. and Australia. But really, there's a sub-market of studios that specifically teach preschool dance. I sold over \$1,000,000 (and counting) to just under 2,000 studios, which is less than 10 percent of an already microscopic sub-market. The more tightly you niche your products, the more you reduce and even eliminate potential competitors.

As the marketing saying goes, riches are in the niches, and there's a market for every product, even yours.

The Buyer's Journey

Moving your prospects and customers through your sales funnel is often referred to as the buyer's journey. As customers move down your sales funnel, they'll be moving up your value ladder. When you combine the sales funnel and value ladder, here's what the customer journey will look like:

- You create an educational free resource that will attract your target audience. It's usually a free e-book or guide that teaches them something they want to know about the topic that is your area of expertise. The resource is free but they need to submit basic contact information – their name and email address – to get it.

Harness

- You're able to follow up with additional helpful resources and information that your prospective customer will value and appreciate, naturally building the “know, like, and trust” factor.
- As your relationship with your prospective customer builds, and you're positioned as a knowledgeable expert on your topic, you're in a really good position to offer the bottom rung of your value ladder – your entry-level product. At this point in the buyer's journey, they will have to make a payment to you to continue learning about or using your solution to their pain point.
- Clients who love your work will be excited to purchase your mid-level products, such as a \$197 digital course or a monthly recurring subscription.
- A percentage of your total prospective customer base will eventually make it to the bottom of your sales funnel and to the top of your value ladder. This might be a \$1,000-per-month private coaching package. Even if you only have 10 to 15 clients at this level, it's likely the most lucrative (and rewarding) part of your business.

By combining the sales funnel with the value ladder and moving prospects along a prescribed path, we can systematically and reliably take a free guide and turn it into a \$1,000-per-month high-end coaching client. I also work with my clients to create a system that puts this entire process on autopilot. I call it building a “freedom machine” because this is the process by which I help clients take a free guide and leverage it into a six-figure income – doing work they are deeply passionate about, serving customers they love, and doing it in a way that allows them to maintain their personal time freedom.

This chapter has shown you an overview of how you can build a successful, lifestyle-based business that allows you to live a life you love. At this point, you might be getting excited about the idea of starting your own online business now that you see how it all works.

The question most people start wondering about next is, “What would I sell in my online business?”

Together we’ll answer that question as I walk you through several simple exercises that will reveal where your unique mix of experiences, expertise, and passion intersect with market demand. This is the sweet spot on which you can build an entire lifestyle-based online business, and everyone has one. Let’s go!

Shine and Succeed!

- It’s important to understand and create a value ladder for your digital products.
- Your initial offering should be a low-cost or free product that serves to introduce you and your expertise to prospects. And remember “free” offerings will cost the prospect their contact information.
- The next rung on your value ladder will be a mid-tier price point with your highest price point – and most valuable offer – sitting at the top of your ladder.
- In conjunction with a value ladder is a sales funnel: wider at the top with your initial or starter offering and narrow at the bottom with your top-level offer.
- The sales funnel works to build relationships and move new prospects through your initial offer to ultimately become very profitable customers. At each point in the funnel, you’ll be serving fewer clients, and that’s perfectly okay – they’ll be paying for your most expensive and profitable products.
- Remember: There are riches in niches. You cannot be all things to all people. You will be far more successful and generate more revenue when you niche down rather than trying to offer something more general. Think: “How to grow the best tomatoes” rather than “how to garden.”

Harness

- Every buyer has a journey, and as they move down your sales funnel, they'll be moving up your value ladder.

Chapter Three:

Identify

Identify your strengths, experience, and passion that can be packaged into simple digital products that others will gladly pay for.

The next step in the SHINE Method is identification, so in this chapter, I'm going to help you identify where your strengths, experience, and passion intersect with market demand. This is the sweet spot on which you can build the foundation for your online business and digital products.

As I mentioned in the last chapter, there is a market for just about every imaginable product in the world of digital information products (like e-books, courses, and online memberships). I'm especially passionate about helping woman create these because of the profit and time freedom these products will generate for the business owner, especially those who may already have a brick-and-mortar business who are looking for ways to scale and grow or who no longer want to be tied to their business day in and day out.

When I first start working with any of my private clients, there are typically several different directions they can go in starting an online business and creating digital products. I like to start with having them share what they love about their work. For some, this might be a certain part of their work that really lights them up. For others, it's working with a certain type of customer or client. Some people get really excited about the impact their work makes in the lives of their customers.

For me, when I owned my brick-and-mortar dance studio, there were a lot of parts of running my studio that I enjoyed. I loved teaching people of all ages, but especially children. I loved having dance be a part of my everyday work, and I loved the creativity involved in my work with choreography, teaching, selecting costumes, and producing performances. I loved the marketing and business aspect as well. However, the part that I loved the most about running my dance studio

was the impact we had in the lives of children. As a teen, dance totally changed my life and helped me develop my own sense of self-esteem and confidence that spilled over into every other area of my life. I knew, firsthand, the positive impact that dance could have in someone's life, and more than anything else, I enjoyed being able to share the gift of dance with others by owning a dance studio.

It was very easy to identify that as my passion. I am certain that there are aspects of your current business that light you on fire as well. That is the easiest place to start.

A year after I started my online business sharing my Princess Ballerinas Dance Program with other dance studios around the world, I sold my studio. As I mentioned in the preface, being a new mom was my main motivation for craving a lifestyle change that would allow me to stay at home with my son full time. However, the reason I was okay with leaving my studio was because I was still able to do the work that I was most passionate about, sharing the gift of dance with others. In fact, with my online business, I was able to do this in a much bigger way and on a much bigger stage than I could ever have achieved with my local dance studio alone.

Often times, the direction I recommend my clients take in starting their online business is rooted in their passion or the impact they want outside of their current local business. A great starting place for you is to ask yourself:

- What do I love most about my business or my work?
- What part of my work and passion would I love to share with the world in a bigger way?
- What kind of legacy do I want to leave with my work?

Another approach I take when working with my clients is to look at where they're already having success in their business at a local level. I like to look at what's working now and see if I can find the

SHINE Online

Identify

leverage point to scale that local success into success online. Often, an opportunity to build upon what's already working is glaringly obvious to me... even when it isn't recognized initially by my client. For example, a client of mine, Tami, owns a swim school. She was nearing 60, and while she wasn't ready to completely retire, she was interested in finding a way to leverage her 30+ years of experience and expertise running her swim school into an online business that would create more freedom and flexibility for her. She no longer wanted to be tied to her physical location 24/7. Plus, having an online-based business would give her more flexibility in her timing and options to sell her brick-and-mortar swim school in the future.

While she was interested in starting an online business, she was overwhelmed at the idea that she would have to perfectly package up **everything** she knew about running her swim school in order to get started. I pointed out that while her online business would likely open up numerous opportunities to create many products over time, to get started, all we needed was **one simple offer**. I am also quick to point out to my clients that even though my local dance studio taught all kinds of styles to ages 3 through adult, my online business success was achieved purely by sharing just a sliver of what I was doing locally – only my Princess Ballerinas Dance Program that was geared for a very tight segment of my students. My online niche started with a focus on a very specific and small age group.

In Tami's case, I discovered the program that was most successful for her was her children's learn-to-swim program. As we dug a little deeper to identify how we could leverage her passion into a successful online offering, I learned that a sub-program to her children's programs was her summer swim camp. Not only were her summer swim camps wildly successful for her swim school, she also already had everything documented from camp lesson plans to staff training manuals! I pointed out to Tami that she had already created a great asset. It was immediately ready to serve as a wonderful timesaving and profit-boosting product. Her summer camp kits could be marketed and sold to other swim school owners. By finding that leverage point,

we were able to create a great online business for Tami sharing her summer camp kits with other swim school owners around the world. Of course, that was just a starting point. As Tami built up her customer list and relationships with swim school owners, the opportunity to package up and share her other programs were endless.

Tami is just one of my clients who had a brick-and-mortar location who thought that the only way she could leverage her expertise was to remain tied to her physical location. She was a bit stuck in the mindset that in order to teach swimming, she could only generate revenue and profit if she was physically at the pool. In order to teach swimming, you need a pool, right? Not necessarily. I helped open her eyes to the opportunity to teach others who would then teach at their pools.

For you, consider what's working well in your business? What are you best known for locally? Also consider what assets you already have created in terms of customer processes, marketing systems, operational systems, and staff systems. There is absolutely a market for sharing those documented best practices and systems with other business owners in your industry.

Natural Passions

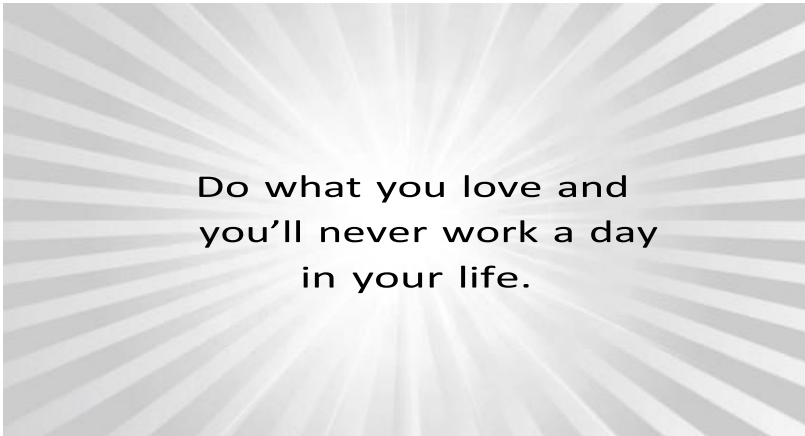
I started this chapter by saying we were going to discuss finding the point at which your passion and experience intersect with market demand. For me, I know I was pleased to find that the point of my greatest passion and the area in which I was having the most success in my business turned out to also be the leverage point where I found the most market demand in creating an online business. With natural passion, there is natural profit, and remember what I said earlier about niching down.

From my own experience and as I work with clients, I know that it's that natural passion that creates a special spark, as well as the fuel, for what's required to create success in your business at the local level. Your passion for what you do, for the people you serve, and for the impact you make is at the foundation. It's a big part of what's made

SHINE Online

Identify

you successful in your existing business. It's no surprise then, that there's a larger market potential for packaging that passion and experience into digital products that can serve a larger audience worldwide, generating plenty of passive income for you. Your passion and your track record of success in your existing local business has the potential to be so much more when you know how to leverage it properly.



Furthermore, my clients are often delightfully surprised to find out, as I was with my Princess Ballerinas Dance Program, that something that comes so naturally and easily to them is precisely the thing that other people around the world will gladly pay for. The truth is, I would have been ecstatic for the opportunity to share my Princess Ballerinas Dance Program with other studio owners and dance teachers **for free**. It was a joy to create; it was a joy to share with students in my local studio; it was a joy to create financial success with the program locally... and it's been endlessly fun for me to see it impact tens of thousands of children's lives in the hands of other studio owners around the world.

That, to me, is priceless. And while I would happily do it all for free, I don't have to. Quite the opposite – it is generating a wonderful

income while enabling me to have the time and financial freedom I crave. I have hundreds of studio owners who gladly pay to use the program every month. Today, with my SHINE Online consulting business, nothing gives me more joy than helping women in business discover and leverage the same opportunities in their own business so that they can create a life of even more freedom, fulfillment, profit, and impact.

Shine and Succeed!

- The first step is easy: identify what you love about your work. I know that you already know what lights you up!
- Ask yourself:
 - What do I love most in my business?
 - What part of my work and passion would I love to share in a bigger way?
 - What legacy do I want to leave?
- Do not be overwhelmed by thinking that you have to package everything. Identify one simple thing to offer to start. Other digital products will naturally evolve.
- If your passion or expertise requires lessons in a physical location (like dance or swimming), do not overlook the opportunity to teach others who will in turn teach their students. It's the "train the trainer" approach.
- With success in your current brick-and-mortar business, you very likely already have documented valuable processes, employee manuals, forms, etc. that you can package and sell to others.
- Natural passion drives natural profit.
- Do what you love and you'll never work a day in your life.

Chapter Four:

Navigate

Navigate the exciting world of starting your own virtual business with expert mentorship by your side, cheering you on to success.

At this point, I hope you see the potential for taking something that you're currently doing in your business, sometimes even just a nugget of what you're currently doing, and leveraging it to a worldwide audience with a simple online business that will enable you to shine! I hope you're excited about that potential because it's real, and tapping into that potential can be life-changing. I know from experience that the time freedom alone that an online business provides is priceless. That time freedom is what creates space to live life on your terms... not to mention, the high profit margins (90%+). The incredible impact of sharing your work and ideas with a global audience is phenomenal as well, of course.

This chapter is all about navigating the landscape of starting an online business. I'm going to tell you what you need to know, what tools you'll need, and where to find the information and support you'll need to move forward in starting your freedom-based online business so that you can live the life of your dreams.

First, I'll cover the five main steps you'll need to take to create your online business.

Step 1: Create a Strategic Blueprint for Your Online Business

This is where you will take what you identified in Chapter 3 – your passion, your expertise in a particular area, or something that's already successful in your local business – and combine it with the value ladder concept I taught you in Chapter 2. When I work with private clients on creating their own strategic blueprint, I like to start

backward. First, we look at the highest revenue my client can generate from their clients or customers. What is it that they offer for which they get paid the most? For example, Tami, the swim school owner, can work privately with other swim school owners to optimize and grow their own swim schools using swim camps. So at the top of Tami's value ladder is her private coaching package. However, Tami can't work privately with every single client, so next we consider how she can get the best result for her customers in a one-to-many format. For Tami, this is her done-for-you SPLASH! Swim Camp Kits that provide swim school owners everything they need to plan, market, and host successful camps at their schools. The product at this level on her value ladder is her main offer. It's where we expect most of her customers will land in the buyer's journey.

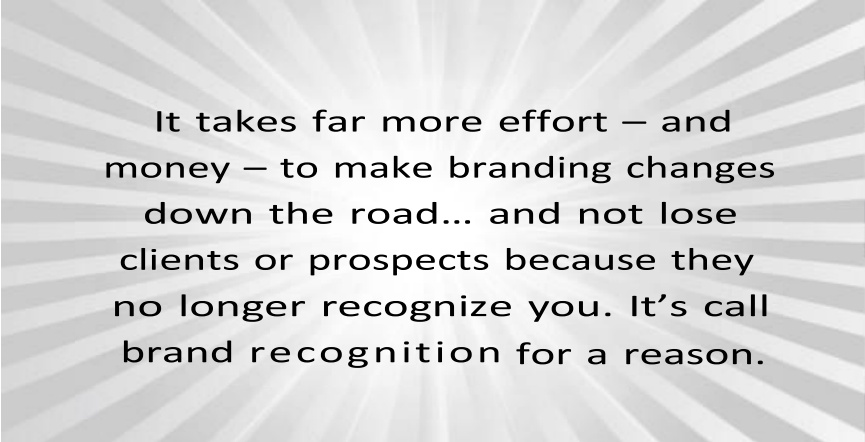
Once we've established her main offer and in continuing to work backward, we created her lower-priced or "starter" option. In considering their main product, I help my clients extract the information needed to create a series of helpful tools, templates, and checklists that can be bundled together to create this lower-priced option. Where the main product is typically more of a "done-for-you" option (like in Tami's case), the starter option is a "what to do" or even "how to do it" approach, but it requires more effort for implementation on the part of the customer. For Tami's value ladder, her starter option is called The Ultimate Swim Camp Success Kit. It includes a camp lesson plan template, staff training checklist, and a camp marketing planner. It's helpful because it helps swim school owners know "what" they need to do to plan a successful camp, but on the value ladder, it's certainly below the value of having a complete plug-and-play summer camp kit that's ready to simply implement. And again, that main offer is lower on the value ladder of having Tami personally walk a swim school owner through the process via private coaching.

Finally, once we know the top offer on the ladder (usually private coaching or mentorship), the main offer, and the starter option, then we can continue to work backward to create the freebie. For many

of my private clients, this is an informational piece of content such as a helpful and informative e-book or guide that is created to naturally attract their ideal client or customer. This piece of the value ladder is where we also start to dovetail with the funnel strategy I taught you in Chapter 2. This is the piece that will cause your prospects to enter the top of your sales funnel. To get your great freebie, they'll have to share contact information! Continuing with Tami's example, her free guide is called "Swim Camp Secrets: 5 Simple Ways You Can Grow Your Swim School with Swim Camps." As you can see, everything from the title, subtitle, and topic is created to speak directly to her ideal customers, swim school owners, and on a topic that she can help them with – in this case, swim camps.

Step 2: Create an Exciting and Strategic Brand Around Your Concept

Once you have a strategic plan in place for your product mix and value ladder, you need to package it up in a brand that will pull everything together visually. This is where you'll decide on your brand color scheme, fonts, names, and logos for your products as well as the type of photos or images you'll use in your marketing. Deciding all of this early in the process will make it easy for you to be consistent from the start with the way everything looks from your free guide or e-book to your website to your deliverables included in each of your products. You must take some time and put some real thought into this before you launch.



It takes far more effort – and money – to make branding changes down the road... and not lose clients or prospects because they no longer recognize you. It's call brand recognition for a reason.

In addition to providing consistency, you'll also want your brand to further communicate, and be congruent with, your overall strategy. If your price points are high-end and premium priced, you'll want your branding, logos, images, and product names to align with that. If you're products are very niche-driven, as in the case of Tami and her products for swim school owners, then you want to be congruent with that as well. Tami had to be very cognizant of attracting swim school owners rather than anyone looking for a swim school for their kids. When I create a brand for my private clients, I work to create a brand that will communicate directly and easily with my client's potential customers. People are busier than ever and have more and more information thrown in their face every single day. I know my client's marketing message needs to immediately cut through that mental and visual clutter like a knife. For a client like Tami, I'm going to be as on-the-nose-obvious as I can be. Her branding is all based on shades of blue (like pool water) and her logos all incorporate waves and water. Her umbrella name is Swim School Success – speaking to the overarching benefit her customers can gain from working with her or using her products. Her product names cut to the chase as well. Straightforward names do far more for both branding and search optimization than overly creative names that can be easily misconstrued. Her e-book is “Swim Camp Secrets,” her starter product

is “The Ultimate Swim Camp Success Kit,” and her ready-made camps are called “SPLASH! Swim Camp Kits.” Every part of Tami’s brand is glaringly obvious who it’s for and what it is, as well as why they should care about it... and want to buy.

I suggest you create a brand that accomplishes the same goals, as it will make the process of marketing and selling your products exponentially easier because a lot of the foundational “selling” is built in!

Step 3: Create Your Online Business Assets

Now that you know what your value ladder will be and you have your branding in place, it’s time to create your product assets. This includes all of your deliverables from your free e-book or guide through everything that’s included in your products, which will likely include a mix of video, audio, and PDF files.

In addition to your deliverables, you’ll also need to create your marketing assets. The beautiful thing about online businesses is the leverage and time freedom they create. It’s the create once and sell many times approach. Part of the reason your online business will give you so much freedom is because of the ability to automate the sales and marketing process. Instead of getting on the phone with each and every potential customer, we’re using your website and email to automatically walk potential customers through the sales process. During the buyer’s journey, your customers will not only learn the information they need to make a purchase (price, features, etc.), they’ll also be made aware of all the benefits of buying from **you**.

And it can all be done on autopilot thanks to the sales funnel strategy and the power of automation. The downside is that there is a specific formula that must be followed to achieve the desired result of actually selling your digital products. But more on that in a moment.

Step 4: Tech Build Out

In the next step, we’ll need to rely on the power of technology to build your “automatic selling machine.” You will need particular software for it, and luckily there are several very affordable options on

the market specifically created for use by online business owners selling digital products. The one I've used for my online businesses for the past six years is [Simplero® Online Business Software](#). It's an all-in-one platform that has everything you need to start and grow your online business. It's easy to use and their customer support is fantastic! Honestly, it's the best customer service I've received from any business ever, in real life or online.

No matter which software platform you choose, make sure it has the capability to handle the following:

- Landing pages: These are stand-alone web pages that aren't linked to the rest of your main website – very important!
- Webforms that will allow you to collect names and email addresses in exchange for your free e-book or guide.
- Email autoresponder system (so that you can automate emails in your online business and for your sales funnel).
- Ability to sell digital products (vs. an e-commerce platform that's designed for shipping physical goods sold online).
- Integrated shopping cart (so that your customers can buy your digital products directly from your landing pages, website, or email links).
- Integrated website with blog (this will serve as your main digital hub for your online business).
- Ability to add triggers and tags (needed to fully automate your online business).

Another reason I love Simplero is because all of that is integrated into one easy-to-use system. Personally, I don't want to waste time making various platforms “talk” to each other, which is exactly what you'd need to do if you use one system for your website, one for your email service, and another for your shopping cart.

Step 5: Advertise Your Free E-book

Once your online business is created, it's time to fill the top of your sales funnel (remember that from Chapter 2?) with prospective customers or clients. The best way to fill your funnel and start prospects on their buyer's journey to purchase from you is to start sharing your free e-book or guide in places your ideal customer hangs out. For example, if you're a salon owner serving other hair stylists, you're going to want to think about the places hair stylists hang out online. There are free ways to do this initially, such as sharing your freebie in any Facebook groups you belong to that include others in your target audience or any other online communities you belong to that are linked with relevant industry associations. Starting off by sharing your free e-book or guide in these groups can be a great way to get started, but you're going to quickly run out of places to share for free. Eventually, you'll need to start advertising. As I'm writing this book, a great place to advertise is on social media platforms like Facebook and Instagram, but at the speed at which technology develops and new platforms emerge, it could be completely different when you're reading. Additionally, I could write an entire book on the nuances and logistics of online advertising and the pay-per-click approach. The place you advertise your free e-book or guide should be the place your ideal prospect or client will see it, wherever that may be.

Two Approaches

That's an overview of the five-step process you'll need to follow to get your new online business created and launched. Chances are you may be looking at some of those steps thinking, "I don't know how to do that!" And that's okay. I'm going to help you fill that learning gap next.

Basically, you have two options for creating your online business:

1. Learn how to do everything yourself.
2. Hire someone to do it for you.

If you have some of the skills required to build your own online business or if you have the desire (and time) to learn everything, there are numerous books and online courses from which to choose. For quality courses, you can expect to spend eight to ten weeks of your time and \$2,000+ on three or four courses that will each teach you the basics of graphic design, copywriting, and setting up the tech side of your sales funnel inside your software. This will, by far, be the slowest path, but it offers the benefit that you will learn all the skills to do everything yourself if that's important to you.

The other option is to outsource the main components of creating your online business. You can hire a graphic designer to create your logos, branding, product mock-ups, and product deliverables, and you can hire copywriters to write your sales page copy and email sequences. You can also outsource the technical build of creating your online business. In this case, you should budget at least \$3,000-\$4,000 per specialist that you hire to create your online business. So that quickly turns into about \$20,000 (or more!) and does not take into account the time and energy you'll spend to find vendors. Sure, you can search online job boards for these specialists, but be prepared to run into freelancers who do not deliver as promised. Working with multiple vendors can also lead to a lot of finger pointing and passing the blame when things do not work out as expected or go totally awry. It can be incredibly painful and wastes your precious money... and time!

Something to note, however, with outsourcing to a handful of specialized contractors is that, while they're experts at their skill, they will still require strategic direction from you. Before hiring a team to build your online business, you will need to create the strategic vision for it. This includes taking your expertise, passion, or skill set and creating a vision for how you want to package that and bring it into the world. You must be very clear from the start and answer:

- Who will your online business serve?
- What will your value ladder include at the bottom, middle, and top rungs?

Navigate

- What sort of market positioning do you want?
- Do you want to be positioned as a value-based brand or a premium brand?

Once you know the strategic framework and have a vision for your online business, only then you can hire out to private contractors in each area to bring it to life, if you choose to go that route. Without a strategic framework, you will likely end up wasting time and money when you outsource, no matter how skilled your hired contractors may be.

While the result of turning your passion and expertise creates a freedom and lifestyle-based business, there is quite a bit of specialized knowledge and work that's required to build your freedom machine to start with. I knew that when clients started asking me to coach them on starting their own online business, similar to my Princess Ballerinas business, in order to get them the result they wanted, I needed to do more than just coach or consult. Instead, I realized that what these people really needed was someone to simply build their online business for them! An all-in-one, full-service package that would give them the end result they were seeking – a fully automated online business that would free them up to live life on their terms.

I realized that my clients have zero interest in learning graphic design or copywriting or digital marketing. My clients have already done the hard work of learning their areas of expertise and have been in business for 10 to 15 years or more. They're not interested in starting over to learn a new skill set. At this point in their businesses, they are looking to leverage and build on what they've already created.

The Best Solution

Having experience in building my own successful online business, including finding reliable vendors, I know exactly what goes into the entire process... not the least of which is solidifying and clarifying the vision – something that I've discovered some would-be online entrepreneurs struggle with.

So I created my SHINE Online Digital Diva Concierge Program in which I help do everything needed to create an online business from start to finish. I help my clients find the place where their zone of genius or past experience intersects with market demand. Again, for some, they have trouble with this and can't "see the forest for the trees." One of the most valuable assets a coach brings to the table is perspective. If you'll recall, my own coach pointed out what was right under my nose! Next, I help them create an exciting big picture vision for how we can create an online business based on that opportunity. From there, we create the strategic vision, product mix based on the value ladder concept, and package it up in an exciting and congruent brand that will help them stand out and connect with future clients and customers online. Once all of that is in place, my team and I go to work and build the entire online business for them! Typically, within 90 days, my client's online enterprise is live and open for business! Best of all, they get the freedom-based online business they're looking for without the time or hassle of figuring it all out on their own. It's pretty exciting. If you're interested in learning more about my SHINE Online Digital Diva Concierge Program , you can visit www.shineonlinenetwork.com to learn about the application process. Because it's important to me to maintain my dream lifestyle, I'm only able to work with a small number of private clients per year.

Whether you choose to learn the required skills yourself to create your online business or you decide to hire out to speed up the process, the result is worth the time and effort. It's really just a matter of which path is the best fit for you and how quickly you want to get up and running. No matter the path you choose, keep in mind why you're doing it. Consider your future life once your online business is created. To me, the time freedom that's created from an automated online business is priceless. My number one priority is being able to spend lots of time with my children, especially while they're young. That time is fleeting and I know those are years I'll never get back, so being able to be at home every day to raise my children is, again, priceless.

What will you do when you can live life on your terms? How will you spend your time? What's important to you? Who is important to you? Keep that in mind as you embark on your journey to building your own online business, and let that be the fuel that encourages you to make it happen on the path and timeframe that works best for you. Your dreams are worth it!

Shine and Succeed!

- It makes a lot of sense to work backward when creating your strategic blueprint. Determine where you want to go, then map out how to get there.
- Determine your highest-revenue offer that will serve as the top rung of your value ladder. Next is your main offer that you expect most customers will buy. Last is your starter option, which has valuable information but requires more effort for implementation on the part of your customer.
- With the rungs of your value ladder in place, you can create the giveaway or freebie that will entice prospects to enter your sales funnel.
- Think long and hard about your brand appearance. It must be cohesive throughout – from freebie through website through deliverable products.
- Part of the reason your online business will give you so much freedom is because of the ability to automate the sales and marketing process.
- There are a number of software products available to automate your business. Just be sure to select one that will address and integrate everything you need.
- Initially, share your freebie at the places your target audience hangs out (e.g., Facebook group or relevant industry forum), but you will ultimately need to pay for advertising.

SHINE Online

- Once you understand the five-step approach to navigating through creating and launching your online business, you now have two choices: learn it all yourself or hire someone to help!
- One of the most important benefits a coach brings to the table is perspective. Your coach often sees what you cannot.

Chapter Five:

Empower

Take ownership of your God-given gifts and defeat common fears to create the life you love.

The final letter in the SHINE Method acronym stands for empowerment. Ultimately, my goal is to empower you to take the information you've learned and then take action to bring your online business to life. If this book gives you the blueprint on how to do it (and heck, with my SHINE Online Digital Diva Concierge Program , I can even build the whole thing for you), what is it that might be holding you back from taking action? What gets in the way of saying "YES!" to such an incredible opportunity to leverage your years of passion, expertise, and experience into not only a lifestyle business but a lifestyle business that leaves a legacy?

For some people, the reason is simple: They lack the skills, knowledge, and know-how to go from concept to reality. Or perhaps, they have the skills (or are willing to develop them), but they lack the time to do so. Again, a lack of skill or time is exactly why I created my SHINE Online Digital Diva Concierge Program where I work closely with my private clients to create the vision for their online business and then I simply build it for them, freeing them up from the hassle of coordinating several freelancers or spending years, and way more money, learning how to do it themselves.

The bigger roadblock that holds a lot of people back from taking bold action and saying "YES!" to their dream of leveraging their expertise into an online business is a mindset issue. Often, it's some form of "Why would anyone buy anything from me?" Otherwise known as Impostor Syndrome. This is a mindset and feeling I can deeply relate to because I felt exactly the same way when I first started sharing my Princess Ballerinas Dance Program with other dance studio owners around the world. "Why would anyone buy from me?"

At the time, I was a small-town local dance studio owner. I had zero pedigree when it came to being stamped with any kind of “official” industry approval. I was not a known name in the dance industry, nor did I have any industry awards or recognition in any way. I didn’t even have a degree in dance! I literally had zero “on-paper” credentials to share my ideas with others in my industry. Believe me, I can relate to that feeling of “Who would buy anything that I have to offer?”

Getting Past Impostor Syndrome

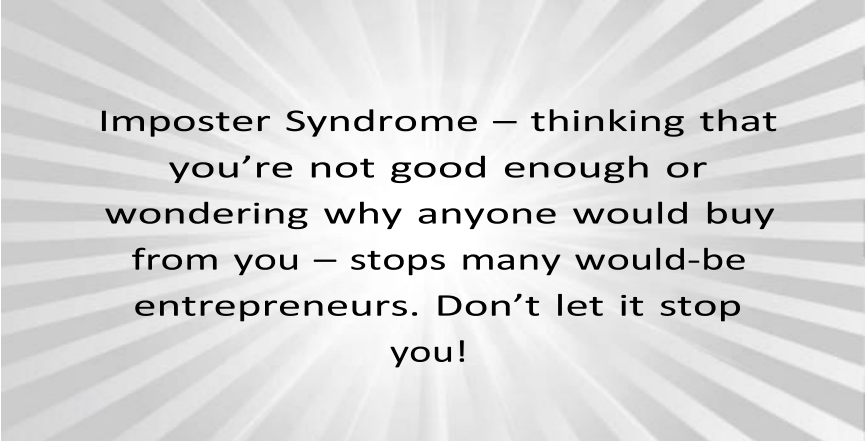
Two things helped me move past my fear and my own Impostor Syndrome. First, my desire to be at home with my new baby outweighed any fears I had. Yes, I had thoughts of inadequacy, but because my desire to start my online business was so great, I jumped in and did it anyway. At that point in my life, nothing was more important than being the mom I wanted to be. That’s why it’s so valuable to get clear on why you want to start an online business and to keep that “why” as your motivation to push through any fear or challenges you face along the way.

The second aspect that helped me move past my fear was working with a coach. Coaches can be helpful when it comes to how to information, but after working with several business coaches over the past 20 years, I know the biggest benefit a coach provides is their ability to help you break through self-imposed mindset limitations. A good coach not only sees where you are but where your potential lies as well, and they’ll push you to new levels of achievement and success. Had I been working alone when starting my online business, I probably would have quit a dozen times. Because I was working with a coach, with whom I had signed a 12-month contract, quitting wasn’t an option. Not only did I have that financial commitment and accountability in place, I also had the mindset and emotional encouragement to make my online business a reality.

As it turns out, my fears that “no one would buy anything I put out there” because “Who was I?” were completely unfounded. I would come to realize that for myself with the help of my coach, and

Empower

this has been true for my private clients as well. While I didn't have any official credentials or industry pedigree, it didn't matter!



Imposter Syndrome – thinking that you're not good enough or wondering why anyone would buy from you – stops many would-be entrepreneurs. Don't let it stop you!

What I did have was results. The Princess Ballerinas Dance Program had been incredibly successful at my own studio over several years and hundreds of students. I knew if the program worked so well for me, it would work for others as well. I also had passion. I was obsessed with my Princess Ballerinas Dance Program. I loved developing the program and I loved providing a unique and memorable experience for our youngest students. The amount of love, care, and attention to detail did not go unnoticed by my peers. In fact, that level of passion and enthusiasm is contagious, and I hear from new Princess Ballerinas members, even those who have been teaching for decades, how excited they are to start using the program and how they feel a renewed sense of inspiration for teaching again.

It's All About Value

We're usually too close to ourselves to see the value we have to offer others. Often times, my private clients have been doing their work for years or even decades... probably much like you. Their passion or expertise is so second nature to them at this point that they take it for granted. The trick is to think back to who you were and what

you knew (or didn't know as the case may be) 10, 20, or 30 years ago. When you keep that in mind, you start to get a sense of how far you've come and what you have to offer to those who are farther back on the path than you are.

Another version of Impostor Syndrome is the excuse that "Someone is already doing that." Tell that to the flavored sparkling water industry! Seems like there's a new brand launching every week these days. Or to the car industry or cereal industry. Sure, there is more than one option on the lot or on the shelf; that's actually a good thing. It means there's demand for that product. It's the same in your industry, too. I'm not recommending that you copy or mimic what's already being done – far from it. I am saying that there's room in every market for more than one product or service provider.

In the case of packaging up the expertise of my various private clients in my SHINE Online Digital Diva Concierge Program, I compare it to the different shows and chefs on the Food Network. Rachael Ray has a hamburger recipe and Bobby Flay also has a hamburger recipe. What's different is their approach. They might use unique ingredients or a unique method of cooking. Even if their recipes were similar, the experience of watching the show would be different because of who they are. They each have their own personality and stories and personal experiences that are part of their delivery. The "Rachael Ray experience" is different from the "Bobby Flay experience" because of who they are as individuals. There is demand for both of them and both shows are popular. Your customers will feel the same about your products or services. They will connect with you because of who you are and because of the unique set of personality traits and experiences that you bring to your products and your online business. Just like on the Food Network, variety is the spice of life!

Fear of Piracy

Another common fear that holds people back from turning their passion, skills, and expertise into simple digital products is the fear of piracy. I'm often asked, "If I create a digital course or download,

what's to stop someone from sharing it all over the internet?" The larger point being: because that is so easy, why bother trying?

There are a few things I like to point out when this common question –and fear – comes up. First, any of the software you decide to use to share your digital products will be designed to create gated access to your content. Your digital products won't just be sitting out there available for free download by anyone on a web page. It will require log-in credentials, or your customers won't get access until after they've made a purchase.

Secondly, while a few of your customers might share downloaded files or even log-in credentials with a close friend or family member, it's not going to be happening on such a widespread basis that it'll offset the benefit of starting an online business in the first place.

Look at Netflix as an example. Sure, there are probably some people who share account information who don't live in the same household, but I look at my own family of Netflix users – my parents have an account, my sister has an account, my own household has an account. We're not all coordinating to scheme on Netflix to save the \$15 or \$20 monthly subscription costs.

Not only are most people honest about this sort of thing, there are many benefits for your customers to pay for their own products. In the example of Netflix, I don't want my parent's or my sister's shows in my "Continue Watching" cue. The experience is tied to what I'm currently watching.

For the most part, people will want their own experience of being your customer if they truly want your products. They'll want to get your emails. They'll want to get complimentary products. They'll want to take advantage of your special promotions and new product launches. And they'll want the ease, convenience, and benefits of having their own personal access to your products. And if they don't, they probably never would have bought anything from you anyway.

In my personal experience of sharing my Princess Ballerinas Dance Program with over 2,000 other studio owners, and their staff, piracy has never been an issue. In fact, I get new members all the time

who say they were recommended to Princess Ballerinas by a fellow dance studio owner! That fellow studio owner could easily have sent my PDF files directly to the friend, but in general, this isn't what happens. Again, most people are honest plus there are many benefits for each customer to have their own account and access.

Instead of worrying about the handful of people who might share your digital products with a friend or family member for free, focus on the hundreds or thousands of people who will gladly pay full price for access!

No matter what degree of Impostor Syndrome or fear of piracy you experience as you move toward creating your own online business, remember that your dreams are worth it. Remember what, or who, you're doing this for – your “why.” Hold that glorious vision of the life you'll enjoy once you have your online business complete. The incredible leverage that your online business will create for you will open up so many new opportunities for you to live your life in new and exciting ways... and spend your time in ways that matter to you. If you're in the season of motherhood like I was when I started my online business, your online business will give you the freedom and flexibility to spend as much time with your family as you want. For me, being able to be at home with my children while also doing work I'm passionate about is priceless. If you're in the season of life where retirement is on the horizon, your online business will give you the freedom and flexibility to travel or do more of the things you've always wanted to do while still having the benefit of leveraging your years of hard work into passive income and a global legacy of creating a powerful impact in the lives of others around the world.

An online business, as I've discovered, is truly the secret to “having it all.” Congratulations on reading this book and preparing to take that first all-important step. I know that you are on the threshold of making your dreams come true, and those dreams will quickly become reality when you “SHINE Online!”

I wish you all the best on your exciting journey ahead. Cheers to you and your future online business!

Shine and Succeed!

- The biggest roadblock that holds most people back from leveraging their expertise to create a lifestyle business isn't time or money – it's mindset... and you can fix mindset.
- Impostor Syndrome – thinking that you're not good enough or wondering why anyone would buy from you – stops many would-be entrepreneurs. Don't let it stop you.
- The first step in getting past Impostor Syndrome is to be very clear about and stay focused on why you want to create your business in the first place.
- Working with a coach is a great way to break through self-imposed mindset limitations.
- Knowledge and passion will take you further than any industry pedigree or “on-paper” credentials.
- Your expertise is probably second nature to you, but don't let that undermine how valuable it will be to others.
- Fear of piracy (someone sharing your files without purchasing) is no reason not to launch your business! It may happen, but it is statistically insignificant.
- Competition demonstrates that there is demand for the product or service.

Chapter Six:

Next Steps

If you've stuck with me this far, congratulations! I've heard from my editor that most people don't get past the first two chapters when they read a book! I can just imagine how excited you must be about the idea of creating an online business – one that has the potential to change your life. Please know that I'm really excited for you!

As much as I've shared valuable information and strategies throughout the book, you might be curious about just what to do next. Don't worry; that's very common!

You might be thinking, "What's the first thing I do? How do I now get started?" As your personal coach for the remainder of this book, allow me to suggest a plan.

First, connect with me on social media. You can find me on Facebook at "SHINE Online with Megan Meyers." I'm always sharing helpful tips on getting started with an online business as well as inspiring success stories of my private clients and members of the SHINE Online Network community. This is a great place for us to connect. I regularly share additional strategies and information through my online platforms.

Secondly, I strongly encourage you to go to www.ShineOnlineNetwork.com and join the SHINE Online Network membership. In fact, do it right now, as many studies have shown that once you put a book down, life takes over and all of the excitement you're feeling now, will quickly disappear with your busy life.

I am so personally committed to helping as many women as I can create their first online business that I've created an amazing portal of training programs and instructional videos for a really low monthly investment. That's right, you can join the SHINE Online Network community for a mere \$47 per month! It's really a no-brainer.

Next Steps

Quite honestly, if \$47 per month is a stretch, while I pass no judgment, this program probably isn't for you. I would, however, encourage you **not** to be one of those people who tries to create a business on less than a shoestring budget because it's not really going to work. These may not be seen as words of encouragement, but I've been 100 percent honest with you throughout this book, and I'm not about to stop now.

Now, if you feel that you have what it takes in terms of energy, time, and the investment necessary to be one of the handful of women that I personally help each year, then I invite you to apply for one of the coveted spots in the SHINE Online Digital Diva Concierge Program.

The SHINE Online Digital Diva Concierge Program was created exclusively for a small, select group of women who want to work personally and closely with me and my team. The exclusive members of the program can fully expect to have their business created for them in 90 days or fewer! You could be one of them.

I just want to be crystal clear that I only work with eight to ten clients a year because it's a huge commitment of time and resources on my part. If you apply, and are accepted into this program, my amazing SHINE Online team of experts and I will not only create your entire online business, from your value ladder to your branding to your website and setting up all the automation that's going to create leverage and time freedom for you... and all in 90 days, but I'll be holding your hand throughout the process of launching and growing your online business, too. This exclusive program is by application only. You'll find a link at the www.ShineOnlineNetwork.com website.

It occurs to me, as I write these final words of this book, that the past few paragraphs may have sounded a bit like a commercial. If this straightforward language offends you, I apologize, but you're missing a huge business lesson, and again, this type of opportunity might not be for you.

However, I personally know from experience that when someone is excited to move forward, to take risk, and seek to create a

SHINE Online

better life for themselves, some people actually prefer the straight talk and prefer to be told what to do. If you're one of those people, then you may have what it takes to succeed with an online business. Either way, I greatly appreciate you reading this book.

I'd like to end this book, which was a huge undertaking for me (I really hope you enjoyed it) with one more short story. In the preface of the book, I shared the ah-ha moment when the consultant I hired to help me open multiple Princess Ballerinas locations suggested that, instead, I package up the program and sell it to other studio owners around the world. I want to go back to that moment in time. Even though I immediately loved the idea of it and, conceptually, I could see how it would help me reach my goal of continuing my income while allowing me to be at home with my new baby, the truth was I had zero clue on how I was going to do it or if it would even work.

When we set off on a new journey in life, like starting a family or starting a business, or even learning a new skill like learning to ride a bike or drive a car, there are unknowns. The fact is, as much enthusiasm as we might have, we don't have all the answers in the beginning. How is it going to work? Will I have what it takes? Will I be any good at this? What will others think of me? This is simply the role of being a beginner.

For me, my desire to find a way to continue my business, and my income, while staying home with my new baby overcame my lack of knowledge about starting an online business. The dream of having a freedom-based online business that would allow me to build the life of my dreams overpowered my fears, doubts, and insecurities. Even though I had no idea how I was going to pull it off or if it would even work, for me it was worth giving it my best shot.

And, as with all new adventures life sends your way, I learned that I didn't have to see the full journey to move forward. I just had to get started and take the first step. It's the same for you. You just have to take the first step. You'll learn as you go, and I know you'll reach your goals one by one.

Next Steps

Before you know it, you'll look back and realize that seven years have passed. You'll look around and be so comfortable living your dream life that it'll be hard to remember that it was once a dream. And most of all, you'll be so grateful that when a new opportunity was presented to you, you didn't let fear of the unknown stop you because, as it turned out, you did figure things out. It did work and now you're not only living your wildest dreams but you've become a bigger, better, stronger version of yourself in the process. And that's what it's all about. How do I know? Because it happened to me.

And now, here I am with you, telling you the same thing my coach told me seven years ago. I'm extending you the same opportunity that was given to me – an opportunity to package your passion, skills, and experience into a simple online business so that you can live the life of your dreams and become who you are meant to be in the process. Whether or not you walk through this door is up to you. I hope to see you on the inside, my friend.

~ Megan

www.ShineOnlineNetwork.com



**It's Time to Start YOUR Fun & Easy
Virtual Business So You Can Live the Life of
Your Dreams.**

**Let Megan Show You How, Step-By-Step Inside
The SHINE Online Network Membership**

The cost for membership is just \$47 per month for unlimited access to all the training, tools, and support you need to start and grow your own successful virtual business.

That's less than \$2 per day to receive access to everything you need to create a freedom-based online business, *and life*, that you love.

Best of all, you can get started for just \$1.



That's right, join The SHINE Online Network and get your first 30 days of unlimited access for just \$1!

That way, you can get started right away with turning your passion, skills, and experience into simple (and profitable) digital products that you can share with the world.





Don't Forget...
**Grab your free virtual
business-building resources at**
shineonlinenetwork.com

Download free bonus resources, templates, and worksheets to help you start planning for how you can turn your passion, skills, and experience into simple digital products that you can share online.



About the Author

From NFL cheerleader to successful dance studio owner to an online business expert, Megan Meyers is a busy mother of two who's truly figured out how to have it all.

Twenty years ago, Megan turned her passion for dance into a thriving local dance studio in Napa, California. When motherhood became her highest priority, Megan used her entrepreneurial instincts and created a wildly successful online business – The Princess Ballerinas Dance Program, a membership program that delivers themed lesson plans that teach dance through an imaginative, story-based theme

Megan is a mentor and shares her Princess Ballerinas Dance Program with over 2,000 dance studios worldwide, all while working part time from the comfort of home.

Today, Megan is passionate about helping other women “shine online” by teaching them how to turn their passion, skills, and experience into simple digital products so that they can live the life of their dreams.

Megan created the SHINE Online Network – a one-of-a-kind national network that empowers women, at all stages of life, to start and grow their first online business.

Megan is also the author of the book, SHINE Online and host of the SHINE Online podcast.