

Online Business Roadmap



Welcome!

I'm Jess and I am so incredibly grateful that you are here. I help online entrepreneurs like you bridge the gap between where are now and where they want to be.

Maybe you can relate ...

I've always felt deep down that my life was meant for something bigger. And ... IF I could only "find" what exactly that was, THEN I could get on with being the change maker I was put on this earth to be.

I remember the day like it was yesterday.

I was sitting in traffic (an hour each way) on my way to my 6-figure technology architect job (designing trading systems for Wall Street) thinking to myself ... if I died tomorrow did my life have any meaning or purpose?

When the answer to that became NO, I knew it was time for change.

But how? I had invested \$150k into degrees from Carnegie Mellon University and spent 10 years of my life clawing my way up the corporate ladder.

All I knew up until that point was how to be a better employee. That meant working longer hours, more certifications, endless meetings about meetings ... I was ½ way through my MBA when I finally came to the realization that I wanted out.

The long hours, stress and on call rotation was taking a toll on my mental and physical health (my neck and upper back literally starts to throb up as I recall this period of my life). I was struggling with bouts of anxiety and depression and drinking too much.

I desperately wanted my work to be tied to a greater purpose ... to serving and lifting others up ... to leaving this world a better place.

If not now, when? On August 31st 2009 I QUIT my corporate job to become a mission driven online entrepreneur.

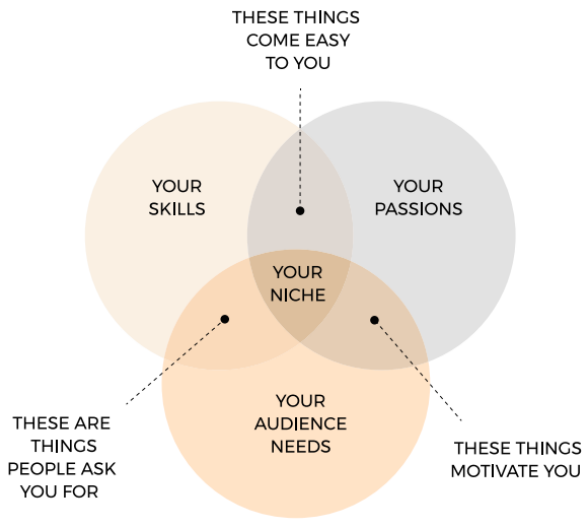
Since then I made the decision to live a sober conscious life, worked through emotional trauma, optimized my mental resilience, developed a strong meditation practice, worked closely with plant medicine to rewire my brain to rewire my brain away from the societal conditioning. All of which have been LIFE CHANGING.

Through that lived experience of transformation, I have helped hundreds of burnt out, high performing, type As (takes one to know one), online entrepreneurs create thriving online businesses that are in alignment with their LIFE FORCE.

Because you playing small does not serve the world. The world needs what that special thing gift ONLY YOU can offer.

So grateful to be in community with YOU. xx

▪ **PART 1: Figuring out what passion/idea you want to monetize**



(Example: I want to use my experience of transitioning out of corporate America and into purpose driven entrepreneurship to help guide other career professionals who are yearning for more purpose and flexibility do the same.)

List 5 ideas that will become your product or service:

Now put your hand over your heart, out of the ideas listed about which one feels most in alignment?

Write the idea below:

Idea _____

▪ **PART 2: Figuring out how you want to deliver your product/service**

(Example: 1:1 coaching program to help aspiring entrepreneurs bridge the gap between where they are now and where they want to be)

- 1:1 or Group Coaching Program
- Membership Site

- Digital Product (course, ebook, pdf)
- Physical or Drop Ship Product
- How to Content (Blog / Video / Podcast)

Now put your hand over your heart, out of the delivery systems listed above which one feels most in alignment?

Write the idea + selected delivery method below:

Idea _____ +

Idea Delivery _____

▪ PART 3: Figuring out who needs your product/service (Ideal Customer)

(Example: career driven women between the ages of 35-60 earning 100k+ a year who are passionate about creating the resources needed to impact change)

Now put your hand over your heart, visualize your ideal customer and then fill out their traits below:

Age / Gender _____

Hair color _____

Marital status / children _____

Annual income / occupation _____

Last vacation location _____

3-5 core values _____

Favorite blogs and podcasts _____

Favorite events or conferences _____

Free time activities _____

What does he/she wish they could more of _____

What keeps he/she up at night _____

He/she has a free 15 minutes in her day, what do they do _____

Write the idea + selected delivery method + ideal customer details below:

Idea _____ +

Idea Delivery _____ +

Ideal Customer _____

▪ PART 4: Putting the tech systems in place for your product/service

(Example: TECH BASICS + Coaching application form)

YOU WILL NEED THESE TECH BASICS:

1. Website domain name + hosting
2. Basic WordPress website w/theme + opt In
3. Product/Service Sales Page
4. Email marketing integration
5. Payment integration

+ SELECT OPTION BELOW:

- 1:1 or Group Coaching Program = TECH BASICS + Coaching application form
- Membership Site or Course = TECH BASICS + Membership site/course plugin or platform
- Digital Product (ebook, pdf) = TECH BASICS + Platform to create digital product
- Physical or Dropship Product = TECH BASICS + Shopping cart integration
- How to Content (Blog / Video / Podcast) = TECH BASICS + Set up preferred "How to Content" hosting platform

Write the idea + selected delivery method + ideal customer details + tech systems below

Idea _____ +

Idea Delivery _____ +

Ideal Customer _____ +

Tech System TECH BASICS + _____ +

▪ PART 5: How to get the word out about your product/service and start making money:

- Facebook / Instagram
- YouTube
- LinkedIn
- Blog
- Podcast
- Paid Advertising
- Other platform _____

Write the idea + selected delivery method + ideal customer details + tech systems + how to get the word out below:

Idea _____ +

Idea Delivery _____ +

Ideal Customer _____ +

Tech System TECH BASICS + _____ +

Get the Word Out _____

= YOUR ONLINE BUSINESS ROADMAP

Looking for highly personalized 1:1 mentoring around creating an impact driven online business?



Click the APPLY NOW button below to book a discovery call with me today:

APPLY NOW