

Your Free Guide!

THE 5 MOST COMMON MISTAKES NEW ENTREPRENEURS MAKE

(and what to do if you're making them)

With Life and Business Coach

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1. NOT GETTING CLEAR ON YOUR IDEAL CLIENT BEFORE STARTING YOUR BUSINESS.

It is no longer okay to be a one size fits all entrepreneur. When you market to everyone your brand no longer stands out and therefore is lost in the shuffle and is of service to no one.

When you are crystal clear on who your ideal client is, creating a website, writing copy, marketing and selling become super easy and dare I even say fun!

Example: If your a health coach. There's a big difference between a coach who wants to help someone lose 15 lbs so they can look and feel great for their wedding vs. someone wanting to lose 40 lbs to avoid having a high risk pregnancy.

Instead, you will want to get to know the exact pain points and desires of your ideal client and speak directly to that specific person when creating your offer.

2. NOT CREATING A PLAN OF ACTION.

Most entrepreneurs don't take the time in the beginning of their business to get EXTREMELY clear on what activities they need to work on and when. If you don't know what activities you need to be doing each day to make money you'll end up busy and broke.

EXAMPLE: When I was just starting out as a coach I let myself spend 6 months trying to figure out the “perfect” shade of pink for my website and branding. If I had been focused on creating content for my tribe and doing daily marketing activities I would have made WAY more money and had much less confusion and feelings of overwhelm.

Instead, you will want to get extremely clear on which the top three things you need to be doing in your business each day that will have the biggest impact on your bottom line. Do those three things CONSISTENTLY each day and you will see massive success in your business FAST.

3. LETTING OVERWHELM GET IN THE WAY OF CREATING YOUR FIRST WEBSITE.

EXAMPLE: I've known one too many brilliant entrepreneurs let themselves spend months and months avoid creating their website because they thought that it was too hard or they weren't "technical" enough.

Listen lovely, I'm going to give it to you straight, you only have two options when it comes to creating your first website. Pay someone to do it or build one yourself. If you're building one yourself I recommend Wix or Squarespace they are easy to use and offer plenty of gorgeous themes to choose from for a low monthly fee and most of the time they will give you a free domain name just for signing up.

Instead of letting overwhelm kick you in the butt. Do some research on other businesses in your specific industry and see what you like and dislike about their websites. Create a brief written outline of what you would like on each page of your website and remember to chunk it down into actionable steps. If I can figure out how to build a website literally anyone can. Remember you can learn anything these days from Google or Youtube.

4. FOCUS ON SERVING, NOT SELLING

In the 21st century, entrepreneurs and businesses will have to adapt their techniques in order to earn customer trust and ultimately sales.

When you don't take the time to be of service and provide value for your ideal client or niche and jump straight into selling a product or service you're leaving a lot of money on the table and you're missing out on creating relationships with potential customers.

The new era of online business is about being of service FIRST in order to build a know like and trust factor so when the times comes to sell you have already established an audience or tribe that trusts you enough to purchases from you.

5. GUESSING YOUR WAY TO SUCCESS.

The fastest way to creating a successful online business is to model the success of those who already have what you desire.

Think of it this way you wouldn't bake a cake by guessing the recipe. You wouldn't drive across the country without a map.

Why would you try to build a successful business by trying to duct tape together free training after free training? It wasn't until I took the leap of faith to invest in myself before I started to see massive results in my business.

Thanks for reading Lovely!
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