

A top-down view of a desk with a silver laptop on the left, two silver pens in the center, and a pink sticky note on the right. A white semi-transparent box is overlaid in the center, containing text.

Are You Making These?

3 Mistakes

I Made for 8 Months of

Business

Rural Meanings Agreement

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3 MISTAKES

#1 Focusing on
Weaknesses not
Strengths

#2 Being Invisible
with Social Media

#3 Skipping the Ideal
Client Step

FOCUSING ON WEAKNESSES NOT STRENGTHS

It was like being behind a secret door in a massive shopping mall.

The Problem: For months I focused on SEO. I spent hours in courses and paid for an SEO tool membership. I could not figure it out and it was very apparent this was a huge weakness. My determination to learn and implement SEO kept me stuck for 8 months! Having my business online felt like being in a massive shopping mall but trying to overcome SEO felt like being behind a secret door that no one was able to find.

The Solution: Applying and showing up in email bundles. When I heard about email bundles it became a dream to show up as a contributor, but I thought they all required me to have a huge email list. The truth is many allow contributions even with a very small list.

BEING INVISIBLE WITH SOCIAL MEDIA

It was like being stuck in a place with 2 areas and not belonging to either.

The Problem: For months I also focused on social media. But here's the problem. It's like being in a place with 2 areas. One is loud and people are there to party. Everyone can see exactly how popular each place is (follower count). Does your place have a few people, a few hundred, few thousand, or is it viral and the go to place for partying? Hint, the viral one usually has lots of new valuable content for people to munch on. The other street is quiet and people are there to visit. They don't expect to make purchases here.

The Solution: Starting an email list and showing up in email bundles. You can focus on creating one valuable offer & people are expecting and ready to opt in with their email.

SKIPPING THE IDEAL CLIENT STEP

It was like going on a blind date, meeting at a busy location, and having no idea what the person looks like or where to find them.

The Problem: Considering an ideal client can be really challenging and complex. So when I started I truthfully skipped this step and created very specific products. But then the questions who are these products for and where can I find these ideal clients become alarming. It was like going on a blind date, meeting at a busy location, and having no idea what the person looks like or where to find them.

The Solution: Researching email bundles! Many email bundles tell you who the audience of the bundle is. From researching these you can create a list of different types of audiences and decide which audiences you want to create products for.