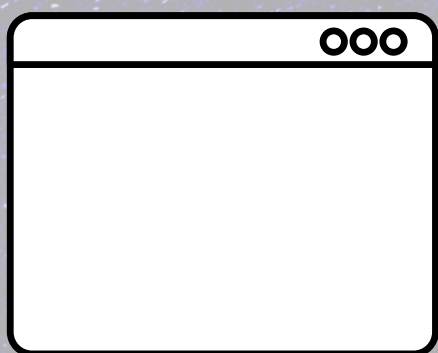
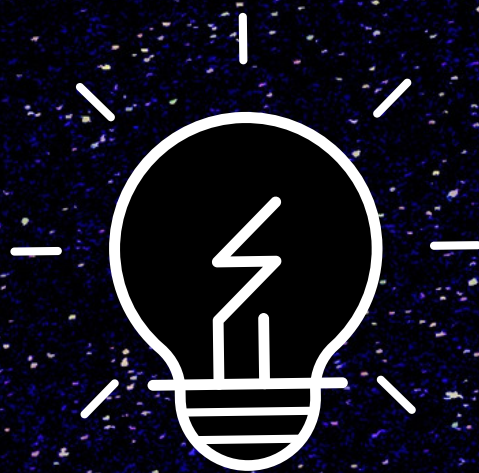


# ENTREPRENEUR QUICK-START GUIDE

## 4-STEP LAUNCH FORMULA

### FIND YOUR BIG IDEA

The first step of your entrepreneurial journey will be discovering your BIG IDEA using the "Big Idea Blueprint"

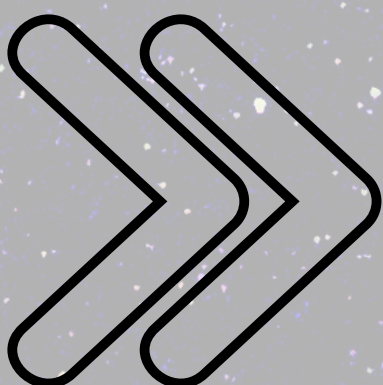
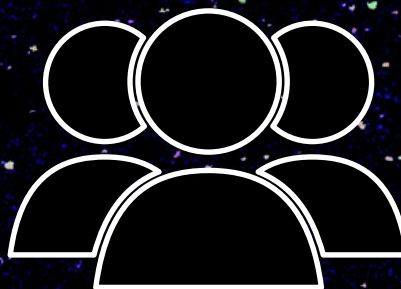


### BUILD YOUR WEBSITE

Once you've found your BIG IDEA its times to build your website and prep for launch! Wix.com will become your best friend!

### RUN TRAFFIC

Once you've designed your new website using Wix.com its time to run some traffic and test your idea!



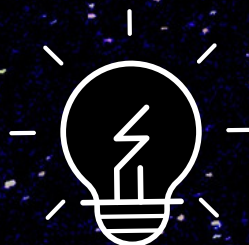
### FAIL FORWARD

After you complete your first test, we'll use that feedback to guide us towards success.



# IDEA GENERATOR

6 QUESTIONS TO HELP YOU SPARK YOUR BIG IDEA



**WHAT WOULD YOU DO FOR FREE?**

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**WHAT DID YOU WANT TO BE WHEN YOU WERE A KID?**



**WHAT PROBLEM DO YOU WISH HAD A SOLUTION?**

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**WHAT COULD YOU WRITE A BOOK ABOUT?**



**WHAT PROBLEM DO YOU HATE?**

---

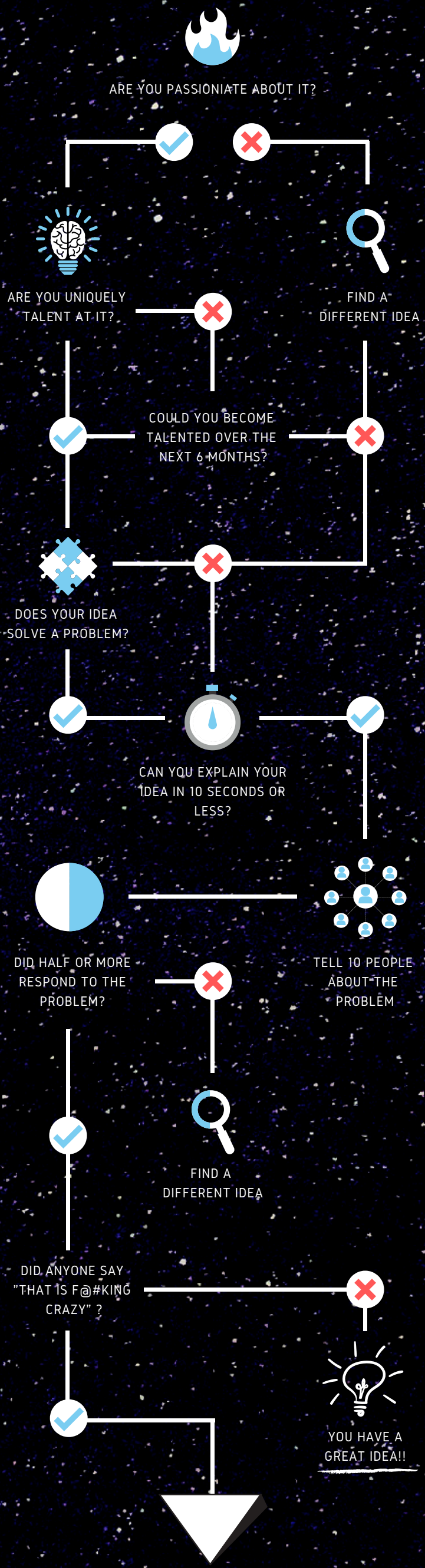
**WHAT WAS YOUR BIGGEST LIFE LESSON?**





# THE BIG IDEA BLUEPRINT

7 STEP-QUIZ TO VALIDATING YOUR BIG IDEA!



YOU HAVE YOUR  
**MOON SHOT**



# CREATING YOUR WEBSITE

5 STEPS TO CREATING YOUR WIX SITE!

WIX.com



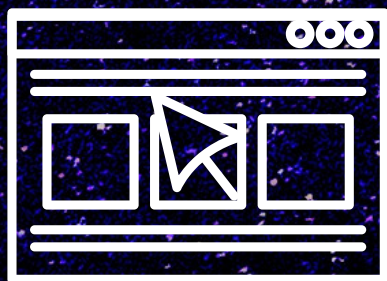
## 1.) PICK A DOMAIN NAME

Think about a short, catchy, to the point domain name that sums up what you do!

## 2.) CREATE A WIX ACCOUNT

Head over to Wix.com (one of the largest and most robust website builders online) and get your new website flowing!

WIX.com



## 3.) CHOSE YOUR DESING

Choose from one of Wix's professional templates or build your own design from scratch!

## 4.) UNDERSTAND YOUR COMPETITION

How does your website and product stand out from the competition? Why should buyers use your product? Be sure to highlight this one your landing page!



## 5.) CAPTURE YOUR LEADS!



Don't let visitors get away from your website without capturing leads! Use Wix's lead capture capabilities to build a list of potential customers and follow up!

## RESOURCE LINKS:

WEBSITE BUILDER: <https://www.wix.com/>

LOGO MAKER: <https://www.wix.com/logobrand/wix-logo-maker>

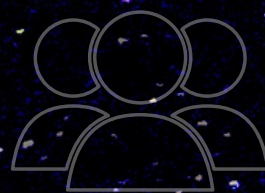
WIX SUCCESS STORIES: <https://www.wix.com/features/wix-seo/user-success-stories>

WIX.com



# DRIVE TRAFFIC

HOW TO RUN TEST TRAFFIC TO YOUR OFFER!



## AD CREATIVE

The first step to landing your first customer is to capture your prospect's attention on wild interwebz! What image could capture attention AND demonstrate the benefit of your product or service? Find something that stands out grabs eye balls!



## TARGETING

Perhaps the most important part of advertising is knowing who to target! Who's your dream customer? How old are they? What do they like? Where do they live? Narrow down these items until you've compiled an avatar of your perfect customer.



## BUDGET

How much do you spend? The great question of all marketer's nightmares! As a general rule of thumb, you need to be willing to spend at least as much as your product is worth - if you can break-even, you can eventually test your way into profit! Remember, it takes money to make money, don't be afraid to invest in your dreams.



## TESTING

If at first you don't convert, test, test and test again! Marketing is all about testing, tweaking and gauging feedback. If your first ad doesn't convert, don't panic, simply re-adjust and try again. There's a big ocean of customers out there, just keep swimming!



# FAIL

THE ART OF TESTING  
AND PIVOTING

# FORWARD

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LET FAILURE BECOME YOUR FRIEND!

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Your Ad Doesn't Get  
Any Clicks?



Adjust the image &  
copy and split test  
new creatives!



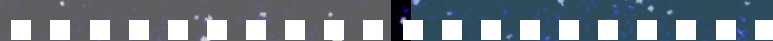
No One Buys Your  
Product?

Test The Price Point  
And Keep Going!



Getting Too Many  
Refunds?

Ask your customers why  
they're returning your  
product and use the  
feedback to strengthen  
your product for future  
buyers!



“If you're not prepared to be wrong, you'll never come  
up with anything original.”

- Ken Robinson