

***The Step by
Step Guide to***
**STARTING
YOUR ONLINE
SIDE BUSINESS
(WITHOUT
SOCIAL MEDIA)**

YOUR FREE 12-PAGE WORKBOOK

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DO YOU WANT TO GET YOUR ONLINE SIDE BUSINESS OFF THE GROUND, BUT DON'T WANT TO USE SOCIAL MEDIA TO GET CLIENTS?

Maybe you're scared work or friends & family will find out about your business?

Maybe you feel like you're no good at marketing?

Maybe you just don't have the time or inclination to spend hours on Insta when you feel like there's so many other things you need to be doing?

IF YOU'RE NODDING ALONG SCREAMING 'YES THAT'S ME!', THEN YOU'RE GONNA WANT TO KEEP READING.

Because by the end of this workbook, you'll know exactly how to create an irresistible Introductory offer & market it 'behind the scenes' so you can sign your first paying clients without social.

You see, I was in the exact same position 3 years ago. I'd worked in corporate marketing for 15 years and always knew deep down that I was in the wrong job. It sucked all the joy out of my life and left me totally unfulfilled.

I ignored the nagging feeling as the promotions rolled in, until I had a break down and was signed off work..

Finally listening to my body, I decided to change career and trained on the side of my 9-5 to become a coach.

Problem was, I wanted paying clients, but was scared of posting on social media in case work found out.

So I found a way to get clients behind the scenes.

And within 18 months, I'd grown my side hustle into a legit 5-figure business and quit the corporate rat race FOR GOOD...

Now I'm not saying you'll never need social media to grow your business, But in those early days being all over it just isn't necessary. I'm living proof.

All you need is my



BEHIND THE SCENES CLIENT ATTRACTION STRATEGY

The 5 steps you're about to learn, helped me **sign my first 6 paying clients in just 4 months:**

1. **Get clear on your niche & ideal client**
2. **Create a Beta Offer that solves their ideal client's problems**
3. **Create an Introductory Discount**
4. **Validate your offer with Market Research**
5. **Promote it using my Outreach Onion Method**

By the end of this workbook, you'll know why each of them is really important, how they're gonna benefit you and - most importantly - how to do them.

So let's get cracking....

1

YOUR NICHE & IDEAL CLIENT

Now, you've probably heard that niching down is the first and most crucial step in finding paying clients.

Why? Because if you're not clear on who you want to attract, you try to be all things to all people, which means you'll end up with a confused message and people not understanding what you do.

Although narrowing your potential client base down might seem counter intuitive, it actually helps you focus your marketing time, energy (and even money) much more effectively.

Having said that, in the early days, you don't need your EXACT niche completely figured out. The best advice I got was to 'go and do the work and your niche will find you'.

I started coaching everyone, but quickly realised I preferred coaching women to men. That then evolved to women who were unhappy in their career, to corporate side hustlers today.

So, even if you're not 100% certain on your niche, just go with the inkling you have right now. Worst case scenario, it will act as a process of elimination like it did for me.

Answer the following questions to help you find your niche:

- Who do you think will resonate with you the most?
- Who do you resonate with the most?
- Who do you really, really want to help?
- What similar journey have you been through yourself?
- What struggle(s) have you overcome so that you can help someone else who's currently experiencing the same things you once did?

Now answer these questions to narrow your niche down to your ideal client:

- What are their demographics, eg income, geographic location, occupation, etc?
- What are the problems they have that you can solve?
- What keeps them awake at night?
- How do they feel about that?
- How does that show up for them?
- What's their desired outcome?
- What's their heart's desire / goal?
- How will that make them feel?
- What will it give them?

2

YOUR BETA OFFER

Now you know your ideal client's problems and desires, use them to create your Beta offer to help solve them).

But first, why do we launch our business in Beta?

1. Your fear of selling & charging will dissipate as your mindset changes from 'I'm launching my Business and it HAS to be a roaring success' to a much more experimental 'I'm just throwing spaghetti at the wall to see what sticks'.
2. You'll feel less pressure because the Beta positioning and the introductory discount mean your potential clients have lower expectations.
3. Your confidence will grow because the no-brainer discounted price makes it easy for people to sign up and get you testing out your services quickly.

So how do we do it?

Well, a common mistake I see women make is to blindly create an offer based around what they **think** people need. But by starting with their pain points first, you're far more likely to create something that sells.

So go back to each of your ideal client's pain points and brainstorm your solutions & outcomes, using the following prompts:

PAIN / PROBLEM

The biggest problems your ideal client faces before working with you, eg:

Wants to start a business but is overwhelmed

SOLUTION

How you'll help them solve that problem, eg:

Setting & breaking down achievable goals into manageable chunks

OUTCOME

The things they get, feel or are able to do after working with you, eg:

So they feel focused and clear on what they need to work on

Top Tip: Avoid jargon.

It just confuses your ideal client. Explain your solution in language they can understand. Make it as concise as possible, the easier & quicker to digest the better.



3 YOUR INTRODUCTORY DISCOUNT

Pricing your first offer can be one of the scariest decisions when starting your own business.

Going from working in a 9-5 to working for yourself is a massive transition that so many of us under-estimate.

So despite what the so-called gurus out there say, you really don't need to feel the pressure to go all in and charge 'high ticket' prices at the start.

An introductory discount helps you attract more people because it's such good value and it also relieves any pressure you might feel working with your first few clients.

And the more people you can work with, the more confident you'll feel, the more you can refine your services and the more testimonials you can get.

So, how do you work your Introductory price out?

It's the sweet spot between:

- Your deal client getting a big enough discount that it's an absolute no brainer and they sign up immediately
- The price being high enough that they feel 100% invested in what you're offering AKA they have skin in the game.
- You both feeling really good about it

1. Decide on your eventual price.

Work out the number of hours it takes you to carry out each of the service elements of your offer, then multiply each one by your desired hourly rate. You'll then have a rough package price.

2. Discount it by 50-75%

Now, remember this discount is completely subjective and just a guide. It really is up to you and your objective. Obviously the lower the price, the easier it will be to attract potential clients, but just make sure it's not so low that neither of you value it.



4 - VALIDATE & PERFECT YOUR OFFER

The single **biggest mistake I made** when I started my side business - and I see others make - was blindly creating an offer that that I thought my audience wanted and was prepared to pay for, without actually validating it with them. So when I launched it, it got crickets.

So without a doubt, this is most important stage in all of this: Market Research.

Here are 6 reasons why:

1. It gives you clarity on exactly what your ideal client needs to help them solve their problems and hence exactly what they're willing to invest in right now.

It almost doesn't matter what YOU think because you're not your ideal client. The only thing you really need to understand is what looks amazing to them.

2. It gives you confidence that your offer will sell, because you've already checked with them that they want and need it.

You don't ever want to be second guessing your offer. You want to be super confident when you're talking about it and for it to be an absolute no brainer for your ideal client.

3. It helps you get up close and personal to your ideal client

What I mean by this is that you can listen to the actual words and phrases they use, sense their tone of voice and get to the core of what's holding them back.

You can use all of this language in your offer, website and other marketing so that when they read it they think 'How did she get inside my brain'?

4. It gives you ideas for future products or services

Once you get your ideal client talking, they'll give you feedback which will not only improve your current offer, but spark ideas for other ways you could help them too.

5. It help you build relationships with potential future clients

The majority of people you get on a call will have some form of interest in you and your services. That means they are open to hearing about your services in the future. So market research calls are a lovely, easy way to get potential clients on a call without any pressure to sell to them.

6. It can result in sales

Sometimes a market research participant can be so impressed with your offer, that they sign up then and there.

To find out **HOW** to do market research & perfect your offer check out my **TOP TIPS in this article.**

5

THE OUTREACH ONION

So, now you've packaged up your offer, where do you actually find paying clients?

NEWSFLASH: The answer is so much easier and quicker than posting all over Instagram.

You'll find them by sending your Beta Introductory offer to your network and asking them to pass it onto the people they know. Think of them as your own personal PR firm.

1. For each of the categories below, think of at least 10 people to send your offer to.

The key here is not to worry about whether the person will want your services. Just think about who they might know. Think of them as your personal salespeople.



THE OUTREACH ONION

2. Send your offer out to your list, asking them to pass it on to people they know. Ask them who they know who might fit the bill. Give them ideas from the onion about the types of people they could send your offer to.

TIP: Use the most appropriate format / channel for that group, e.g. you might Whatsapp friends & family, but email or LinkedIn an ex-colleague.



SMASHED IT!

Now you've reached the end, you'll know exactly how to get your business off the ground, by attracting your first paying clients without social media.

But right now your mindset could well be holding you back. In fact, if you're anything like I was, you've got a big fear of failure and have been procrastinating, telling yourself you'll do it 'one day', but 'one day' hasn't arrived.

And up until now you might have even been really good at giving yourself excuses not to do take action, worrying about losing all that job security.

If this is how you're feeling, I totally get it.

And that's why I created my free Facebook group and 2 sexy AF coaching programmes.

They're for you if:

- You **feel stuck** doing work that doesn't light you up
- You've thought about starting your own service business for ages, but you're **procrastinating because you're scared of failure**, losing your financial security, getting it wrong, or work finding out. The list goes on.
- Or you might have even done a bit of client work but even if people have paid you they don't count in your head coz they were 'only' friends of friends or family.
- You want this business, but **you don't want to be all over social media**
- You're **totally overwhelmed** about where to even start. So you don't.

[Join Here](#)

**SIDE HUSTLE
SUCCESS**

FREE FACEBOOK GROUP

**BUILD YOUR SIDE BUSINESS
& DITCH THE RAT RACE**



GO GET 'EM TIGER!

There are also 2 fab ways to work with me more closely, depending on what you want to achieve and how quickly:

Option 1: **"SIDE HUSTLE WITHOUT SOCIAL' GROUP COACHING (4 MONTHS)**

- Ideal if you want to start signing paying clients without social media
- Inside an intimate group of other badass women, you'll implement the exact strategy I used to land 6 clients in 4 months from my network alone
- You'll walk away feeling badass confidence that your business is legit & be able to see how it'll help you quit the rat race for good.
- £497 per month
- Find out more [here](#).

» [Book your Free Discovery Call](#)



Option 2: **121 COACHING (3 OR 6 MONTHS)**

- Perfect for you if you want to get serious about starting & growing your side hustle and start planning towards handing in your notice.
- Working 121 with me, you'll sign your first 5 paying clients without social media
- Then once your side hustle is more established, we'll create a visibility plan to get more eyes on your business
- Finally, we'll devise a plan to leave your 9-5.
- You'll not only walk away with a legit, income-generating business, but also a rock-solid freedom plan, so you'll know exactly what you need to do to ditch the Corporate rat race for good.
- Ongoing throughout the year.
- Investment flexible depending on your goals & the level of support you need.
- Find out more [here](#)

Don't believe the hype?

This is Rupa. When she first came to me she was unfulfilled and miserable in her corporate job.

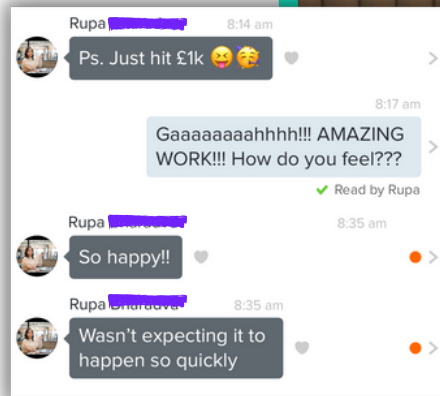
She longed to have a successful business that would allow her time, freedom & the ability to make more money than in her 9-5.

Working 121 together we created her first Intro offer and helped her promote it through the people she knew.

The result?

She got her **first paying client in 8 weeks** and over the time we worked together, she went on to **make £16k in her side hustle**.

Better yet, she's now **quit that corporate job and is about to take her business full time**.



Rupa [redacted]
★★★★★ 9 weeks ago

I've longed to work for myself for a number of years but never really had the confidence to make it happen. There have been many false starts, moments of paralysis and lots of self-sabotage before I finally summoned the courage to do something. I contacted Lauren after reading her story and I'm so glad I did now! We hit it off and just over six months later, with her help and encouragement, I have a fully fledged business with actual clients! We battled with my mindset monkeys and she has helped me believe in myself and my abilities. From day one, she has spurred me on and supported me every step of the way. We've celebrated the highs and lows, and she's been there to answer the questions I didn't know I had. I wish I had spoken to her sooner but I think the timing was meant to be. If you are considering starting a business, I thoroughly recommend Lauren's coaching. Starting a business can be lonely and daunting but Lauren really makes you feel like she is on this journey with you.

And look, I know signing clients, replacing your corporate income and even planning to leave your 9-5 like Rupa has might seem a long way off for you.

But both she and I felt exactly the same way too not so long ago, so I can assure you that you're so much closer than you think. **YOU HAVE GOT THIS LADY.**



So if you're ready to invest in your future happiness and start signing paying clients without social media, book in your free discovery call today!

Let's get you working towards that freedom and out of the corporate grind for good

Lauren x

[Book your Free Discovery Call](#)