



Prosperity Pathways LLC/AMB Network Presents
BUSINESS BUILDING BLUEPRINT: Start, Scale, Sustain



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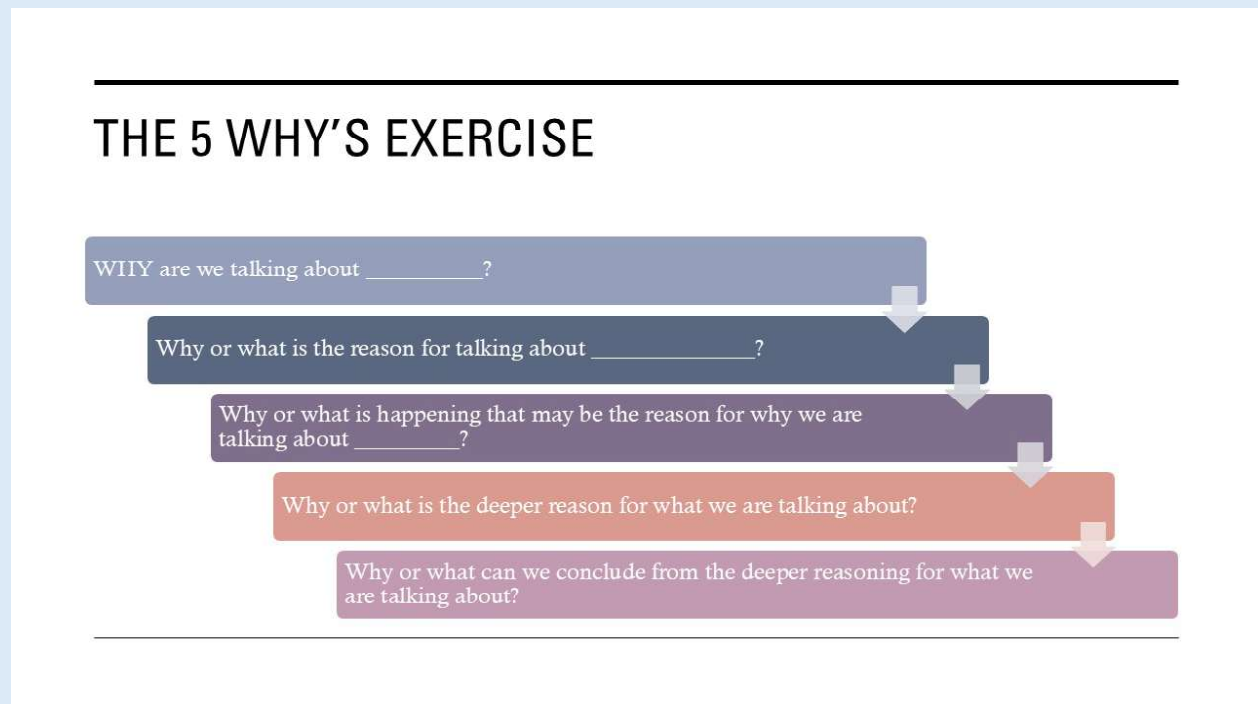
Setting up a **digital eco-sphere**—also known as a digital ecosystem—is about creating a seamless, interconnected system of digital tools, platforms, and processes that work together to power your brand, business, or community.

FIRST THINGS FIRST: Business Ideation to its Implementation

🌀 1. Vision & Motivation

- **Why do I want to own a business?**
- **What problem do I want to solve?**
- **Who do I want to serve?**
- **What impact do I want to make?**
- **Am I willing to commit to this for 3–5+ years?**

Start with the Five WHY's:



✂ 2. Skills & Strengths

- What skills, knowledge, or experience do I bring?
- What gaps do I have, and how will I fill them?
- Do I have leadership, marketing, or financial skills?
- Am I comfortable making decisions under pressure?

💰 3. Financial Readiness

- How much money can I invest to start?
- Can I afford to go without income for a few months?
- What are my monthly expenses, and what will my break-even point be?
- Do I understand how taxes, pricing, and profit work?

💡 4. Business Model & Idea

- What product or service will I offer?
- Who is my ideal customer?
- How will I make money (business model)?
- Is there a proven demand for what I want to sell?
- What makes me different from my competition?

📄 5. Legal & Administrative

- What type of business entity should I form (LLC, sole prop, etc.)?

Business Structure	Tax Structure	Pros	Cons	Wisconsin Startup Cost
Sole Proprietorship	Pass-through (personal income tax)	<input checked="" type="checkbox"/> Easiest to start <input checked="" type="checkbox"/> Minimal cost <input checked="" type="checkbox"/> Full control	<input checked="" type="checkbox"/> No liability protection <input checked="" type="checkbox"/> Harder to raise capital	Free (unless DBA/trade name: ~\$20–30 at county level)
General Partnership	Pass-through (partners' personal tax)	<input checked="" type="checkbox"/> Simple formation <input checked="" type="checkbox"/> Shared responsibilities	<input checked="" type="checkbox"/> Shared liability <input checked="" type="checkbox"/> Disputes risk <input checked="" type="checkbox"/> Less formal protections	Free (unless DBA/trade name: ~\$20–30 at county level)
Limited Liability Company (LLC)	Default pass-through; may elect S-Corp or C-Corp	<input checked="" type="checkbox"/> Personal liability protection <input checked="" type="checkbox"/> Tax flexibility	<input checked="" type="checkbox"/> Annual filings <input checked="" type="checkbox"/> Some startup costs <input checked="" type="checkbox"/> May	\$130 filing + \$1 online fee \$25 annual report

		<input checked="" type="checkbox"/> Easy management	need help managing	
Corporation (C-Corp or S-Corp)	C-Corp: double taxation; S-Corp: pass-through	<input checked="" type="checkbox"/> Best for raising capital <input checked="" type="checkbox"/> Liability protection <input checked="" type="checkbox"/> Perpetual existence	<input checked="" type="checkbox"/> More formalities <input checked="" type="checkbox"/> Costly admin <input checked="" type="checkbox"/> Double tax if C-Corp	\$100 filing + \$1 online fee Annual shareholder report
Nonprofit (501(c)(3))	Tax-exempt (IRS approved 501(c)(3))	<input checked="" type="checkbox"/> Eligible for grants <input checked="" type="checkbox"/> Donations are tax-deductible <input checked="" type="checkbox"/> No income tax	<input checked="" type="checkbox"/> Lengthy IRS process <input checked="" type="checkbox"/> Strict rules <input checked="" type="checkbox"/> High governance overhead	\$100 state filing \$275–\$600 IRS application

THE BUSINESS STRUCTURE FOR MY BUSINESS IS _____

Do I need licenses, insurance, or special permits? (Ask GPT)

GPT Prompt: I am opening a _____ business in the State of _____. Do I need a license or special permit?

Copy and Paste the GPT Response:

*******Note: It is strongly advisable to have business insurance*******

Insurance Company	Estimated Premium Range (Annual)	Common Coverage Options	Best For	Website
Hiscox	\$350 – \$1,200	General Liability, Professional	Freelancers & consultants	https://www.hiscox.com

		Liability, BOP, Cyber		
Next Insurance	\$300 – \$1,000	General Liability, BOP, Workers' Comp, Tools & Equipment	Solo business owners & contractors	https://www.nextinsurance.com
The Hartford	\$500 – \$1,500	BOP, General Liability, Workers' Comp, Commercial Auto	Established small businesses with multiple employees	https://www.thehartford.com
State Farm	\$400 – \$1,200	BOP, General Liability, Commercial Auto, Professional Liability	Local businesses seeking in-person agents	https://www.statefarm.com
Travelers	\$500 – \$2,000	General Liability, Property, BOP, Umbrella, Cyber	Growing businesses with property or fleet needs	https://www.travelers.com

NOTE: The comparison chart was made with the assistance of ChatGPT 4.0

More considerations...

- Will I work from home, online, or rent space?
- What contracts or legal protection will I need? (If not sure, ask GPT)

6. Mindset & Lifestyle

- How much time can I realistically commit each week?
- How will this affect my family, relationships, or health?
- Am I ready to fail forward and learn as I go?
- Do I have a support system (mentors, community, partner)?

7. Measurement & Growth

- What does success look like to me in 6, 12, or 24 months?
- How will I measure progress (revenue, reach, client results)?
- Do I want to grow slowly or scale quickly?
- Will I eventually hire a team?

✓ 8. Action Plan

WHAT IS THE NAME OF YOUR BUSINESS? Check to be sure the name is not already in use. [Click here](#) to make sure.

THE NAME OF MY BUSINESS IS: _____

Obtain EIN Letter with your business EIN number: _____

Put a Copy of your EIN Letter in your Digital Folder

Next in the process of starting a business is to file your business Articles of Organization

Designate a Registered Agent:

A Registered Agent (also called a Statutory Agent or Resident Agent) is a designated person or business entity responsible for receiving legal documents and official government notices on behalf of a business.

✓ Registered Agent — Definition & Role

◆ Definition:

A Registered Agent is a person or company officially designated to receive service of process, such as:

- Legal notices (lawsuits, subpoenas)
- Government mail (state filings, tax forms)
- Compliance reminders (annual reports, franchise tax notifications)

✂ *What a Registered Agent Does:*

Responsibility	Description
Receives legal documents	Accepts lawsuits and court summons (known as "service of process")

Responsibility	Description
Handles state communication	Receives annual filing reminders, compliance forms, or tax notifications from state agencies
Maintains a physical address	Must have a real street address in the state where the business is registered (no P.O. boxes)
Forwards critical mail	Ensures owners/managers are notified of time-sensitive legal or tax documents

Who Can Be a Registered Agent?

- **You (the business owner), if you're a resident and available during business hours**
- **A trusted friend or employee**
- **A professional Registered Agent service (common for privacy or multiple states)**

In Wisconsin:

- **Every LLC or Corporation must have a Registered Agent with a physical address in Wisconsin**
- **You must list your agent on your Articles of Organization or Incorporation**

Why It's Important:

- **Required by law in all U.S. states for LLCs, corporations, and nonprofits**
- **Helps avoid missed lawsuits or penalties**
- **Ensures your business stays in good standing with the state**

Cost of Registered Agent Services:

Type	Cost Estimate
Self (Owner)	Free

Type **Cost Estimate**

Third-party individual Usually free

Professional service \$99 – \$300/year

Must have a physical address in Wisconsin (P.O. Boxes not accepted)

File Articles of Organization (Form 502)

- File online or by mail with the [Wisconsin Department of Financial Institutions \(WDFI\)](#)
- [WDFI Business Entity Forms](#)

LLC Fee:

- \$130 online
- \$170 by mail

File your business Articles of Organization with the WDFI using your EIN number

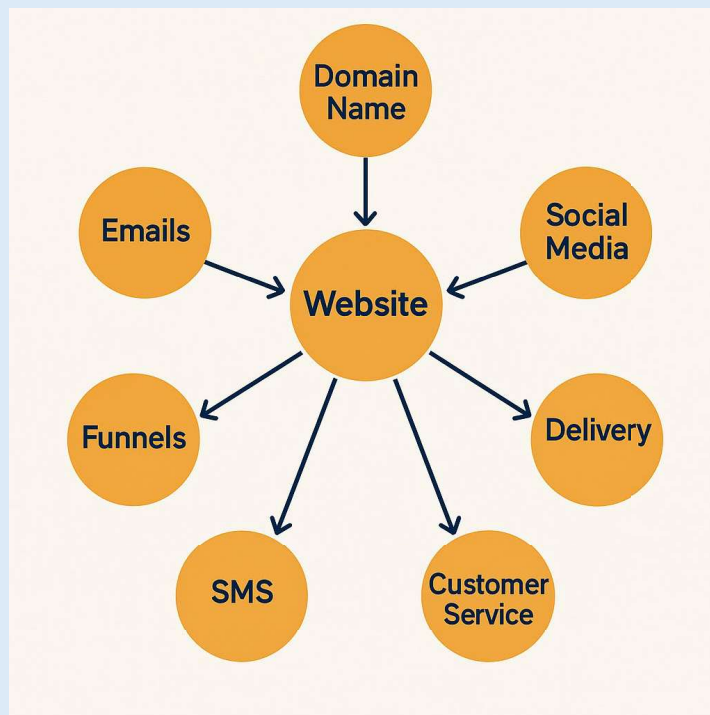
Pay the filing fee

Put a Copy of your filed confirmation in your Digital Folder

9. Marketing & Sales

- How will people find out about my business?
- What platform(s) will I use to promote myself?
- How will get my first 10 customers? What is my unique value or message?

Jot down some thoughts



⚙️ 10. Systems & Tools

- What software or tools will I use for:
 - Email, payments, marketing, scheduling, inventory?
- How will I track income and expenses?
- Will I need help (virtual assistant, accountant, etc.)? >>Thought question

IMPLEMENTATION OF BUSINESS OPERATION: Setting up a Digital Eco-System

Setting up a **digital eco-sphere**—also known as a digital ecosystem—is about creating a seamless, interconnected system of digital tools, platforms, and processes that work together to power your brand, business, or community. Here's a structured, step-by-step guide to building one:

🌐 1. Define Your Core Purpose & Outcomes

Start by answering:

- What is the **mission** of your digital ecosystem?

The mission of my digital ecosystem is:

EXAMPLE: I want to reach out to potential clients and customers and stay in communication with them.

- Who are your **users or audience**?

The people I am helping with my digital ecosystem are:

EXAMPLE: Military veterans in transition for life and career; academic professionals seeking ways to make an impact with their knowledge, skills, and expertise

- What actions do you want them to take? (e.g., book a call, buy a product, join a program)

Specific actions I want them to take are:

🔑 *Example Goal:* "Enable experts to monetize their knowledge through coaching, courses, and automation."

Now that the mission is clear, who you are helping solve a problem, and what you want them to do, it is time to build a business mechanism that can eventually work on its own to acquire customers, build a relationship with them, collect payment for products/services, and continue working for and with your clients for the foreseeable future.

🏠 2. Choose Your Core Platform(s)

Pick a **central hub** for managing your ecosystem. Popular choices:

- **CRM + Marketing Automation:** *GoHighLevel, HubSpot, Zoho (the most popular)*
- **Website/Funnels:** *WordPress, Webflow, GoHighLevel Pages (the most popular)*
- **Community/Content:** *Circle, Mighty Networks, Facebook Groups, Kajabi*

✅ Tip: Your CRM should integrate with your website, email, calendar, payment gateway, social media, and more.

Here is a comparison table of Go High Level, HubSpot, and Zoho (*this table was built with ChatGPT 4.0*)

Feature / CRM Platform	Go High Level	HubSpot CRM	Zoho CRM
Best For	Agencies, coaches, service providers	Sales & marketing teams, content marketers	SMBs, tech-savvy users, international teams
Free Plan	No	Yes (limited features)	Yes (basic features)
Starting Price (Monthly)	\$97 (Starter) / \$297 (Agency Unlimited)	\$0 (CRM) / \$50+ (Marketing Hub Pro)	\$14–20 per user
All-in-One Marketing Suite	✅ Built-in (funnels, forms, SMS, email)	⬡ Add-ons or Pro+ tiers	⬡ Available as add-ons
Email & SMS Automation	✅ Native support	✅ Email only (SMS via integrations)	✅ Email only (SMS via Twilio)
Sales Pipeline & Deals	✅ Drag-and-drop pipelines	✅ Yes	✅ Yes
Website & Funnel Builder	✅ Included (ClickFunnels style)	❌ Not included (requires CMS Hub)	❌ Not included

Booking/Calendar Tool	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	◇ Only via Zoho Bookings (paid)
CRM Customization	<input checked="" type="checkbox"/> High (white-label + custom fields)	<input checked="" type="checkbox"/> Moderate to high	<input checked="" type="checkbox"/> High (custom modules, fields)
Reports & Dashboards	<input checked="" type="checkbox"/> Basic built-in	<input checked="" type="checkbox"/> Advanced with paid tiers	<input checked="" type="checkbox"/> Advanced (even in standard plan)
Email Campaigns	<input checked="" type="checkbox"/> Unlimited (with SMTP setup)	<input checked="" type="checkbox"/> Limited in free, advanced in paid tiers	<input checked="" type="checkbox"/> Via Zoho Campaigns (integrated tool)
AI/Automation Features	<input checked="" type="checkbox"/> Workflow triggers & AI tools	<input checked="" type="checkbox"/> ChatSpot, AI email writing (paid)	<input checked="" type="checkbox"/> Zia AI for insights & recommendations
Team Collaboration Tools	◇ Limited (focus on leads/tasks)	<input checked="" type="checkbox"/> Notes, comments, team dashboards	<input checked="" type="checkbox"/> Feeds, chat, tasks
Mobile App	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
Support	<input checked="" type="checkbox"/> Live chat + FB group + onboarding	<input checked="" type="checkbox"/> Knowledge base + chat (priority in paid)	<input checked="" type="checkbox"/> Email + phone (priority tiers)

💰 Pricing Overview (2025)

CRM	Entry Plan	Full Marketing Suite / Automation Plan
Go High Level	💰 97/month (Starter)	💰 297/month (Unlimited Agency)
HubSpot	💰 0 (CRM only)	💰 50–\$800+/month depending on hubs
Zoho CRM	💰 14–\$20/user/month	💰 35–\$65/user/month with Campaigns & AI

🏆 Summary Recommendations (according to ChatGPT 4.0)

Use Case	Best CRM
All-in-one marketing + automation	★ Go High Level
Free CRM for small teams	★ HubSpot
Customization + budget-friendly CRM	★ Zoho CRM

3. Integrate Key Tools

Connect all your systems. This often includes:

Category **Tools to Integrate (the most popular)**

Email Marketing Mailchimp, ActiveCampaign, GHL

Payments Stripe, PayPal

Scheduling Calendly, GHL, Acuity

Messaging SMS, WhatsApp, Email, FB Messenger

Analytics Google Analytics, Facebook Pixel

File Sharing Google Drive, Dropbox, Notion

Use **Zapier** or **native integrations** to connect everything.

A comparison of CRMs **for EMAIL MARKETING** (this table was built with ChatGPT 4.0)

Feature	Go High Level	HubSpot	Zoho CRM
Built-in Email Tool	<input checked="" type="checkbox"/> Yes – native broadcast & automation	<input checked="" type="checkbox"/> Yes – in Marketing Hub	<input type="checkbox"/> Requires Zoho Campaigns (add-on)
Automation/Sequences	<input checked="" type="checkbox"/> Advanced workflows, triggers, smart delay	<input checked="" type="checkbox"/> Powerful workflows (Pro tier and up)	<input type="checkbox"/> Limited in CRM, better via Campaigns
Email Templates	<input checked="" type="checkbox"/> Drag-and-drop editor, unlimited	<input checked="" type="checkbox"/> Beautiful drag-and-drop, saved blocks	<input checked="" type="checkbox"/> Template gallery via Campaigns
Drip Campaigns/Nurturing	<input checked="" type="checkbox"/> Native in workflows	<input checked="" type="checkbox"/> Full lifecycle nurturing	<input type="checkbox"/> Basic sequences in CRM; advanced via Campaigns
A/B Testing	<input checked="" type="checkbox"/> Basic subject line split tests	<input checked="" type="checkbox"/> Advanced A/B + multivariate (Pro)	<input type="checkbox"/> Only in Zoho Campaigns
Deliverability Tools	<input checked="" type="checkbox"/> DNS setup guide (SPF, DKIM, DMARC)	<input checked="" type="checkbox"/> Built-in protections + warmup tools	<input type="checkbox"/> Manual setup needed; some auto-warmup
List Segmentation	<input checked="" type="checkbox"/> By tags, triggers, custom fields	<input checked="" type="checkbox"/> Advanced (based on behavior + lead score)	<input checked="" type="checkbox"/> Multi-condition filters
Analytics & Reporting	<input checked="" type="checkbox"/> Opens, clicks, delivery, bounces	<input checked="" type="checkbox"/> In-depth dashboards + funnel view	<input checked="" type="checkbox"/> Clicks, opens, heatmaps (Campaigns only)
Compliance & Consent Tools	<input checked="" type="checkbox"/> GDPR & CAN-SPAM features built in	<input checked="" type="checkbox"/> Double opt-in, consent tracking	<input checked="" type="checkbox"/> Consent settings in Campaigns module
Built-in Email Volume	Unlimited (via own SMTP or Mailgun)	Limited in free; volume scales with tier	Paid volumes via Campaigns plan
Ease of Use for Non-Tech Users	<input checked="" type="checkbox"/> Simple & visual	<input checked="" type="checkbox"/> Very user-friendly	<input type="checkbox"/> Some tech learning curve

👤 Summary: Best CRM for Email Marketing (2025)

Use Case

Recommended Platform

All-in-one email + SMS + funnels ★ **Go High Level**

Polished design & rich reporting ★ **HubSpot**

Budget-friendly with integrations ★ **Zoho (with Campaigns)**

💡 Bottom Line (per ChatGPT):

- **Go High Level:** Best if you want full control over email + SMS + automation **without extra tools**. Great for coaches, agencies, and nonprofits that produce weekly newsletters, launches, or re-engagement efforts.
- **HubSpot:** Excellent for **polished marketing teams** who want scalable tools, deep analytics, and smart nurturing. More expensive but beautifully integrated.
- **Zoho CRM + Campaigns:** A good lower-cost option if you're tech-savvy or already in the Zoho ecosystem. Requires setup, but powerful once integrated.

Comparison of three very popular **community builders, online course delivery, and event marketing** (*this table was built with ChatGPT 4.0*)

Feature Category	Go High Level	HubSpot CRM	Zoho CRM
👥 Community Building	<ul style="list-style-type: none"> ◇ Basic tagging, email/SMS nurture flows ☑ Integrates with FB Groups, private portals, and membership areas 	<ul style="list-style-type: none"> ◇ Community-building via email & blog ✗ No built-in social groups or forums 	<ul style="list-style-type: none"> ◇ CRM list building + external integrations ☑ Zoho Connect (separate app)
🎓 Online Courses	<ul style="list-style-type: none"> ☑ YES – Use Membership Sites to build gated content & online courses 	<ul style="list-style-type: none"> ✗ No built-in course tool ☑ Integrates with Thinkific, Kajabi, Teachable 	<ul style="list-style-type: none"> ✗ No built-in LMS ☑ Integrates with Zoho Learn (paid add-on)
📅 Event Marketing	<ul style="list-style-type: none"> ☑ Email & SMS invites ☑ Custom funnels ☑ Calendar bookings + reminders ☑ Event follow-up automations 	<ul style="list-style-type: none"> ☑ Event workflows ◇ Needs integration with Eventbrite or CMS Hub for landing pages 	<ul style="list-style-type: none"> ◇ Zoho Backstage (add-on tool for full event management) ☑ Basic campaigns & invites

What You Get for the Cost:

Feature	Go High Level	HubSpot	Zoho CRM
All-in-One Suite	✓ Included in \$297 plan	✗ Requires paid hubs/integrations	◆ Separate Zoho tools (Learn, Backstage)
Online Courses (LMS)	✓ Built-in (Membership site)	✗ External platforms only	◆ Zoho Learn add-on (not public LMS)
Event Marketing	✓ Full automation & reminders	✓ Workflow-based, limited landing pages	◆ Zoho Backstage (add-on cost)
Community Nurturing	✓ Via tagging, workflows, memberships	◆ Email/blog only	◆ Requires Zoho Connect (separate app)

Which Gives the Most Value?

Scenario	Best Platform
Under \$300/mo, all-in-one tools	★ Go High Level
Free CRM with scalable marketing later	★ HubSpot
Modular growth for teams, lower per-user cost	★ Zoho CRM

Comparison with Event Raptor

Comparison Table: EventRaptor vs. GHL / HubSpot / Zoho

Feature Category	EventRaptor	Go High Level	HubSpot CRM	Zoho CRM
Primary Use Case	Virtual summits, webinars, workshops, launches	All-in-one marketing: funnels, SMS/email, course engine	Marketing + sales automation	CRM core with add-on event/course tools

Feature Category	EventRaptor	Go High Level	HubSpot CRM	Zoho CRM
Community Building	✗ Not built-in; tracks attendees and speakers via dashboard	✓ Build members via funnels/memberships	✗ Via content + email but no portal	✓ Includes Zoho Connect (separate app)
Online Course Support	✓ Built-in for summits with VIP content/features	✓ Membership/courses pages within platform	✗ External tools needed (Teachable etc.)	✗ Must use Zoho Learn or external LMS etc.)
Event Management & Marketing	✓ Robust features: templates, funnels, ticketing, speakers, affiliates, analytics	✓ Good for small events with booking, SMS/chat funnels	✓ Workflows + integration to apps	✓ Zoho Backstage add-on required
Integrations	✓ Zapier, CRMRaptor, Wordpress, email tools	✓ Wide integrations (Zapier, email, Zap, Calendars)	✓ HubSpot ecosystem & Zapier	✓ Zoho ecosystem + Zapier
Plans / Pricing	Free Lite; \$25/mo Starter; \$49/mo Growth; \$99/mo Power	\$97–297/mo + Unlimited contacts	Free CRM; \$800+/mo Marketing Hub Pro	\$14–20/user + add-on costs
Event Funnel Templates	✓ Yes, pre-built registration, thank-you, upsell pages	✓ Build using funnels	◆ Not native; need CMS Hub	◆ Use external tools or Backstage
Speaker & Attendee Tools	✓ Speaker management, agendas, registrant lists & email	◆ Basic contact pipelines, no speaker directory	◆ Not native	◆ Must use Backstage or integrations
Affiliate Tracking	✓ Built in	✗ Requires integration	✗ Not available	✗ Not available

Feature Category	EventRaptor	Go High Level	HubSpot CRM	Zoho CRM
				without extra tools
Scaling Efficiency	<input checked="" type="checkbox"/> Especially for repeated summits with templates	<input checked="" type="checkbox"/> Great for SMB marketing workflows	<input checked="" type="checkbox"/> Strong workflows and analytics	<input checked="" type="checkbox"/> Moderate, modular tools

There are a lot of CRM software digital platforms on the market. The comparisons made in this workbook are based on research and reputation and ratings made by reputable entrepreneurs and insight shared by entrepreneurial influencers who are not paid to endorse any particular CRM.

The information presented is exactly what the CRM features and the costs associated with the features. You will notice that there are additional costs associated with add-ons that are included in the all-in-one CRM.

AM I READY FOR An All-in-One CRM?

You may be asking, is it really necessary to have all these programs in a platform operation for your business to be successful? Well... answer these questions to see if you need these programs to be successful.

When considering the importance of having a **digital ecosystem**, a business owner should ask strategic, operational, and customer-centered questions to fully evaluate how digital tools, automation, and integration will support growth.

Here's a categorized list of **essential questions** to ask and answer:

I. Strategy & Vision

1. **What is my long-term vision for growth, and how can digital tools support that?**
2. **Do I want to scale locally, nationally, or globally?**
3. **How important is automation, customer experience, and data in my growth strategy?**

4. **Is my industry becoming more digital, and am I keeping up?**
-

II. Ecosystem Architecture

5. **Do I have a clear path that connects my domain, website, email, funnel, social media, and sales systems?**
 6. **How well do my tools and platforms “talk” to each other (integration)?**
 7. **What’s missing in my current setup that causes breakdowns in marketing, service, or fulfillment?**
 8. **Am I relying on too many disconnected apps that cause confusion and extra work?**
-

III. Website & Online Presence

9. **Is my website user-friendly, **WCAG/ADA-compliant**, mobile-responsive, and aligned with my brand?**
 10. **Can visitors easily take action—book, buy, donate, or contact me?**
 11. **Am I capturing leads or traffic, or is my site just a digital brochure?**
-

IV. Email, SMS & Communication Systems

12. **Do I have a system in place for collecting and nurturing leads (email/SMS automation)?**
 13. **Am I sending consistent, valuable content to my customers or prospects?**
 14. **Can I segment my audience and personalize my outreach?**
-

V. Funnels, Offers & Conversions

15. **Do I have a clear funnel to convert visitors into buyers, clients, or donors?**
16. **Are my offers visible and easy to purchase online?**
17. **Am I tracking conversions, drop-off points, and follow-ups?**

VI. Social Media & Visibility

- 18. Am I consistently present where my ideal customers hang out online?
- 19. Is my content aligned with my brand and connected to my sales funnel?
- 20. Am I using paid ads, influencer tools, or community-building strategies?

VII. Customer Experience & Retention

- 21. Do I have tools to track customer interactions, questions, and support needs?
- 22. Is onboarding automated and seamless for new clients or customers?
- 23. Can I deliver courses, services, or products digitally with minimal friction?

VIII. Data, Insights & Scalability

- 24. Do I have access to analytics that help me make better decisions?
- 25. Can my current system grow with me, or will I need to rebuild in a year?
- 26. Am I spending more time managing my business manually than strategically growing it?

IX. Readiness & Investment

- 27. Do I have the time or team to implement a digital ecosystem?
- 28. What is my realistic monthly budget for tools, support, or training?
- 29. Would working with a coach or tech partner accelerate my success?

Final Question:

“If I don't build a digital ecosystem now, what will it cost me in 6 to 12 months?”

Here is another way to know how a digital eco-system for your business may help.

Scoring Guide: Digital Readiness Matrix How to Use It: 1. Review each of the 10 readiness factors in the matrix. 2. For each factor, assign a score: 1 = Low, 2 = Medium, 3 = High. 3. Add up the total score (out of 30). 4. Use the chart below to determine your readiness level.

Readiness Factor	Score 1 (Low)	Score 2 (Medium)	Score 3 (High)	SCORE
Clear growth vision aligned with digital tools	No clear plan; unsure how digital tools help	Some digital ideas but not fully mapped	Strong growth plan driven by digital systems	
Integrated system (website, email, social, funnel)	Disjointed tools, manual or no integration	Basic connections; some tools linked	Fully connected ecosystem; seamless integration	
Website is optimized for engagement and conversions	Outdated or hard-to-navigate site; low engagement	Basic site, some call-to-actions, but underused	Modern, high-performing site with lead capture & CTA	
Email/SMS communication system in place	No system; only ad hoc outreach or manual	Starting emails or SMS outreach but not automated	Automated emails/SMS segmented and personalized	
Lead generation funnel set up and active	No funnel or path from visitor to buyer	Lead capture in place but low conversion	Well-optimized funnel with tested offers	
Consistent social media presence linked to offers	Inconsistent or unclear content strategy	Occasional content; some links to offers	Active presence with strategic links to offers/funnels	
Automated customer onboarding and support	All manual; no automation or tracking	Partially automated; some customer journey tracking	Automated onboarding, support, & follow-up	
Analytics and data tracking for key decisions	Little or no data used for decisions	Basic reports tracked manually	Analytics used regularly to guide strategy	
Scalable tools/platforms already in use	Tools are outdated or can't scale with growth	Some scalable tools but limited adoption	Tools are scalable and already support growth	
Dedicated time or team to manage digital tools	No time or expertise available	Limited capacity; occasional focus on digital tools	Dedicated time/team consistently maintaining digital tools	
			Total score	

























Total Score	Readiness Level	Interpretation & Action
25 - 30	Digitally Empowered	Strong ecosystem. Focus on scaling.
18 - 24	Digitally Developing	Foundation exists. Improve integration.
10 - 17	Digitally Vulnerable	Needs overhaul. Invest in setup + strategy.

Readiness Score Breakdown:



ALL -In- ONE CRM

In this next table, there is a list of what goes into the making of a business digital ecosystem and the associated costs for Go High Level. There are other all-in-one CRMs.

FEATURES	REPLACES	OTHER TOOLS	 HighLevel
CRM & PIPELINE MANAGEMENT	 	\$99/MONTHLY	✓
UNLIMITED SALES FUNNELS	 	\$297/MONTHLY	✓
WEBSITE BUILDER	  	\$29/MONTHLY	✓
SURVEYS & FORMS	   	\$49/MONTHLY	✓
EMAIL MARKETING	   	\$99/MONTHLY	✓
2-WAY SMS MARKETING	  	\$99/MONTHLY	✓
BOOKING & APPOINTMENTS	  	\$29/MONTHLY	✓
WORKFLOW AUTOMATIONS	  	\$169/MONTHLY	✓
BOOKING & APPOINTMENTS	  	\$29/MONTHLY	✓
WORKFLOW AUTOMATIONS	  	\$169/MONTHLY	✓
COURSES/PRODUCTS	 	\$99/MONTHLY	✓
CALL TRACKING	 	\$49/MONTHLY	✓
REPUTATION MANAGEMENT	  	\$159/MONTHLY	✓
TRACKING & ANALYTICS		\$299/MONTHLY	✓
COMMUNITIES	  	\$89/MONTHLY	✓
DOCUMENT SIGNING	 	\$47/MONTHLY	✓
GRAY-LABELED MOBILE APP		UNIQUE TO HIGHLEVEL	✓
	OVERALL PRICE	\$1,612 PER MONTH	\$97 PER MONTH

You would pay **Go High Level \$97** for your access to their platform, and **do all the setup for your digital eco-system by yourself**, which includes these elements:

- Domain name* and sub-domain name settings (which would also mean you taking care of DNS settings on the domain host nameserver),
- Email settings for funnel, email campaigns, email nurturing (which also entails setting up a sub-domain from your main domain name and compliance *with federal rules and regulations and spam-free email sending/receiving*)

- Phone settings (with a distinctive phone number just for text messaging, *following A2P compliance with federal rules and regulations*)
- Social media connection set up
- Social media postings created and scheduled
- Contact/lead list created and maintained using tags
- Calendar booking with automation set up (in compliance with federal regulations)
- Onboarding workflows (to include payments made by clients/customers)
- Sales pipelines to keep track of the sales progress of clients/customers

-----OR-----

(Option) You can pay AMB Network (a division of Prosperity Pathways, LLC) **a monthly subscription fee of \$197*** to have all these elements completed for you, working closely with you. No contract is required, and you can **cancel the subscription with 30 days' notice**.

***Onboarding set up for an initial fee of \$300** (covers the cost of getting a domain/sub-domain name, new email for automation/workflow, phone number for text messaging).

See what an all-in-one CRM is all about:

https://www.youtube.com/watch?v=m5B7Vz_htF0

BUSINESS BRANDING BEGINS

YOUR BUSINESS NAME: _____

The domain name (usually contains the business name): (make sure there is no other business with this domain name). Most people use the [GoDaddy Domain search tool](#)

YOUR BUSINESS DOMAIN NAME:

You have a choice as to where you purchase your domain name (these are the most popular to choose from

(This table was built with the assistance of ChatGPT 4.0)

Registrar	Approx. Cost (.com 1st Year / Renew)	Notable Features	Website
Cloudflare Registrar	\$9.59 / \$9.59	No markup; free DNSSEC; strong security; no surprises	https://www.cloudflare.com/products/registrar/
Namecheap	\$9.98 / \$16–17	Free WHOIS privacy, intuitive interface, strong support	https://www.namecheap.com/domains/
GoDaddy	\$11–12 / \$17–20	Largest market share, full-service hosting, strong support	https://www.godaddy.com/domains/domain-name-search
Porkbun	\$10–12 / \$14–16	Transparent pricing, free WHOIS privacy, growing popularity	https://porkbun.com/
Dynadot	\$10–13 / \$12–15	ICANN-accredited, bulk tools, clean UI, budget-friendly	https://www.dynadot.com/
NameSilo	\$10–12 / \$10–12	Lowest renewal rates, free WHOIS privacy, strong bulk features	https://www.namesilo.com/

Name.com	\$12–14 / \$14–16	Feature-rich registrar with DNS/email tools, supportive UX	https://www.name.com/
Squarespace	\$20 / \$20	All-in-one branding suite, includes SSL, DNS, and design tools (for simple use with GOOGLE Workspace)	https://www.squarespace.com/domains

Note: Other than Square Space, there is a process of using the domain name for website, email, and funnels that requires DNS and Name Server reintegration.

THE REGISTRAR of YOUR BUSINESS DOMAIN NAME: _____

NEXT STEP: (What are you selling?)

YOUR PRODUCT/SERVICES:

Example:

 **E-Product Example:**

 **Digital Budget Planner for Freelancers**

Description:

A downloadable Excel or PDF budgeting system tailored specifically for freelancers and gig workers to track income, expenses, and quarterly tax savings.

What's Included:


- Monthly income tracker
- Tax estimation calculator
- Business vs. personal expense organizer
- Printable goal-setting and savings worksheet

Price Range: \$7 – \$29

Platform to Sell: Etsy, Gumroad, Shopify, or your own website

Ideal For:

Freelancers, creatives, consultants, side hustlers

 **E-Service Example:** **30-Minute Website Audit & Strategy Session****Description:**

A paid mini-consultation where you review a client's website (or social media page) and provide personalized feedback via video or written report on:

- Navigation, SEO basics, mobile-friendliness
- Content clarity and call-to-action strength
- Suggestions for growth and conversions

What's Included:

- Video screen-recorded audit or PDF feedback
- Action checklist
- 15-min follow-up email Q&A

Price Range: \$49 – \$149

Platform to Sell: Calendly + Stripe, Go High Level, Squarespace, or Dubsado

Ideal For:

Small business owners, new entrepreneurs, nonprofit directors

MARKET RESEARCH

Did you do your market research? What did you discover? What is the future financial outlook for the industry of your product/service? This information comes in handy when writing a business plan. Be sure to include the source of this information.

Example:

Market Trends Forecast (2025–2030+)

1. Smart Budgeting & Planner Tools (E-Product)

- The **Smart Budgeting Apps market** is projected to grow at a **CAGR of ~18.4% from 2025 to 2034**, reaching an estimated **\$6.6 billion** by 2034 [Market.us](#).
- The **Budget Tracker & Planner Market** specifically is forecast to more than **double—from ~\$1.5 billion in 2024 to ~\$3.2 billion by 2033**, with ~9.2% growth from 2026 onward [LinkedIn](#).
- Drivers:
 - Increasing demand for **financial literacy tools**, especially among freelancers and gig workers.
 - Rising adoption of AI-powered predictive budgeting and analytics features.
 - Seamless integration with banking APIs and cloud platforms.

Bottom Line: The market for downloadable planners and digital financial tools is strong and growing quickly. Even niche planners—for example, “Freelancer Tax & Budget Workbook”—can capture significant demand if positioned correctly within broader financial wellness trends.

2. Mini Website Audit & Strategy Session (E-Service)

- The **Website Audit Service Market** was valued at approximately **\$2.4 billion in 2024** and is projected to grow to **\$6.5 billion by 2033**, at a CAGR of ~12.8%
- The broader **SaaS/consulting services market** (where these services often live) is expected to reach **\$819 billion in global value by 2030**, growing around 12% annually [Grand View Research](#).
- Trends to note:
 - Small and solo businesses increasingly invest in **quick, actionable audits** rather than full retainers.
 - Rising demand for **AI-powered consulting tools** and boutique consulting firms that deliver personalized strategy efficiently.

Bottom Line: The mini audit market is expanding rapidly. There's strong demand for low-cost, high-impact services that digitally -savvy small business owners can use to sharpen their online presence quickly.

Combined View: 5-Year Market Snapshot

Product / Service	2024 Market Size	Projected Market Value (2030+)	CAGR
Smart Budgeting Apps / Products	USD 1.5B – 4.5B (<i>for budgeting tech segment</i>)	USD 3.2B – 6.6B (2025–33)	9–18%
Website Audit Services	USD 2.4B	USD 6.5B (by 2033)	~12–13%

What This Means for Your Offer

- **High and growing demand** for financial planning tools (planner ebooks, templates, or apps) aimed at individuals and service-based entrepreneurs.
- Services like your **mini audit offer** are increasingly valued by businesses that can't afford long-term retainers but want fast, actionable results.

- To stand out, layering **AI tools, automated delivery, predictive reporting, or personalized insights** will tap into current tech trends.

Who are your competitors? (If not sure, ask GPT)

Example:

ChatGPT said:

Here are some of the **main competitors** in the market for both **digital budgeting products** (e-products) and **small-business website audit services** (e-services):

 **Budget Planner Tools & Sellers**

These are digital products or tools that help freelancers and small businesses track income, expenses, and budgeting:

- **EveryDollar** (by Ramsey Solutions): Popular budgeting app for individuals and households
[Forbes](#)
- **Lunch Money**: Budgeting and tracking tool suited to freelancers
[Forbes](#)
- **Wallet by BudgetBakers**: All-in-one budgeting app with planning features
[Intuit+5Forbes+5Kiplinger+5](#)
- **You Need A Budget (YNAB)**: Rule-based budgeting tool, priced around \$109/year
[Kiplinger](#)
- **Simplifi by Quicken**: Beginner-friendly budget projection tool at ~\$2.99/month
[Kiplinger+1Reddit+1](#)
- **Tiller**: Spreadsheet + bank integration tool, ~\$79/year
[Kiplinger](#)

These apps often sell templates or planner tools directly to freelancers and small business owners, competing with similar DIY planners.

Website Audit Tools & Services

These providers offer online audits, SEO reviews, and optimization suggestions:

Automated Audit Tools

- **SEMrush Site Audit:** Robust tool bundled in SEMrush suite, starting ~\$140/month
[TNmilitaryTechRadar+3Flow Ninja+3TechRadar+3](#)
- **Screaming Frog SEO Spider:** Desktop-based technical auditor; free limit or \$279/year for full version
[Flow Ninja](#)
- **SE Ranking:** Includes scheduling audits and keyword tracking; ~\$52/month
[aioseo.com+8fitsmallbusiness.com+8zapier.com+8](#)
- **Similarweb:** Audience and traffic insights, also offers audit module at higher tiers
[fitsmallbusiness.com+1EARLY+1](#)
- **Foresight by Flow Ninja:** Free AI-driven strategic audit tool
[ossisto.com+2Flow Ninja+2aioseo.com+2](#)

Human-Delivered Audit Services

- **SharonMarta.com Website Audit:** \$149 personalized audit with video walkthrough, markup, and feedback
[ossisto.com+5SM Creative+5fitsmallbusiness.com+5](#)
 - **Small Business Digital Audit (SucceedingSmall.co):** 20–30 page audit with recommendations; ~\$750
[succeedingsmall.co](#)
 - **3XE Digital Link & SEO Audit:** Budget entry-level backlink audit service for small businesses
[TNmilitary](#)
-

Competitor Comparison Table

Product / Service	Type	Target Customer	Pricing Estimate
EveryDollar, Lunch Money, YNAB	Budget App	Individuals / Freelancers	\$0–\$109/yr (YNAB)
Simplifi, Tiller	Budget Tool	Freelancers / Small Biz	\$3–79/yr
SEMrush, SE Ranking, Foresight	Audit Tool (AI)	DIY webmasters, small teams	\$0–140+/mo
Screaming Frog	Audit Tool	SEO professionals	Free / \$279/yr
SharonMarta Audit	Human Audit	Solo entrepreneurs	~\$149
SucceedingSmall Digital Audit	Human Audit	Small businesses	~\$750
3XE Digital (Backlink Audit)	Budget Audit Service	Small businesses	Entry-level (varies)

Summary

- In the budget planner space, top competitors include **EveryDollar**, **YNAB**, **Lunch Money**, and **Tiller**—all popular tools among freelancers and self-employed individuals.
- In the website audit arena, you'll find both **self-service auditing platforms** (like SEMrush, Screaming Frog, and SE Ranking) and **human-led mini service audits** (like those offered by Sharon Marta or niche SEO agencies).
- Your mini audit offering at \$149 directly competes with personalized, low-cost services; your planner product would join well-known tools priced between \$3–\$109/year.

COMPETITOR ANALYSIS (EXAMPLE)

Competitor	Product Type	Target User	Delivery Format	Key Features	Estimated Price	Website
EveryDollar	Budgeting App	Individuals, families, freelancers	Mobile/ Web App	Zero-based budgeting, easy UI	\$79/year	https://www.ramseysolutions.com/everydollar
YNAB (You Need A Budget)	Budgeting App	Serious budgeters, freelancers	Mobile/ Web App	Goal tracking, rule-based budgeting	\$109/year	https://www.youneedabudget.com
Tiller	Spreadsheet-Based Budget Tool	Spreadsheet users, self-employed	Google Sheets + Bank Sync	Bank feed, spreadsheet customization	\$79/year	https://www.tillerhq.com
Simplifi by Quicken	Budget App	Beginner budgeters	Mobile/ Web App	Spending tracking, forecast tools	\$35/year	https://www.quicken.com/simplifi
Sharon Marta Audit	Human Website Audit	Solopreneurs, creatives	Video audit + PDF report	Video walkthrough, actionable feedback	\$149	https://sharonmarta.com/shop/p/website-audit
SucceedingSmall Digital Audit	Human Website Audit	Small business owners	20–30 page written audit	SEO + UX review, competitor analysis	\$750	https://succeedingsmall.co/product/small-business-digital-audit/

SEMrush Site Audit	Automated Website Audit	Marketing agencies, SEOs	Online dashboard	Technical SEO audit, site health score	\$140/month+	https://www.semrush.com/siteaudit
SE Ranking	Automated Website Audit	SMBs, marketers	Online dashboard	Keyword tracking, SEO suggestions	\$52/month	https://seranking.com
Screaming Frog SEO Spider	Desktop SEO Audit Tool	SEO specialists	Downloadable desktop tool	Broken link checker, site audit tool	Free or \$279/year	https://www.screamingfrog.co.uk/seo-spider
Foresight by Flow Ninja	AI Website Audit Tool	Small business owners	Browser-based interface	AI-backed quick scan, free UX feedback	Free	https://foresight.flow.ninja

What makes your product/service different from the competition?

What are you charging for the product/service?

What is the competition charging for the same product or type of service(s)? (If not sure, ask GPT)

PAYMENT PORTALS

Here is a comparison of the most popular and secure payment portals (*this table was built with the assistance of ChatGPT 4.0*)

Payment Portal	Standard Transaction Fee (Domestic)	Micropayment Fee (if available)	International Fee	Monthly/Platform Fee	Payout Time
PayPal	2.99% + \$0.49	4.99% + \$0.09	4.4% + fixed fee (varies by country)	None (unless PayPal Pro \$30/mo)	1–3 business days
Stripe	2.9% + \$0.30	Not available	3.9% + \$0.30	None	2 business days (can be instant for a fee)
Square	2.6% + \$0.10	Not available	3.5% + \$0.15	None	1 business day
Venmo for Business	1.9% + \$0.10	Not specified	Not supported	None	1–2 business days
Zelle for Business	Varies by bank (usually free or <\$1)	Not applicable	Not supported	None	Instant (depends on bank)
Cash App for Business	2.75%	Not applicable	Not supported	None	Instant or 1–3 days
Authorize.Net	2.9% + \$0.30	Not specified	Up to 3.9% + fixed fee	\$25/month (if using gateway only)	1–3 business days

What payment portal are you using to collect payments?

Now that you have established why the business, what problem your business is solving, to whom you are wanting as clients/customers, what your business products and/or service(s) are and what you are charging for them, it is time to begin the building of your business operation infrastructure, otherwise known as DIGITAL ECO-SYSTEM.

BUSINESS BRAND BUILDING --Continued

Business LOGO: Image that aligns your business name to your business brand.

There are several different ways to create your business logo.

Method	Description	Cost Range (USD)	Turnaround Time	Best For
DIY Logo Maker (Free Tools)	Use free tools like Canva or Hatchful to design your own logo.	\$0	Immediate	Startups on a tight budget
DIY Logo Maker (Premium Tools)	Use paid tools like Canva Pro, Adobe Express with premium assets.	\$10-\$50	Immediate	Solo entrepreneurs wanting more polish
Freelance Designer (Entry-Level)	Hire a freelance beginner from platforms like Fiverr or Upwork.	\$30-\$150	1-3 days	Budget-conscious startups
Freelance Designer (Experienced)	Hire a professional freelance designer with a strong portfolio.	\$200-\$1000	3-14 days	Established businesses seeking originality
Design Contest Platforms (e.g., 99designs)	Launch a contest and choose from dozens of submissions.	\$299-\$1299	5-14 days	Those wanting lots of creative options
Local Design Agency	Hire a full-service local design agency for branding packages.	\$1000-\$5000+	2-6 weeks	Businesses needing full branding support
Online Design Marketplace (e.g., Fiverr, Upwork)	Hire vetted professionals from online marketplaces.	\$100-\$500	2-10 days	Project-based, mid-budget solutions

In-House Designer (Employee)	Employ a staff member to handle ongoing design needs.	\$40,000+/year	Ongoing	Larger businesses or growing brands
AI-Powered Logo Generator (e.g., Looka, Tailor Brands)	Generate a logo using AI with customization options.	\$20-\$100	Immediate	Quick and simple solutions
University/Student Design Programs	Work with students from design programs for low-cost projects.	\$0-\$100	3-14 days	Budget-friendly, community-connected branding

AFTER THE LOGO IS DESIGNED TO YOUR LIKING, GRAB A PICTURE OF IT, SAVE AS A JPG IMAGE, AND UPLOAD IT TO YOUR DIGITAL FOLDER

4. Build the Digital Infrastructure/DIGITAL ECO-SYSTEM

This includes:

- **Website and/or Landing Pages (build it or integrate it)**
- **Lead Capture Forms & Funnels in the CRM**
- **Email/SMS Automations in the CRM**
- **Client Portal or Dashboard in the CRM**
- **Booking & Onboarding Workflows in the CRM**
- **Sales Pipeline & Follow-Up in the CRM**

Use templates or clone proven frameworks to save time.

This can all be done using an **all-in-one CRM platform**


IF YOU CHOOSE TO USE GO-HIGH-LEVEL AND WORK ON YOUR OWN, CLICK ON THIS [LINK](#) TO GET STARTED (disclosure: I get 40% affiliate commission when you use this link) – 14-day free trial period with Onboarding, directly with the support staff at Go High Level

5. Automate & Personalize

***(OPTION) I DO Steps 5 -8 FOR YOU WITH \$197/MONTH SUBSCRIPTION FEE, AND WITH \$300 SET UP/ONBOARDING ONE-TIME FEE* (cancel anytime with 30 days' notice)**

Set up automations to:

- Welcome new users
- Nurture leads with email/SMS sequences
- Book appointments
- Deliver courses or digital products (if applicable)
- Collect payments and send receipts
- Trigger team alerts or tasks

 Personalization increases conversions and engagement.



\$300 set up fee includes account set up, designated email subdomain in full compliance, designated phone number in full compliance, calendar link (integrated to your present calendar if needed), website building (or integrated with existing website), funnel building, email campaign design and implemented, social media campaign designed and implemented and lead generation via emailing, social media and funnel campaigns)>> one week turnaround)

6. Enable Tracking & Optimization in CRM

- Install tracking tools: *Google Analytics, Meta Pixel, UTM links*
- Monitor user behavior and conversion metrics

- A/B test funnels, emails, and messaging
 - Optimize based on data
 - Reputation management (Google/Yelp Reviews)
-

👉 7. Launch, Engage & Scale

- Launch with an event, challenge, or webinar
 - Drive traffic with ads, SEO, referrals, and organic content
 - Engage with your audience consistently
 - Scale by adding team members, partners, or affiliates
 - Social media management
-

🔒 Bonus: Secure & Maintain Your Ecosystem

- Use two-factor authentication
- Back up your data regularly
- Keep systems updated
- Create SOPs (standard operating procedures) for team use



SOCIAL MEDIA MARKETING



📌 "Visibility = Viability: Social Media & Event Marketing That Converts"

Explore how AI can support planning, content creation, and event success

🌟 Why Visibility Matters

Key Points:

- People buy from brands they **know, like, and trust**
- Social proof (e.g., followers, engagement, testimonials) influences decisions
- Events create **memorable experiences** and deepen relationships

Activities:

- Describe your customer in one sentence (target market)

📱 Power of Social Media

Key Platforms & Their Purpose:

Platform	Use Case
Facebook	Community building, events, and local business reach

Platform Use Case

Instagram	Visual branding, product/showcase
LinkedIn	B2B, authority building, partnerships
TikTok	Short-form storytelling, younger audiences
YouTube	Long-form content, tutorials, storytelling

Core Benefits:

- Low-cost way to reach a wide audience
- Builds brand identity and community
- Great for storytelling and engagement
- Direct interaction with customers

Best Practices:

- Choose 1–2 platforms and be consistent
- Focus on **educating, inspiring, and entertaining** your audience
- Use **calls to action (CTAs)** in every post
- Repurpose content across platforms

AI Integration:

- Use **ChatGPT** or **Jasper** to write captions, generate hashtags, and plan content calendars
- Use **Canva AI** for visual post creation
- Automate posting with **Buffer, Later, or Go High Level**

Event Marketing for Connection & Conversion

Types of Events:

Event Type	Purpose
Pop-up shop	Product visibility

Event Type	Purpose
Workshops	Education and engagement
Networking mixers	Build connections
Launch parties	Celebrate and promote
Online webinars/live streams	Reach and lead generation

Why Events Matter:

- Face-to-face builds **real trust**
- Creates urgency and buzz
- Gives content to share online before, during, and after
- Opportunity for PR and testimonials

Event Promotion Tips:

- Start promotion 2–4 weeks before
- Use Eventbrite, Facebook Events, or local online calendars
- Leverage partners or collaborators to expand reach
- Offer free bonuses or giveaways for attendees

AI Integration:

- Use **ChatGPT** to create your event description, emails, and social media invites
- Use **Midjourney** or **Canva AI** to design posters/flyers
- Use AI-driven follow-up (like GHL automation) for post-event nurture

Create Your Strategy

Activity:

- Draft your:
 - Social media goal
 - Primary platform

- Next 3 content post ideas
- Idea for one small event you could host or attend this quarter

✓ Key Takeaways

- Visibility drives opportunity — don't be the “best kept secret”
- Use social media to grow your brand and build trust consistently
- Events bring energy, connection, and buzz
- AI tools make marketing **faster, easier, and smarter**

NOTE: Google Workspace (the only way to get a YouTube channel established



(after establishing your own Google Workspace, sign up to become an affiliate)

<https://referworkspace.app.goo.gl/mUfY> (disclosure: this is my affiliate link)

YOU GET A 10% DISCOUNT

OTHER FORMS OF MARKETING

Types of Marketing for Small Businesses



Email Marketing



Social Media Marketing



Event Marketing



Content Marketing



Search Engine Optimization



Influencer/Brand Ambassador Marketing



Affiliate/Referral Marketing



Local Marketing



Direct Mail



Text Message (SMS) Marketing



Video Marketing



Community & Partnerships

Core Types of Marketing for Small Businesses

1. Email Marketing

- Newsletters, promotional campaigns, drip sequences
- Tools: Mailchimp, ConvertKit, Go High Level

2. Social Media Marketing

- Organic posts, stories, reels, paid ads
- Platforms: Facebook, Instagram, LinkedIn, TikTok, X (Twitter)

3. Event Marketing

- In-person or virtual: pop-ups, workshops, networking, webinars

4. Word of Mouth Marketing

- Referrals, testimonials, reviews, brand ambassadors
-

Other Powerful Marketing Methods

5. Content Marketing

- Blog posts, podcasts, videos, infographics that educate or inspire
- Boosts SEO and establishes expertise

6. Search Engine Optimization (SEO)

- Optimizing your website to rank higher on Google
- Free but long-term strategy; great for attracting organic leads

7. Search Engine Marketing (SEM)

- Paid ads on Google (PPC)
- Great for visibility on specific keywords

8. Influencer/Brand Ambassador Marketing

- Partner with micro-influencers or community leaders to promote your brand

9. Affiliate/Referral Marketing

- Give people a commission for sending you customers

10. Local Marketing

- Google Business Profile, Yelp, local directories, Nextdoor
- Especially effective for brick-and-mortar or service-based businesses

11. Public Relations (PR)

- Press releases, media coverage, podcast guesting, speaking engagements
- Builds trust and exposure

12. Direct Mail Marketing

- Postcards, coupons, brochures sent physically — still works for local or niche audiences

13. Text Message (SMS) Marketing

- Fast and high open rates
- Great for event reminders, flash sales, and confirmations

14. Video Marketing

- YouTube, Instagram reels, TikTok, live streams
- Ideal for storytelling and building connection

15. Guerrilla Marketing

- Creative, low-cost, unexpected promotions (e.g., sidewalk chalk ads, flash mobs)

16. Community Marketing

- Sponsorships, donations, collaborations with local nonprofits, or creating your own community group

17. Networking & Partnerships

- Co-marketing with complementary businesses
- Joint events, email swaps, bundled offers



AI-Powered Marketing (Emerging Layer Across All Types)

Use AI to:

- Generate content (posts, blogs, email)
- Personalize messaging
- Predict behavior and segment audiences
- Create automated customer journeys
- Analyze campaign performance

REPORTING ASPECT (Super Important)

1. 🏠 Annual Report (State Registration)

Who must file:

All domestic and foreign **LLCs, corporations, nonprofits, and LLPs** registered with Wisconsin must file an annual report with the Wisconsin Department of Financial Institutions (DFI). **Sole proprietorships are exempt.**

What to include:

- Business name and identification number
- Registered agent's name and address
- Principal office address and mailing address
- Officers, directors, managers or partners (LLCs may omit member details)
- Business email and contact person details

Due date:

File by the **last day of the quarter** your business was formed:

- Jan–Mar → due Mar 31
- Apr–Jun → due Jun 30
- Jul–Sep → due Sep 30
- Oct–Dec → due Dec 31

Fee:

- **\$25 online, \$40 by mail** (domestic entities). Foreign entities pay **\$65 online** or **\$80 by mail**.

Late filing consequences:

- No immediate penalty, but after **3 consecutive missed filings**, DFI may **administratively dissolve** your business.
- Dissolved entities must pay reinstatement fees and file past-due reports to regain good standing.

How to file:

- Use the **Wisconsin One Stop Business Portal** to file online. No login required; just search by entity name or ID.
 - Alternatively, file by mail using Form Corp 5-I with a check for the fee.
-

2. Tax Filings & Employer Reporting

Depending on your structure and whether you hire employees, Wisconsin reporting may include:

Income Taxes:

- **LLCs taxed as partnerships:** Pass-through; members report on personal returns. File **WI Form 3 (Partnership)**.
 - **Corporations (C or S Corps):** File Wisconsin corporate tax return (**Form 4T, Form N**, etc.) due **4 months and 15 days after fiscal year-end** (aligned to federal deadlines).
 - **Employer Withholding & Unemployment:**
 - Register for withholding tax via DOR's MTA (My Tax Account) or Form BTR-101.
 - Filing **Form WT-6 Wage Report** is required periodically (quarterly/monthly) based on tax liability.
 - File unemployment insurance (UI) taxes via DWD (Department of Workforce Development). Reports and payments are typically required quarterly.
-

3. 💰 Sales & Use Tax

If your business sells taxable goods or services in Wisconsin:

- **Register for a seller's permit** via Form BTR-101 or online.
- File sales tax returns **monthly, quarterly, or annually**, based on volume.



4. 🧑‍💼 Corporate Transparency Act (Federal) ---Suspended temporarily (Stay tuned)

This **FinCEN filing requirement** is **separate** from Wisconsin obligations but relevant for small entity owners:







- **Most LLCs and private corporations** must report beneficial ownership info by **January 1, 2025**, if formed before 2024. New entities have **30–90 days** to file after formation. (This has temporarily been put on hold)
- Updates required within **30 days** of changes.
- Penalties: up to **\$10,000 fine** and criminal liability for false or absent disclosures.

✅ *Summary Table*

Type of Filing	Who Must File	Due Date	Fee
Wisconsin Annual Report	LLCs, Corporations, Nonprofits, LLPs	End of entity's formation quarter	\$25 online / \$40 by mail (domestic)
WI State Tax Returns	LLCs (pass-through), Corporations	4½ months after tax year-end	Varies
Withholding & UI Reports	Employers	Quarterly, based on liability	None (tax liability only)

Type of Filing	Who Must File	Due Date	Fee
Sales & Use Tax Returns	Businesses selling taxable products/services	Monthly/quarterly/annually	Varies
Federal CTA FinCEN Report	Most LLCs & private corps (beneficial ownership)	Jan 1 2025 or 30–90 days post formation	No fee, financial penalties for noncompliance

Tips to Stay Compliant

-  Set annual reminders based on your formation quarter.
-  Use Wisconsin’s **One Stop Business Portal** for filings and status checks.
-  Maintain strong payroll records to support accurate withholding/UI filings.
-  Register for a seller’s permit **before** selling taxable goods/services.
-  Track ownership changes to meet **CTA deadlines**.
-  Update required filings within 30 days of changes (address, owners, etc.)

WISCONSIN SMALL BUSINESS COMPLIANCE CALENDAR (2025)

Compliance Item	Due Date
Annual Report Filing (WI DFI)	Last day of your formation quarter
State Income Tax Filing	April 15 or 4.5 months after fiscal year-end
Sales & Use Tax Filing	Monthly/Quarterly/Annually (based on volume)
Employer Withholding Tax	Monthly/Quarterly (due on the 15th)
Unemployment Insurance Filing	Quarterly (Apr 30, Jul 31, Oct 31, Jan 31)
Federal CTA BOI Report (FinCEN)	Jan 1, 2025 (or 30-90 days after formation/change)

ACCOUNTING ASPECTS

“Know Your Numbers: Bookkeeping & Accounting for Small Business Success”

Why Bookkeeping Matters

- The cost of NOT keeping accurate records
 - Financial clarity = confident decisions
 - Separating personal vs. business finances
 - Cash vs. accrual accounting — what's the difference?
-

Bookkeeping Basics

- Tracking income and expenses
- Categories (COGS, overhead, marketing, etc.)
- The importance of receipts and documentation
- What is a chart of accounts?

Tool Demo: AI tools like ChatGPT for categorizing expenses

Setting Up a Bookkeeping System

- Choosing a system: Spreadsheet, software, or hiring a bookkeeper
- Daily, weekly, monthly tasks
- Creating invoices and tracking payments
- Reconciling bank accounts

Tools Overview:

- QuickBooks
- Wave
- FreshBooks

- Zoho Books
- Go High Level + AI integration for automation

Tool	Cost (Monthly)	Key Features	Best Use Case
QuickBooks	\$30-\$90+	Full accounting suite, invoicing, bank reconciliation, payroll, tax tracking, AI automation, robust reporting	Established small businesses needing advanced features and tax readiness
Wave	Free	Free invoicing, receipt scanning, accounting reports, bank sync, limited integrations	Startups and solopreneurs with basic needs and no budget
FreshBooks	\$19-\$60+	Client billing, time tracking, invoicing, expenses, project management, good for freelancers	Freelancers, service providers, creative professionals
Zoho Books	\$0-\$70+	Automated workflows, multi-currency, client portal, tax compliance, extensive integrations	Businesses needing integration-heavy or multi-user setups
Go High Level (with bookkeeping add-ons)	Included in CRM – integrated with outside tool (separate paid account)	All-in-one CRM with marketing, automation, and invoicing; integrates with external accounting systems	Businesses already using GHL for CRM/marketing that want bookkeeping add-ons or integrations
Google Sheets (manual tracking)	Free	Manual entry, customizable, good for basic income/expense tracking and learning fundamentals	Beginners learning basic accounting or businesses tracking limited expenses

Understanding Financial Statements

- Profit & Loss Statement (P&L)
- Balance Sheet
- Cash Flow Statement
- How to analyze your numbers to make business decisions

Activity: Download the [FINANCIAL STATEMENTS EXAMPLES AND TEMPLATES](#)



BUSINESS
FINANCIAL STATEMENT

AI Tip: Use AI to summarize financial reports or forecast trends

Business Taxes & Deductions

- Overview of tax obligations (federal, state, sales tax)
- Common small business deductions
- Quarterly estimated taxes explained
- 1099s, W-2s, and contractor reporting

Resources: IRS small business site, Wisconsin DOR

AI Use Case: Drafting tax question lists or organizing tax documents

Staying Compliant & Audit Ready

- Document retention rules
- Preparing for audits
- Using cloud storage (Google Drive, Dropbox)
- Protecting sensitive financial info

Checklist Activity: Monthly and quarterly bookkeeping checklist

Monthly Bookkeeping Tasks	Completed
Reconcile bank and credit card statements	
Categorize and record all income and expenses	
Review and pay vendor bills	
Invoice clients and follow up on unpaid invoices	
Update payroll records and process payroll if applicable	
Review cash flow and adjust budget if needed	
Back up accounting files/data	
File sales tax returns (if required)	
Review financial statements (P&L, Balance Sheet)	
Check for any unusual or duplicate transactions	
Update mileage logs and receipts	

Using AI & Automation for Accounting

- Automating invoicing, payments, and expense categorization
- Using Zapier + accounting software
- Forecasting cash flow with AI tools
- When to consult a CPA or accountant

Tools Mentioned: QuickBooks AI, Sage Intacct, ChatGPT for financial questions


Bonus Materials

- Business Expense Tracker Template (Google Sheet/Excel)
- Bookkeeping Checklist (Weekly, Monthly, Quarterly, Year-End)
- “Know Your Numbers” Workbook
- Suggested AI Tools for Solopreneurs
- List of free/affordable accounting software
- Monthly budget technique to stay ahead of bills and avoid overdrafts

LEGAL ASPECTS

Legal Aspects of Running a Business

1. Choosing the Right Business Structure

- **Options:** Sole Proprietorship, LLC, S Corp, C Corp, Partnership
 - **Why it matters:** Affects taxes, liability, control, and funding
 - **Risk:** Personal liability if unincorporated
 -  **Mitigation:** Choose LLC or S Corp for liability protection; register with the state
-

2. Business Licenses & Permits

- **Examples:** General business license, seller's permit, health permits, zoning clearance
 - **Risk:** Fines, shutdown, inability to operate legally
 - **Mitigation:** Use your state's One Stop Business Portal or SBA.gov to determine required licenses
-

3. 📄 Contracts & Agreements

- **Types:** Client contracts, vendor agreements, partnership agreements, NDAs, employment contracts
 - **Risk:** Misunderstandings, non-payment, disputes, liability
 - **Mitigation:** Use written contracts, include scope, payment terms, termination clauses; consider contract templates vetted by an attorney
-

4. 👤 Employment Law

- **Topics:** W2 vs. 1099, wage laws, harassment, anti-discrimination, OSHA safety
 - **Risk:** Lawsuits, IRS penalties, audits
 - **Mitigation:** Classify workers correctly, use payroll systems, provide employee handbooks and required training
-

5. 🗝️ Intellectual Property (IP)

- **Types:** Trademarks, copyrights, patents, trade secrets
 - **Risk:** Infringement (you or others), brand theft, reputation damage
 - **Mitigation:**
 - Trademark your business name/logo
 - Copyright your content
 - Avoid using others' work without permission
-

6. 📄 Data Privacy & Cybersecurity

- **Applicable if:** You collect customer data (emails, payments, health info, etc.)
 - **Risk:** Data breaches, FTC fines, loss of trust
 - **Mitigation:** Use secure platforms, add privacy policies, follow GDPR/CCPA guidelines, install SSL on website
-

7. 📅 Taxes & Financial Compliance

- **Topics:** Estimated quarterly taxes, self-employment tax, sales tax, business tax filings
 - **Risk:** IRS penalties, interest charges, legal action
 - **Mitigation:** Use a bookkeeper/accountant, file on time, keep receipts for 3–7 years, use accounting software
-

8. 📄 Insurance Coverage

- **Types:** General liability, professional liability, cyber, workers' comp, business interruption
 - **Risk:** Costly lawsuits, natural disasters, service errors
 - **Mitigation:** Consult with a business insurance agent; at minimum, have general liability coverage
-

9. 📍 Zoning and Home-Based Business Regulations

- **Applicable if:** You work from home or run a physical location
 - **Risk:** Fines or shutdown for operating in a non-commercial zone
 - **Mitigation:** Check with your local city/county zoning office
-

10. 📦 Product Liability or Service Risk

- **Applicable if:** You sell physical products or give professional advice

- **Risk:** Injuries, damages, lawsuits
- **Mitigation:** Use clear disclaimers, label products correctly, have professional liability insurance

 **Bonus:** *Legal Mitigation Checklist*

- LLC formation guide
- Contract template library
- Insurance comparison worksheet
- Legal doc audit checklist (licenses, policies, trademarks)
- Resource list (SBA, SCORE, LegalZoom, local Small Business Development Centers)

Legal Task	Recommended Frequency	Responsible Party
Choose and register a legal business structure (LLC, S Corp, etc.)	Startup phase	Founder / Legal Advisor
Register your business name with your state	Startup phase	Founder
Obtain an EIN (Employer Identification Number) from the IRS	Startup phase	Founder
Apply for necessary state and local business licenses and permits	Startup phase	Founder / Consultant

File for a seller's permit or sales tax registration (if applicable)	Startup phase	Founder / Accountant
Create operating agreements or partnership agreements (if applicable)	Startup or when adding partners	Legal Advisor
Draft client service contracts or terms of service	Ongoing per new client	Founder / Legal Advisor
Create contractor or employee agreements (W-9, offer letters, etc.)	When hiring or contracting	Founder / HR / Legal
Secure business insurance (general liability, E&O, etc.)	Annually or as needed	Founder / Insurance Agent
Register trademarks, copyrights, or patents (as needed)	As needed	Legal Advisor / IP Attorney
Create a privacy policy and terms of use for your website	At website launch	Web Developer / Legal Advisor
Secure your website with SSL and data protection tools	Ongoing	IT / Web Developer

Set up a reliable accounting/bookkeeping system	Ongoing	Bookkeeper / Accountant
Pay estimated taxes quarterly and file annually	Quarterly/Annually	Founder / Accountant
Maintain records and backup important documents regularly	Ongoing	Founder / Admin

Editable Contract Templates (Free & Reliable Sources)

Resource Name	Description	Link
HoneyBook Free Service Contract	Free, customizable service contract template for freelancers and small businesses.	HoneyBook Free Service Contract
Rocket Lawyer Free Template	Library of free legal documents including contracts, NDAs, and more.	Rocket Lawyer Free Template
LawDepot Sample Partnership Agreement	Free sample and customizable partnership agreements for small business partners.	LawDepot Partnership Agreement
Docracy Free NDA	A collection of free Non-Disclosure Agreement templates.	Docracy Free NDA
Termly Free T&C Generator	Free Terms and Conditions generator for websites and apps.	Termly Free T&C Generator
Free Privacy Policy Generator by Termly	Free privacy policy generator for websites, apps, and businesses.	Termly Privacy Policy Generator
Official IRS W-9 PDF	Official U.S. Internal Revenue Service form for Request for Taxpayer Identification Number and Certification.	IRS W-9 PDF

Resource Name	Description	Link
Indeed Free Offer Letter Template	Sample offer letter template for new hires, free from Indeed.	Indeed Free Offer Letter Template

FUNDING SOURCES

Funding Navigation – Know Your Options & Take Action

Understanding Your Funding Path

Checklist:

- Do I have a clear business model?
- Have I calculated my startup or expansion budget?
- Do I have a business plan or executive summary?
- Do I have a capability statement (if pursuing contracts)?
- Have I registered with SAM.gov (for federal contracts)?

Reflection Prompt:

What are my current funding needs — startup capital, equipment, marketing, working capital, or something else?

Types of Funding for Female Veterans

Type	Source Examples	Notes
Grants	iFundWomen , Amber Grant , StreetShares	Non-repayable but competitive
Microloans	Kiva , Accion , Local CDFIs	Low-interest options for startups
Traditional Loans	SBA 7(a) , Local Credit Unions	Requires good credit, repayment begins quickly
Venture Capital / Angel	Pipeline Angels , VetsinTech	High growth potential, often tech or scalable models
Crowdfunding	Kickstarter , iFundWomen , GoFundMe	Great for product or mission-based startups

Build Your Funding Toolkit

Template Table:

Document Type	In Progress	Completed	Notes
Business Plan	<input type="checkbox"/>	<input type="checkbox"/>	
Financial Projections	<input type="checkbox"/>	<input type="checkbox"/>	
Pitch Deck (if needed)	<input type="checkbox"/>	<input type="checkbox"/>	
Capability Statement	<input type="checkbox"/>	<input type="checkbox"/>	
Registration on SAM.gov	<input type="checkbox"/>	<input type="checkbox"/>	

Funding Tracker Template

Fund/Grant Name	Deadline	Amount	Status (Applied/In Progress/Won)	Notes
Amber Grant	15th Monthly	\$10,000	In Progress	Submitted LOI
SBA Microloan	Rolling	\$5,000– \$50,000	Not started	Need to finalize projections




Downloadable **templates** for a business plan, pitch deck, and capability statement

[Sample Business Plan](#) (Download)

[Sample Pitch Deck](#) (Download)

[Sample Capabililty Statement](#) (Download)

WRAP UP and NEXT STEPS

-  Mindset & Motivation
-  90-Day Action Plan
-  Resources & Partner Organizations

Mindset & Motivation – From Soldier to CEO

Purpose:

Build inner resilience, confidence, and CEO-level thinking to navigate business challenges.

Topics to Cover:

- Fixed vs. Growth Mindset
- The Identity Shift: From Service to CEO
- Affirmations for Entrepreneurs

- Combatting Imposter Syndrome
- How to Stay Focused When Life Gets Loud
- Celebrating Small Wins

Exercises:

- “I Am Capable Of…” Confidence Builder
- Weekly Affirmation Cards
- Reflection: *What is one belief I need to let go of to succeed as an entrepreneur?*

90-Day Action Plan – Mission Ready

Purpose:

Turn all the learning into an immediate, manageable execution plan.

Template Structure:

Goal Category	Specific Goal	First Action Step	Deadline	Accountability
Business Setup	Register LLC	Submit paperwork online	Aug 16	Myself
Marketing	Launch Instagram presence	Choose username + bio	Aug 27	Mentor Group
Financials	Set up QuickBooks	Create account	Sep 10	Accountant
Networking	Join 1 local veteran group	Attend meeting	Sep 15	Peer Coach

Prompts:

- What are 3 outcomes I want to achieve in the next 90 days?
- What barriers might I face, and how will I overcome them?
- Who will hold me accountable?

Resources & Partner Organizations

Must-Have Resources:

Resource Type	Organization / Tool	Website / Contact
Grants for Women Vets	IFundWomen , Amber Grant , StreetShares	ifundwomen.com, ambergrantsforwomen.com
Business Coaching	WWBIC/SCORE , VWISE , SBA Veterans Office	score.org, sba.gov
Veteran Entrepreneur Hubs	IVMF/Bunker Labs , VetToCEO , Boots to Business	bunkerlabs.org, boots2business.org
Legal & Accounting Help	SBDC , LegalZoom (templates) , QuickBooks	wisconsinsbdc.org, quickbooks.com
Networking & Support	Wisconsin Veterans Chamber , NAWBO , WBENC	wiveteranschamber.org, nawbo.org

Optional Workbook Closing Page

Declaration Page:

"I, _____, commit to taking bold action in my business over the next 90 days. I believe in my ability to succeed, serve, and lead — with courage, clarity, and purpose."

WE HAVE ONLY JUST STARTED THE JOURNEY TOGETHER

FOUR PHASES OF TEACHING AND SHARING WEBINARS



Phase 1: Foundation (Already Covered in this guide)

- Business Ideation + Legal Setup
- Marketing & Branding
- Accounting & Bookkeeping

Phase 2: Operations & Management (To Cover Next)

1. Operations & Systems

- Time management & productivity
- SOPs (Standard Operating Procedures)
- CRM systems, customer service workflows
- Using project management tools (Trello, ClickUp, GHL)

2. Hiring & Team Building

- When and how to hire (W2 vs. 1099)
- Creating job descriptions
- Delegating effectively
- Building a supportive team culture

3. Risk Management & Legal Protections

- Business insurance (liability, cyber, E&O, etc.)
 - Contracts and agreements (clients, vendors, contractors)
 - Data privacy and digital security basics
-

Phase 3: Growth & Expansion

4. Business Credit & Funding

- Building business credit
- Grant funding (especially for women, veterans, rural businesses)
- Pitch decks and investor relations
- Crowdfunding, loans, and microfinancing

5. Leadership & CEO Mindset

- Time shifting: Working *on* the business, not just *in* it
- Overcoming imposter syndrome
- Building resilience and clarity

6. Networking & Partnerships

- Strategic collaborations
 - Attending expos, business summits, veteran-specific networking events
 - Joining chambers, industry groups, and local incubators
-

Phase 4: Automation, Scaling & Exit

7. Automation & AI Integration

- Automate lead gen, customer service, sales follow-up
- AI tools for content, data analysis, finance, and team management
- Workflows to reduce manual labor

8. Scaling the Business

- Adding new products/services
- Licensing, franchising, or affiliate models
- Going global or entering new markets

9. Exit Planning

- Business valuation
- Selling your business or succession planning
- Transitioning leadership and preserving legacy

Bonus Topics:

- **Self-Care for Entrepreneurs** – Prevent burnout
 - **Veteran-Specific Resources & Advantages** – Certifications, contracts, and networks
 - **Digital Presence Mastery** – Website, SEO, email marketing strategy
 - **Client Relationship Mastery** – Onboarding, retention, feedback loops
-

MAKE ADDITIONAL MONEY (for personal and business funding)

You can do what I am doing too...

While in the military, starting from 2002 to 2008, I worked as a freelance editor, ghost writer, blogger, and research report writer amidst working as a part time Reservist and full time

AGR status. After leaving the service in 2008, I continued my “gig working” adding Mystery Shopping to the repertoire of freelancing. In January 2013, I finally landed my dream job of working in Academia, working at home full time! In December 2013, it was like the Universe said “OK, time to pay it forward,” with people calling me for help to find their work at home dream job.

In 2025, I am credited with helping 521 people work at home full time (and a handful are working part time, at their preference.) Additionally, many of my work at home employment clients became my entrepreneurship clients and I am credited with helping 55 of them get their business launched. Some of them wanted to lead their own nonprofit organizations and I helped 33 of them get started.

Now, I am doing more than just launching businesses and starting nonprofit organizations.

I am using the AI technology afforded for us to launch businesses and help them grow. I am capitalizing and maximizing the use of all-in-one CRM, ChatGPT and several other programs to market and manage the client/customer ebb and flow of businesses and organizations (including mine).

Here’s where you too can do what I am doing

- Launch your business
- Experience marketing and customer acquisition and customer care
- Learn as much as you can about operating a business and all-in-one CRM
- Keep track of the journey (you will share this with others in the future)
- Let me know when you are ready, and you can mirror my business model with my blessings. 😊

EARN AFFILIATE COMMISSIONS

Refer others to **Google Workspace**:

1

Share your unique referral link to help others discover Google Workspace.

2

Your referral will get 10% off their first year by signing up through your link.

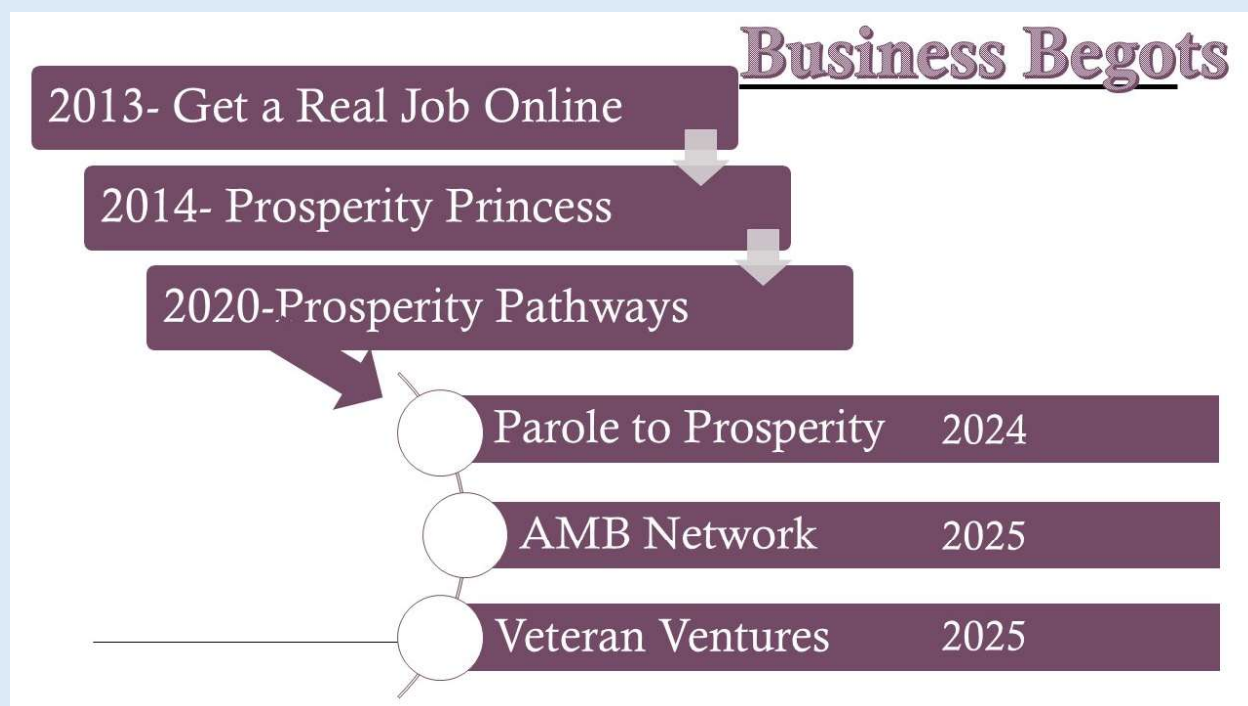


Get paid for every user that signs up.

Refer others to **Go High Level**: If you have an agency account costing \$297, you get to refer others and earn 40% affiliate commission.

Refer others to **Prosperity Pathways/AMB Network** – 50% affiliate commission – paid monthly as long as the account of the one referred remains active

Have BUSINESS BEGOTS



Call to Action

Schedule a call with Dr. AnnaMaria Bliven for FREE 30 minute consultation <https://tinyurl.com/AMBCalendar1>

Complete this survey before meeting with Dr. Bliven <https://forms.gle/A8NSgB7JMGgp99hA6>

THANK YOU!

Entrepreneurship Steps to Start
Scale & Sustain Your Business



Prosperity
Pathways LLC



AMB
Network

Dr. AnnaMaria Bliven

Phone: 608-957-7273 (Google voice)

Schedule a meeting:

<https://tinyurl.com/AMBCalendar1>

Visit my LinkedIn Profile:

<https://www.linkedin.com/in/annamariabliven/>
