



# ONLINE BUSINESS LAUNCHER

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## Introduction: The New Era of Entrepreneurship



### This Module

- The Nature of Online Business
- Why you want to Launch a business
- The New “community” focused business
- Why NOW is the time to do it



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BUT FIRST....

...a little house keeping :)



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Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Meet @ 8:00 ET

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I will post recordings on my site...  
(usually about 4-6 hours after I teach it)

[JeremyWhaley.com](http://JeremyWhaley.com)



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HELP!?

[Hello@JeremyWhaley.com](mailto>Hello@JeremyWhaley.com)  
615-403-3035 (text first)



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# The Nature of Online Business

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## The Nature of Online Business

- It has leveled the playing field
- It has opened up global markets to everyone
- It has increased competition thereby revealing the flaws of many traditional businesses
- Provides an infrastructure for a new business owner to launch and correct as much as needed.

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## In other words...

- Online business is the ideal place for a new business owner to get started!

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## A New Breed of Entrepreneur

OLD	NEW
Big startup costs	Low startup costs
Venture capital	Self funded
High overhead	Low overhead
Years (if ever) to profitability	Profit as quickly as possible

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## The Funnel Hacking Manifesto

A Funnel hacker is a new breed of entrepreneur... SMARTER, LEANER, FASTER, AND FREE! A funnel hacker believes that their business is a calling... their products, services and the message they share have the ability to change the lives of the people they've been called to serve. A Funnel Hacker is in control of their destiny... They start without a safety net, "venture capital" is a four letter word, and "bootstrap" is their middle name. Funnel hackers define their own destiny. Create their own luck. Build their own empires. Change the world.

Funnel Hacking Manifesto from Russel Brunson/Click Funnels



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## THE AGE OF CORPORATE GIANTS AND PERFECT BUSINESS PLANS FUNDED BY GIANT VENTURE CAPITAL FIRMS AND BEHOLDEN TO THE BOTTOM LINE IS GONE



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We have entered an era where the individual, armed with a laptop and internet connection, and fueled by a burning desire to make a mark, can not only be competitive but can actually "win", and that individual can do so without risking their life savings.



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## Online Business TODAY

2000	2020
Unproven models	Proven Models
Expensive websites (\$20k+)	Inexpensive websites (<\$500)
"One shot to get it"	Agile/Scrum - Correct often
Expensive startup	Lean Startup
Years of hypothetical market testing	Immediate testing



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## Flexibility of Online

- Agile/Scrum development model
- Work with sprints and MVPs
- Fail often and correct
- Learn what works and build on it
- “Spin up & wind down”



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## Better HR Options

- No longer have to hire a bunch of employees!
- You can outsource almost everything!
- Someone wants to do it!
- Easy - just hire their business (no tax issues!)



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## No Longer Have to Reinvent!

- EVERYTHING has been done!
- There's an app for that, a plugin, something....
- No longer need expensive programmers
- Say goodbye to expensive IT teams



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## It has Forced Better Quality Business

- Marketers have to learn to market (for real)
- Sales funnels have forced better selling process
- Technology has forced rapid innovation (agile/scrum)
- Products have become more customer focused (product/market fit)
- Forced better customer service/experiences



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## My Outcome

- Teach you how to launch an online business
- Once you learn, you can launch as many as you want
- You may start 5 before you find the one you love!  
(that's okay!)
- It's ALL about learning (there is not failure in learning)
- You'll discover how easy it can be



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Launching a business is easy,  
mastering business takes a lifetime.  
(we have to launch first)




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My challenge to you... See *everything*  
as a playground, a giant experiment,  
something to have fun with!




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Why You Want To Launch A  
Business



“All business should be conducted for the same reason - to serve the needs of an ideal client.”



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### Your Business Serves Two Masters

YOU	YOUR CUSTOMER
What do you want?	What do <i>they</i> want?
Why are you doing this?	What pain are you solving?
What is your driving factor for biz?	Which pleasure do you add?
What is your end game?	Their before/after state
How does this meet your 6 needs?	How are they addicted to you?



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When we get more focused on OUR NEEDS than the needs of the customer, the business will suffer.

If we get entirely focused on the customers needs... we will suffer.



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### Basic Psychology

PLEASURE

PEOPLE WILL DO MORE TO AVOID PAIN THAN TO GAIN PLEASURE!

PAIN



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A million dollar Q:  
“How can you become someone’s  
Aspirin to their pain?”



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“If you will help enough people get  
what they want you can have  
everything you want.”  
- Zig Ziglar



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## 6 Human Needs

- Certainty
- Uncertainty
- Significance
- Love & Connection
- **Growth**
- **Contribution**



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If you can design a business that meets  
your needs and also at the same time  
meets the needs of your customers,  
you will both always be happy!



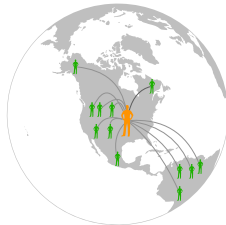
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# Community Focused Business



Corporate Globalism

vs.



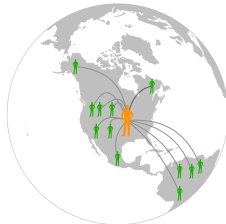
Global Communities



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- It's still global
- The epicenter is YOU
- This model IS ALREADY Established
- Social media
- Everyone is connected
- NOW WHAT?



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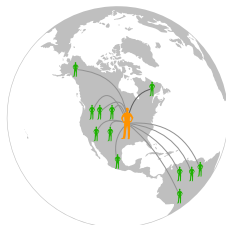


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## The At Home-preneur

- Finds ways to monetize *their* world
- Builds a community like you
- Serves *that* community
- *Knows* that community
- Offers value to *that* community
- It's a new era... or is it?



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# The Old is New

- 250 years ago
- Focus was **COMMUNITY**
- Serves *that community*
- *Knows that community*
- *Offers value to that community*
- Help Each other
- Economy was local do that community



[JeremyWhaley.com](http://JeremyWhaley.com)

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## Global Communities



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New	Old
Serve Individuals	Serve the corporation
Serve similar communities	Sell to demographics
Individuals are the most important	Institution is the most important
YOU MATTER	You are replaceable
Help each other	Survival of the fittest
True Capitalism	Corporate socialism
Be who/what you want	Job/career is your identity

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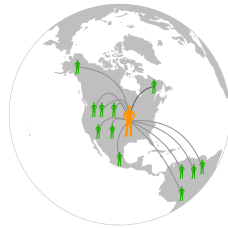


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## We are already seeing this

- Music industry 2000-2002
- Venture Capital Industry c. 2008
- Taxi Industry = Uber
- Hospitality Industry = Air BnB
- Retail = ecommerce



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**“For things to change, you must change”**  
- Jim Rohn



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## Why is change so hard?

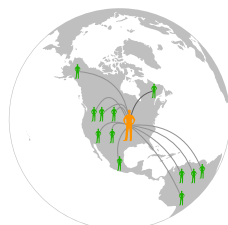
- Certainty
- Uncertainty
- Significance
- Love & Connection
- **Growth**
- **Contribution**



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## The Future is Now...

- Automation
- Artificial Intelligence
- But you (the human) = Not replaceable
- We must become MORE human
- Human to human business
- COMMUNITIES



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## Finally, It's About You!

- You decide what YOU ARE interested in
- Diversify as much as YOU want
- Create and live the life of YOUR dreams



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**Caution:**  
**With this freedom comes**  
**incredible responsibility**

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## Most Amazing time to be alive...

- Technological advancements
- Automation
- Artificial Intelligence



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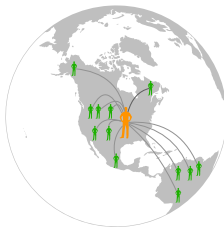
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## It's YOUR WORLD



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# First question: What do you want?



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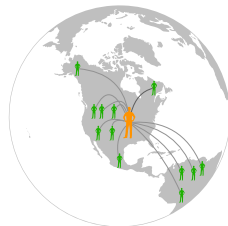
# Second Question: Who do you want to serve?



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## Who Do You Serve?

- Your Tribe
- Your Followers
- You Lead Them
- It's YOUR community



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## In this NEW ERA

- Authenticity > Perfection
- Value > Price
- Connection > Isolation
- Interesting > Differentiation



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## Be Interesting

- You can't compete by being better
- You can't compete being different
- You can only compete by being UNIQUE.



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***“Entrepreneurship is about finding ways to combine available resources into a product that provides value to the market.”***



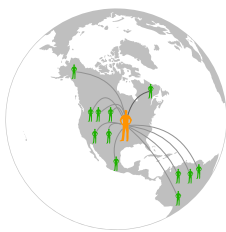
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***“Capitalism is about letting that market decide if the value offered justifies the cost.”***



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**It's YOUR WORLD**



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**“It’s impossible to be something to everyone, but it’s entirely possible to be everything to someone.”**

**- Jeremy Whaley**

## Why NOW is the Time to Launch



**You should always be planting...**



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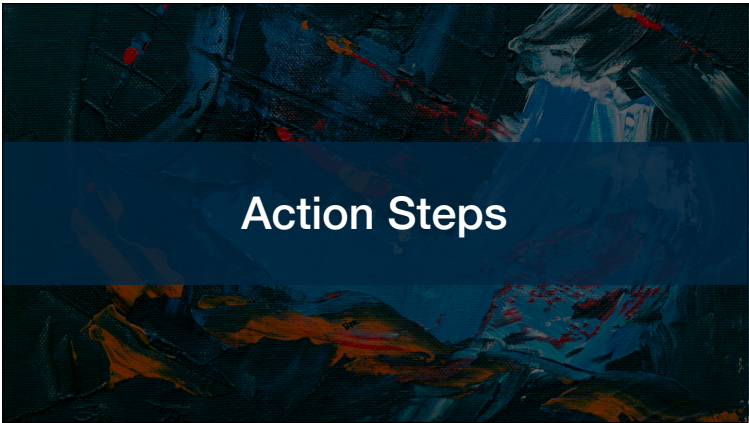


### Why Now?

- If not now, when?
- You can only change direction an object in motion
- We don't know when this may need to be your primary income... that's why you start NOW.



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# Action Steps

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## Action Steps

- Review Slides
- Spend time THINKING ABOUT The questions posed here
- Watch the Sally Hogshead Ted Talk (check membership area)
- If you want take the How to Fascinate Quiz



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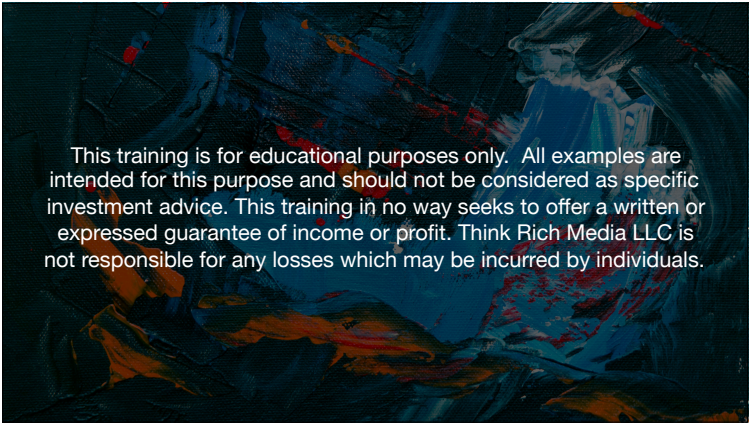
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