

My Coaching Startup Story - Scaling a Digital Small Business

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Before we begin - I just want to clarify a few things here.

This is my own personal story, results are not always typical as success depends hugely on mindset and ability to work with a level of efficiency and productivity that is unusual so, bear in mind that I have worked non-stop in my business, with my business and on my business for over 15 years.

In that time I have learned so many things of what to do and what not to do. I have learned to adjust, tweak and improve my model so that it works for me. I have a long education and a ton of experience, so I have been there and done it.

Being a digital Business owner this essentially means that I can run my business from anywhere as I have no physical products. And this is the first point. My business can be operated by me and managed online.

I also have a remote team of ten who I can rely upon to fulfil the roles and areas which I cannot do well.

This is the second point: I do what I am good at and stay focused on that; and I hire other experts to what they are great at. This is vitally important to the rapid growth and successful; operation of an online business.

Today I offer certain services (consulting), eBooks and courses, and products all online and I also promote affiliate products relating to my niche. Now this means that I can promote and share many various products and services other than just my own - and thus earn more and from various sources.

That's all well and good but where did my story begin?

Back in 1992 I was a college drop out, drug taking kid who was lost. I had no confidence, grew up in the shadow of my smart Twin brother and just about hated myself growing up. I was oversensitive, and under skilled. But it got worse. I fell into a strong of terrible jobs with poor pay and got more depressed. At 30 I was ready to quit on life as I had enough of the pain, stress, suffering and struggle. But I found a book on my mothers book shelf which was a major catalyst and opened my mind to what was possible. I made a decision that day to build my own business no matter what it took.

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And I did. But it took me from where I was to HELL! Yes life got worse and although it should have been amazing it was a car crash.

However, and here's where things began shifting; I took that experience and started another business, built it, and then another and as my education and experience grew I got better and better. I read hundreds of books on mindset and business and studied the top business minds of the last 100 years and really started to see that I had to help others.

I didn't have any help back then but I strongly believed in PASSION.
I was a misguided but passionate guy.

As soon as I could see that I knew that this was so important. I wanted to help others out there who were passionate but had no idea what to do.

So I trained as a business coach and life coach and took many courses, attended many events and basically became obsessed with growth.

That started 15 years ago. Today I have 26 books, a podcast, this blog, a website, courses and am working how I like, when I like.

My point in telling you this is I KNOW WHAT YOU CAN DO if you put your mind to it.

I hope that this post will help you to get some ideas down and start piecing together what is really required from you, should you wish to run a successful sustainable small business in any niche.

Are we more acquainted now?

Ok, let's get started!

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Now, as you may know there are millions of articles, posts and training's on growing a business from scratch.

To begin with, you can find most of the information you require around you today. It is a much different world we live in where information is at our finger tips. And most of what I have learned I HAD TO DO TO GAIN THE EXPERIENCE!

Trying, testing and finding ways to work and have applied these, but I have also paid for help or got help in exchange for my services. But now, today, it is quite amazing the sheer amount of knowledge around us which we can literally take and apply for our own growth. Now, you must understand that I don't mean 'stealing' other people's work - what I do mean is exploring other successful people getting educated and learning from them first hand.

SO I:

- 1) EXPLORED MY NICHE
- 2) GOT THE EDUCATION
- 3) GAINED THE EXPERIENCE

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For example, you can easily now subscribe to a powerful list from a successful person such as a multimillionaire leading speaker, marketer, or Business leader and easily absorb the content to better help your own business and exposure. Make sense?

Both you and I already have a great deal to offer in the way of value and worth. We just need to tap into it and define this into a WAY of working.

You see what I mean right?

We have things which no-one else has! So we have to use what we have been given. Now this may not mean some kind of calling as we see it, it might be something entirely different and unique to you, but I suspect that you will know what that thing is especially with a little in-depth exploration.

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You know my story now!

And you know that I am an author of 26 books on growth and success.

Consulting has been my life now for over 15 years in the areas of Micro and Small business growth, and passion to profits development.

My coaching website is @ www.GregDeTisi.com and I have written many articles on growth which has helped my clients and students from all corners of the globe to create purpose driven lives.

I love what I do, but it wasn't always so easy.

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But it started way back when I was throwing money at businesses and I decided to get myself an education back then and spent over \$50k US or £40k UK on trainings, businesses, network marketing, launches and so on. You name it I was there.

The worst part of what I did was buying products which I really had no need for. I thought I needed them all!

I could see what worked and what didn't.

And I learned from it all, what to do and what not to do.

I got the help from coaches and consultants in various niches and started to notice that, as I grew then others were asking for my help.

Whether it was in life, Mindset stuff or in Business I was in demand. And in order to be the best I can be -

I still educate myself every day so the training has never ended.

Training is constant in Business Growth and in Entrepreneurialism - and I read 3 books per week.

It took me some time to really get going, but as time was passing I was understanding what it really took to be successful, and I then created the right my Brand to reflect me and what I did. And it was starting to feel as though it was an extension of me.

Remember, at 30 I was broke, depressed, anxious, stressed and lost, but within a few years I changed things based on continual learning and implementation.

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Today

I am even shocked myself that these days I CAN actually turn people away - and I 'only' help those whom I wish to work with. So I cherry pick clients charging premium prices. I charge £2000 for a premium package and have various price points to suit all pockets but, my main aim is, ONLY working with passionate, driven individuals and professionals who are accountable.

Why? Because I know they will get results and they will pay me the money as they are already mentally in the game. And when they get results, so do I! So, there is a lesson in this which is - when you are an expert or professional yourself in your own AREA you can command more money, and work with less people. Highly advised!

Of course, I don't know where you are now, and if you wish to start your own enterprise, small business

or start up or perhaps you are just curious and passionate, but either way; you will find this useful as I will now show you how I earn a great income by serving a particular hungry market. Sound good?

Let's assume that you are also hungry for more success and are able to take some action based on this - otherwise there is little point in reading further.

Honestly though, most people have temporary motivation, driving forces and dreams only to move onto something else within weeks. This is one of the most common ways to fail in anything. And this is not seeing something through.

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As a passionate guy I have many passions including drumming as you can see, but I have to say that I am most passionate about others living the lives they were meant to live. Why? Because I care about people.

It's what my mother taught me.

The more I care the more it helps me. It's win win!

If you want to become a coach or consultant then understand that YOU- and what you stand for YOUR BRAND is one in the same thing. If you care about what you do, this is an extension of YOU.

When you realize this you will feel as though you have more power because you can apply 'you' to everything and you will have great standards with all that you do.

The next tip is, have respect for your business and have high standards. Present high quality and offers only.

Scaling a Digital Small Business or any other business takes a lot of love, hard work and determination; and it becomes is another part of you, so you have to be able to stay focused and in the game as you will want to exude the feeling that you are living in and with your vision. You have to live it totally and breath it and become your goals.

This empowers and encourages you to move forward every day.

And so, this way your marketing becomes way more effective and becomes easier; as you can share your message, vision, ethics, and brand and it will speak to the right audience with total power.

Of course - you have to know your market and become a major part of it.

Now, if you can do so and do so WELL, you will dominate your market and have market share. Dominating your market is known as a Monopoly. However, you don't have to become a Monopoly, as long as you have a good market share. So, be the ULTIMATE solution and you will reap the rewards.

By the way - I wrote my own full story in my 26th book which is here if you wanted to read it:

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Now, with marketing and selling yourself, it pays to remember that you have been doing this since you grew up. Think about it; we have all been marketing ourselves, our lives, our views and so on, by being who we are. We have HAD TO sell ourselves to create relationships, friends, jobs and so on, *so if you think about it, you are just doing more of that!*

When you know WHO you are first off and then WHO you are aiming for and WHY, then things become a whole lot easier. Once we know others fears and passions we will become in great demand, because we are building that bridge between us and them.

They already want what you have!

And they are out there now, and are looking for YOU and what you can uniquely offer!

Only once you know what 'that thing is' which you can do better than anyone else, you can then set about building the foundations of a vitally important structure. Then you can place your energy and focus into knowing your systems, costs, expenses and what tools you need to get this going.

I remember that, I would use all kinds of tools and resources which I didn't really need, as I had no clue what I was doing, but you have a luxury of learning from others now, so it's somewhat easier.

The truth is; you need certain tools to make it work, but you can hire others, outsource or pay other pro's to help you in areas where you may be weak.

This leads me onto sticking to your strengths. You must have your role which is defined, and others will have their roles, and all can communicate effectively in order to manage and grow the venture together with a solid vision.

IMPORTANT: IF you try to do everything by yourself this will overwhelm you - and you may quit or take many years to break even this way. So, know your role - period! And know others roles so you all work as a tight unit.

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Capital

If you can start with some capital all the better but ensure that this money is either borrowed from a valid lender or it is money which you can afford to lose. I know that sounds worrying, but the truth is that most businesses (80%) fail in the first year and by year two only (25%) succeed. Do the math. And that's because they have missed vital components of the process and starting right. So be prepared to take risks, and keep all business costs separate from your personal life. If the business fails you don't lose everything.

I suggest you might start with a business partner - and if you can motivate each other when challenges arise then all the better.

Personally - I believe this is very important, as you can both keep each other accountable and by having the leverage upfront, you can invest in the most important areas required to get your startup off the ground whilst also keeping costs as tight as possible. You might be the 'Coach' but your partner may be the tech side of it or the admin or it could be an assistant.

TIP: Only borrow money from a seasoned and experienced investor because they know business for one and it is better to have them on your side, and secondly because they may even have great skills and pointers to help you when starting out.

Your plan may change over time as you evolve but, with them being involved from the outset your risk levels are lowered and as you scale you will be in a far greater position to lead a team and manage your growth. Scaling your business means that you are able to handle an increase in sales, work, or output in a cost-effective, reasonable way. And your business can handle the growth without suffering in other areas such as losing employees because of stressful workloads, or a product that can't be produced fast enough to meet demand. So, as you grow you will grow your ability to handle business growth.

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Now, I didn't do this at the beginning!

And I will admit was delusional once.

Yes I was!

Spending time and money on doing everything myself, and on the wrong things, so I worked HARD on areas which were not taking me forward. I ended up crawling out of potential failure and eventually learning this lesson.

I was on my own for a few years, and I failed to define a vision which I was aware enough of, and so I avoided much of the ground work. This was a big mistake, and that's why I can tell you from experience that it is worth knowing your business, having a business partner and have a business and marketing plan right off the bat.

Yes, things will change, BUT - you will have that solid starting point, and that will give you the focus you need most to go forwards with a greater chance and less risk.

As I learned, grew, refined and defined my market and message I then started to see the right clients appearing - and I got hot at making sales calls by studying many training's by sales experts. From there I became well respected as a coach and consultant because I took the time to keep learning and getting better. And that is the key. Remember?

Then I started hitting income goals and I started to increase them. And I started hitting these goals because I knew what OTHERS wanted and why. But I also knew what I wanted and why.

NOTE: I knew my income goals and why I wanted that amount and this is important because, when we know we can see what this will mean and as we build the vision we then start to form the reality. As I tweaked and scaled my business by measuring my goals and growth I started to see which areas needed more attention and less attention. In other words; I noticed certain what worked. And I can tell you that still today and probably forever 'word of mouth' is still the greatest marketing tool to get clients and customers. And this will also build repeat custom through the trust, retention and also referrals.

The trouble I had 15 years ago was that, I was like a mad scientist TRYING EVERYTHING!

Now I can look back and laugh about it, but it nearly killed me then. So, this meant that I was doing all of the work, so I invested in help, I outsourced to other experts and kept to coaching and writing. You must be as valuable and worthy as you can be at what you are great at.

TIP: You must also be prepared to get out of your comfort zone.

This starts with FEAR, then LEARNING and then GROWTH. You will know from life experiences which have taught you this already. We fear something but as we move towards it we realize it is often not as bad as we thought, and we learn, evolve and overcome. This education and experience is priceless as it helps us to become experts.

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So, find what you can love to do BUT be prepared to be scared on the journey.

This is where following something you can LOVE every day is vital.

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I do love a little scuba from time to time and this was in Hawaii a few years back. That was an epic vacation for my Birthday for three weeks at the Hilton.

But, here's the thing, I couldn't teach scuba!

My role is to write about what I do teach which is consulting passionate professionals and growing small businesses so, if you are going to do something then get it defined.

A few years back I wrote my first book, and I enjoyed writing. So, I got it onto Amazon, and it began branding me and helped to attract more of the right clients, and as I wrote more books I began really expanding my content.

This began to draw back to me more business as I was positioning myself as the 'GO TO GUY' in my market.

You must do this also.

I took courses to deeply understand the buyers journey as I didn't want to just attract people of course, I wanted to deliver also.

The key to this is seeing that buying is an emotional process, and it is one which I had to fully explore, so I refined my sales funnels to really allow my subscribers to feel that connection with me and I do actually care so it wasn't that hard.

So I was connecting deeply in the relationship process and this paid me back.

That is another vital component to the whole selling strategy.

Imagine this for a moment:

There is a buyer who's at your shop door looking around and you invite them in to look around more don't you? Sure, and if they trust you, like you and get to know you they may buy correct? Yes, and if so, they

may buy more in the future yes? Yepp! So, it's your job to get them in and buying and this is through the right connection and emotions.

There are always life lessons and the lesson here is getting back buyers who already what? Yes, Know you, like you and trust you!

I know it sounds like a cliché, but it is true.

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Remember that, it doesn't matter whether you run a shop, and e-commerce store, a coaching business, or a franchise of some kind - the principles are the same. And, this is just like with lists, where we connect and share 'value' and deliver through trust.

I don't try to SELL to others, I give value and openly communicate. And eventually they buy and I deliver more!

It's not that complicated.

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By giving more and over delivering I GET BACK.

One of my subscribers may not buy from me even for a year or so, and then 'BAM' I share an effective product or service with an affiliate link and they buy. So, a certain % of subscribers will buy but, they just want to know that YOU CARE. And if you care, they will buy more.

This is just like in employment....if you are not appreciated in your job then you will not buy into your company culture, and you may leave or move on as they have neglected to nurture you. That's why in a business, it is so important to create a culture where by you all love what you do and feel appreciated. OR it's bye bye from your most valued workers!

*Nurture your
team and buyers.*

As I evolved my processes - I had to also connect my mindset to theirs on a deeper level. This is the only way to get better.

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Now, Here's What you might do first:

Start by mastering your strengths, skills, interests and focus there. - Take courses if you need to and give it 110%. Not 90 or 98%.

Begin with a partner and some capital to invest into tools and resources. - Find that passionate person who can do things you cannot.

Have with a vision of knowing who you are selling to exactly. - Who are they, where are they, and why will they buy from you. Oh & what will they buy.

Understand and measure growth. - Become obsessed with growth once you have defined what you will do best and better than others.

Define your price points and why they are right or wrong. - Tweak all efforts, and master your strategy. get feedback and ask Q's.

Use what you already have. - You have a great deal of something already so expose and express your message, and vision.

Use the right types of marketing - PR, webinars, events, podcasts, Media, blog posts, LinkedIn, email marketing, & more as all play a part in positioning you.

Income

At £2000 for my premium product this is what I sell as a primary offer but this may change as time moves forward.

I don't try and sell lower costs items I have [apart from my introductory \\$10k per month course which is here as a starter course.](#)

It is far wiser for me to aim high and get a sale - and if need be come down from there when I am on a sales call. Make sense?

The next tip is never undersell yourself.

Have self respect and value your VALUE. Value your time and your worth.

By selling just one of these per week that's 4 per month which = £8000. But I can sell more. I also have my self study course which I sell for just £29.70. And this is packed with so much value including a \$10k per month blueprint so that sells way easier and automatically. I sell around 10 of these on average per week which equals around £297. And Per month that's £1188.

Combining coaching sales (£8000) and course sales (£1188) and you have £9188 pm on average. This does not include ebook sales, affiliate products and services and other coaching options. So, I know that, I have to make X amount of calls per week to get X amount of sales and I need to shift x amount of affiliate products.

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In this case a £2000 product or premium product may take 3 sales calls to get a sale. So I need 3 calls per week, although **it tends to be more like 3 calls per day now so**, I now can sell one premium product per day. Think of the numbers there!

And as potential clients will fill out my acuity scheduling form at my website @ www.GregDeTisi.com they already tell me all about them, so I know if they qualify or not even before we have spoken.

What does this do? It saves me from having phone calls which are likely not to be a good fit for either of us. Make sense? I don't waste my time or theirs.

See how this works?

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My advice is 'if' you want to become a coach, consultant, trainer or something of that sort then just break it down like I have done.

You know what you will charge and why! WHY will these clients/buyers buy from you? How do you differentiate from the crowd? What will you sell as a package? This is why it's key to know your edge. That's another lesson. STAND OUT and be different to others.

Here's how:

Get them to understand that they need you as a priority - not as a MAYBE ONE DAY!

Invite them to know, like and trust you. - Show them by adding value to their lives.

Break down any barriers they may have and know what those barriers are. - Find out their fears and offer the greatest solution.

Remember that they are being sold to all of the time and are sick and tired of baloney. - So be open, share what can help and don't be salesy.

Strip back the layers for them and make it easy for them. - Break it down so its simple. Simplicity is king.

Connect them to your core message. - Let them see why it matters to you to help them. What's your

story? Vision? Mission? Message?

Create a story board to know their journey and try to become them. - Follow them from the initial starting point. Become them and go on the journey.

Know your message inside out. - It needs to be specific and powerful, so get it right.

NOTE: I would advice that you never invest in a business or startup only to realize that you have no passion for it. This is deadly and you will end up losing interest for it. So, find your passions or whatever it is that you can enjoy doing every day. Think about your best working styles, where you see your role, and what the best use of your time can be.

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Purpose

Now, sometimes I like to do nothing, as you can see there, but you cannot make a living out of it. However, you can have more down time WHEN you create a powerful purpose driven life!

This is why I talk a lot about Purpose.

I believe this purpose is something we design for ourselves and thus, we can cultivate a worthy purpose with which to stand out and live a life of passion. By designing our lives. Make sense? This is exactly what I help clients discover.

Think of it this way - If you don't really believe in what you are offering then why will anyone else? So, promote from your heart what is worthy of you and them. Craft a purpose out of your values.

Study

Study companies, businesses, experts, and entrepreneurs and look at why they appeal TO YOU. Take tips and ideas from them so that you are even better. Be the greatest you can be and you have a powerful competitive advantage.

The real power comes when you starting growing and increasing success little by little, as you feel great about your successes and this actually helps you get better and become a greater producer.

It is no real secret that, by getting into the zone for success more - you will attract it back more.

Your daily role is knowing your purpose and message, and then figuring out HOW to break it all down into goals which you can aim for every day, week, month and year. This way you will see that it is your core purpose to grow, expand and be the best you can be in your market area. 'Not' to limit yourself based on some old idea or condition you grew up with which may try to sell to you that you are somehow only good enough for a certain amount in life.

I hope you have found this post useful and please do share it if you feel it could help a friend or passionate person.

And I also hope you have the power to start taking real action now. My suggestion would be, JUST START. You don't need to know it all you just need to get started, what you need is DRIVE and PASSION. With that and with ACTION you will get there. Step by step.

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Good luck and remember, when you love what you do others will as well.

By the way, did you need some help with this?

Why not grab my [FREE 7 day video eCourse on discovering and developing your passions for a purpose drive life here?](#)

OR, If you want a fast track to following your passions and to start earning what you are worth I can teach you how to develop your passions and create a sustainable business from them, and you can check out my best selling [\\$10k per month Passion to Profit SELF STUDY COURSE HERE IF YOU LIKE](#).

You will see what others are saying and also see if it's for you or not.

But it's only for those who can take action and have a desire to change their entire lives. By the way, I will soon be raising the price so grab it whilst it is at Pre-launch as it could go up at anytime. At the moment I can offer this for you at the super low sum of just £29.70 for a short period. It is already helping new small business owners, career changers and entrepreneurs worldwide to change their lives for good and design new lives of purpose. If that sounds like something you might like then give it a go.

Alternatively - If you wish to work with me instead 1ON1 and form your ideas into a sound plan in order to realize your dream of owning a profitable digital Small business or any other kind of small business do get in touch @ www.GregDeTisi.com and choose your option and we can have a chat for 45 min to an hour.

TIP: It's worth knowing that with Certain Coaching and Digital businesses where you and I are experts, it can even mean less investment and thus profit creation can be way more easy to establish; so I can show you the many ways to create multiple streams of income if that interests you?

Until then I hope you enjoyed My Coaching Startup Story - Scaling a Digital Small Business

All the very best and - by the way, you can grab my free eBook by clicking on the image below.

Greg

Consultant, normal guy, Author of 26 books, creator Of Discover, Design, Develop Consulting system & Love, Passion and Purpose Coaching

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