

THE  
*toolbox*  
FOR ONLINE  
ENTREPRENEURS

**Learn the tools you  
need to start getting  
sales right now in  
your online business**

[thelaunchsquadlab.com](https://thelaunchsquadlab.com)

# YOUR TOOLBOX: THE RESOURCE GUIDE

Keep all your notes, plans and to-do's in a single place right here so you can keep referring back to it!



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



# toolbox

## 1 ONLINE BUSINESS FOUNDATIONS

It's not the same as face-to-face business as usual. Learn the tweaks and pivots you must make to get started.

## 2 ONLINE MARKETING TOOLS

Learn how to get leads, what to do with them, and how to nurture them so they become buyers.

## 3 ONLINE SALES TOOLS

Learn the tools to accept payment, set up landing / sales pages, and my recommended shopping cart.

## 4 ONLINE CLIENT FULFILLMENT

Get your scheduling system set up, learn about video conferencing and cloud-based notes and files that you can share with clients.

## 5 ONLINE PRODUCTIVITY TOOLS

Learn how to organize your to-do's and assign tasks, share passwords with your VA, and use a follow up system for all of your leads.

# HERE'S WHAT YOU'LL NEED

## YOUR COURSE TOOLS



**YOUR COMPUTER**



**YOUR SMART PHONE**



**NOTEBOOK**



**CLEAR SPACE**



**LEARNING MIND**



**PEN/PENCIL**

>> LET'S GET STARTED <<

# *Section 1*

## ONLINE BUSINESS FOUNDATIONS



A carpenter is only as good as her tools, and the same is true for online business owners. Fortunately, we live in an age where anyone with a laptop and an internet connection can build a business, as long as they have the right tools to do so.

# OFFICE EQUIPMENT

LET'S MAKE SURE YOU'VE GOT THE BASICS.  
LIST THE HARDWARE YOU CURRENTLY HAVE AND  
WHAT YOU'LL NEED TO GET.

## I'VE GOT THIS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## I NEED THIS

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## NOTES

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# Section 2

## ONLINE MARKETING



Let's capture leads of potential clients, create eye-catching marketing materials and get your email list built (even if you're starting from scratch.)

# DIGITAL MARKETING

**HOW ARE YOU GOING TO START PROMOTING YOURSELF?**

## LEAD MAGNET IDAES

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■ _____	■ _____
■ _____	■ _____
■ _____	■ _____
■ _____	■ _____

## NOTES

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# *Section 3*

## ONLINE SALES



Get the tools you need to create landing pages and sales pages with payment integration, so you can start earning money right now.

# ONLINE SALES

LET'S GET YOUR TECH STACK RIGHT.  
WILL YOU CHOOSE AN "ALL-IN-ONE" PLATFORM  
OR PIECE IT TOGETHER?

## PAGE BUILDER

\_\_\_\_\_

\_\_\_\_\_

## PAYMENT GATEWAY

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## ESP OR CRM

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## CHECKOUT SYSTEM

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## NOTES

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# Section 4

## CLIENT FULFILLMENT



Set yourself up so it's easy to book sessions with you online! Learn how to host your sessions, manage client notes, keep things organized and easily shareable.

# CLIENT FULFILLMENT

LET'S MAKE SURE IT'S EASY FOR YOUR CLIENTS  
TO WORK WITH YOU.

## CALENDAR & SCHEDULING

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## VIDEO CONFERENCING

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

[NEED A GOOGLE WORKSPACE ACCOUNT? CLICK HERE!](#)

## NOTES

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# Section 5

## ONLINE PRODUCTIVITY



Set yourself up so you're ready for an online support team. Learn task management tools that make it easy to collaborate with others.

# PRODUCTIVITY

PROJECT MANAGEMENT AND CYBERSECURITY.  
HONOR OUR TIME AND PROTECT OUR ASSETS.

## LIST THE SOFTWARE YOU NEED

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

## NOTES

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-  TRELLO
-  ASANA
-  CLICKUP
-  1PASSWORD
-  LASTPASS
-  HUBSPOT
-  PIPEDRIVE
-  MONDAY
-  ZOHO
-  STREAK

# HELPFUL LINKS + RESOURCES

Please note: some of these links are affiliate links

## **CREATIVEMARKET.COM**

Like an Etsy site for graphic designers! You can buy templates of all kinds here, including ebook templates, mock-ups of digital programs, and workbook templates. Be sure they can be used inside Canva.

## **CANVA.COM**

You can design ebooks, FB page banners, posters, and tons more in Canva. You can upgrade to their pro model to have your brand colors and fonts uploaded, and get tons of other premium images for free.

## **KARTRA.COM**

Your Online Business Made Easy - Create, market & launch online without hiring a team of copywriters, web developers, designers or system integrators!

## **KAJABI.COM**

Kajabi is an all-in-one business platform that makes it easy to create, sell and scale your online business with online courses, membership sites and coaching.

## **CLICKFUNNELS.COM**

Your 1-stop shop for landing pages, thank you pages, sales pages and funnel systems. Easily integrates with your email marketing and shopping cart. Click the link above for your free 14-day trial.

# HELPFUL LINKS + RESOURCES

Please note: some of these links are affiliate links

## **AVADA THEME**

Design Anything, Build Everything. The preferred WordPress design tool. One-time payment with lifetime updates.

## **DIVI THEME**

The Ultimate WordPress Page Builder. A website building platform that replaces the standard WordPress post editor with a vastly superior visual editor.

## **LEADPAGES.COM**

Your Online Business Made Easy - Create, market & launch online without hiring a team of copywriters, web developers, designers or system integrators!

## **UNBOUNCE.COM**

Build Beautiful Landing Pages In Minutes, No Developer Required. Speed Up Testing & Increase Conversions by 30% with Unbounce Conversion Intelligence™. A/B Testing. GDPR Compliant. In-App Integrations. 100% Customizable.

# HELPFUL LINKS + RESOURCES

Please note: some of these links are affiliate links

## **GOOGLE WORKSPACE**

Give your team the tools to create, communicate, and collaborate, all in one place. Get started with Google Workspace to help your team get more done, from anywhere. Collaborate. Grows with your business. Built for Collaboration. Easy for Everyone.

## **ACTIVECAMPAIGN.COM**

Our preferred email marketing system. The price is based on your number of subscribers, which makes it easy to get started with a low fee. There is also a CRM capability here for additional cost.

## **ACUITYSCHEDULING.COM**

Our preferred scheduling software. Easily create gift certificates, packages, group classes, and individual sessions. Links and reminder emails can be customized.

## **CALENDLY.COM**

Our *other* preferred scheduling software. Pretty much the same as Acuity with some minor differences.

# HELPFUL LINKS + RESOURCES

Please note: some of these links are affiliate links

## **PIPEDRIVE.COM**

Manage your leads and deals, track your communication, and create activities with a to-do list emailed to you each day so you never lose track of a lead again. Click the link above to get started for free.

## **HUBSPOT.COM**

Grow traffic, convert leads, close deals, and turn customers into promoters. Works With Any Website. 24/7 Customer Support. No-Hassle Integrations. All-on-One Software.

## **MONDAY**

Monday Allows You To Work In One Place For The Entire Customer Lifecycle. See Where All Deals Stand At A Glance. Work More Efficiently and Save Time.

## **ZOHO**

Zoho CRM is an online Sales CRM software that manages your sales, marketing and support in one CRM platform. Rated The Best CRM System of 2020.

## **STREAK**

Perfect for small business owners, founders and teams. Don't switch apps, use Streak from inside Gmail. Simple As a Spreadsheet, Easily Filter, Sort And Group Your Data, See Upcoming Tasks.

# HELPFUL LINKS + RESOURCES

Please note: some of these links are affiliate links

## **THRIVECART.COM**

Boost your revenue with high converting cart pages, one click sales funnels, affiliate campaigns and track your entire business with ease.

## **WOOCOMMERCE**

Build exactly the eCommerce website you want. WooCommerce is a customizable, open-source eCommerce platform built on WordPress. Get started quickly and make your way.

## **SQUAREUP.COM**

Accept payments using the virtual terminal, invoicing or recurring invoicing. When you activate a Square account through my referral link, you'll receive free processing on up to \$1,000 in sales!

## **STRIPE.COM**

Stripe builds the most powerful and flexible tools for internet commerce. Whether you're creating a subscription service, an e-commerce store, or a crowdfunding platform, Stripe's unmatched functionality helps you get paid.

# HELPFUL LINKS + RESOURCES

Please note: some of these links are affiliate links

## **1PASSWORD**

Save Your Passwords and Logins with a Single Click. Stop Remembering All of Your Passwords and Rely on 1Password. Cloud-Based Software.

## **LASTPASS.COM**

One password to remember - store all passwords in one place inside your vault. Share access to individual passwords with team members (without them knowing what the password is.)

## **TRELLO**

Go from Idea to Action in Seconds with Trello's Intuitively Simple Boards, Lists & Cards. Trello is the Fun, Flexible, and Free Way to Organize Plans, Projects & More.

## **ASANA**

Track, manage, and connect your projects across any team with Asana. From lists to boards, to calendars and gantt charts, organize work your way. Focus on Important Work.

## **CLICKUP**

An all-in-one suite to manage people, projects, and everything in between. Start for free! Stop switching between multiple tools. With ClickUp, manage everything in one platform.



*"Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities."*

**MICHELE JENNAE,**

*Author of [The Connectworker](#)*

# STEP-BY-STEP GUIDE TO ONLINE NETWORKING WITHOUT BEING A JERK

## 1 CHOOSE GROUPS THAT MATCH YOUR VIBE

Spend at least 2 weeks giving value before selling.

## 2 CONNECT BEFORE PITCH

Make personal connections by commenting and messaging. Serve before pitching.

## 3 SEND & ACCEPT FRIEND REQUESTS

Look over their public profile to be sure their energy matches what you want in your newsfeed.

## 4 USE YOUR PERSONAL PROFILE TO POST CONTENT

By posting great content, people will engage with you more, which helps your organic reach.

## 5 KEEP TRACK OF PROMO OPPS

Create a spreadsheet with group names and days when you can promo. Refer to this 5 days a week.

## 6 CREATE THE PROMO POST ONCE AND REUSE IT

Spend time crafting promo posts with proper spacing and emojis. Easy to read, eye catching. Copy/paste.

## 7 ALWAYS INCLUDE AN IMAGE

Use Canva to create eye-catching images that can display important info and links.

## 8 GIVE --> ASK

For every ASK, GIVE twice. Give real value each time.

# 30 DAY SOCIAL MEDIA CALENDAR

**FOLLOW THESE PROMPTS TO BUILD ENGAGEMENT  
AND GAIN LEADS OVER THE NEXT 30 DAYS!**

<b>1</b> ASK: How do you feel about ....?	<b>2</b> Life story/ lesson related to weekly topic with CTA to opt-in.	<b>3</b> Just For Fun: Share an app you can't live without.	<b>4</b> Go LIVE: Why you're not getting "result" you want.	<b>5</b> POLL: Choose which masterclass title you prefer
<b>6</b> Top Tips for related to your niche and current events	<b>7</b> ASK: Favorite book on [niche]	<b>8</b> THIS OR THAT: Would you rather ... or ....?	<b>9</b> Relate to where your ideal client is; Let them know it's not their fault and what do do instead; include CTA	<b>10</b> ASK: Who inspires you and why?
<b>11</b> I'm trying to find a GIF that says... can you help by posting GIF ideas?	<b>12</b> OPT-IN: Ask them to opt-in to solve biggest frustration.	<b>13</b> Top reasons people don't succeed in your area. CTA to opt-in.	<b>14</b> SELFIE: share a reality or behind the scenes selfie and explain what you are up to, ask them to do the same.	<b>15</b> GO LIVE: What trends have you been seeing lately? Take a for/against stance.
<b>16</b> Take a radical stand and ask, "Who's with me?"	<b>17</b> CASE STUDY: Paint a picture of possibility.	<b>18</b> Tell a story that leads them to CTA and your sales funnel	<b>19</b> Top Tips for your weekly topic.	<b>20</b> ASK: If you had an extra \$xxxx what's the first thing you would do with it?
<b>21</b> Celebration Time: What was your last win?	<b>22</b> ASK: How do you feel about ....?	<b>23</b> Share your favorite podcast + how it gives value to your day. Ask theirs.	<b>24</b> SPEAK FROM HEART: I don't know who needs this but...	<b>25</b> Post an article or blog and why you liked it/ hated it
<b>26</b> Share a story of what you've overcome; invite to training	<b>27</b> Share how you start your day; share how you're not perfect either.	<b>28</b> Share a vulnerable post and why you're so committed to doing what you do.	<b>29</b> Share a teaser of what's coming up!	<b>30</b> Address the "yeah, but" you keep hearing from potential clients.

When  
people  
hire you,

they are  
investing in  
their  
future.

## A LOVE NOTE TO YOU

We know that getting your business online can feel super exciting, rather scary, and very visible. We get it.

But the impact that's possible from the world-wide-web is just that – WORLDWIDE.

Make your desire for impact be greater than your fear of visibility.

Put one foot in front of the other and remember to breathe.

Would you agree that getting additional support from a *Squad* of experts would ensure you stay on track to double your sales this year?

See if The Launch Squad is the right fit for you. We've helped Coaches and Course Creators just like you triple their income in just 9 months. They now have the consistent income they can count on.



**[CLICK HERE](#) TO START A CONVERSATION WITH US.  
WE'D LOVE TO HELP YOU GET GOING!**