

A top-down view of a wooden desk. In the top left, there is a bright orange coffee cup filled with dark coffee, sitting on a light green saucer. Below the coffee, an orange notebook is open, showing lined pages. A white pen with a silver clip lies diagonally across the notebook. To the left of the notebook, there are several colorful sticky notes in shades of orange, yellow, and green. In the bottom left corner, a small dark tray holds several green, round objects, possibly cookies or candies. The background is the natural wood grain of the desk.

**HOW TO CREATE
A STEADY STREAM OF
PAYING CLIENTS FOR
YOUR NEW
(OR NOT SO NEW)
ONLINE BUSINESS**

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Disclaimer - We care but you're responsible.

So please be sure to take specialist advice before taking on any of the ideas. This white paper is general in nature and not meant to replace any specific advice. Cat LeBlanc disclaims all and any liability to any persons whatsoever in respect of anything done by any person in reliance, whether in whole or in part, on this paper.



THE CHALLENGES OF GETTING YOUR ONLINE BUSINESS OFF THE GROUND

You're either thinking about or have started an online business but for whatever reason it hasn't yet worked out how you would have liked.

Probably your job, if you are still in it, is at best frustrating because you know you are capable of so much more, and is at worst driving you crazy!

You want control over your days, your income and what work you do, yet there appear to be so many pitfalls starting your own business.

Let's be honest. None of us were born knowing this stuff.

Just as we had to figure out the work world we need to figure out the business world.

More than likely you are experiencing a very real fear that this idea you have may not work.

You are faced with choosing an unknown path, which is a difficult choice to make because you don't know the way yet.

While your current work situation may not be ideal, at least it is familiar!

Plus it feels like there is so much to do!

"I've been downloading all the checklists and pdfs and watching all the webinars. All I need to do now is start my FB page, create a webinar, start blogging, get myself on snapchat, plus then create some offers, don't forget about premium packages and then what about sales funnels ARGHH!"

If you've managed to make headway on that giant to do pile you're likely wondering – "well I've been doing all the things – why isn't it working!?!"

Maybe you've had the odd sale here or there but it hasn't been at the price point you wanted and certainly not in the numbers you wanted.

Let's change all that! In this report we're going to cover how to set up a solid business foundation, along with how to set up systems, so that you have steady stream of paying clients coming in the door.

THERE IS ANOTHER WAY

It doesn't have to feel this overwhelming.

After years of experience working with people to grow their online businesses I have created what I call **The Online Business Growth Ladder** which maps out five distinct stages of growth in an online business.

Once you know your business growth path you can get a sense of what you should be focusing on, what to aim for and when you can expect to hit "the next level".



THE ONLINE BUSINESS GROWTH LADDER

Business Growth Level	Income Range (Monthly)	Focus
CEO	\$30k+	Scale
Pro	\$10k-\$30k	Systems
Hustler	\$3k-\$10k	Sales
Starter	\$0-\$3k	Set up
Dreamer	\$0	Starting!

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BUSINESS GROWTH LEVEL 1 - THE DREAMER LEVEL



Business Growth Level	Income Range (Monthly)	Focus
CEO	\$30k+	Scale
Pro	\$10k-\$30k	Systems
Hustler	\$3k-\$10k	Sales
Starter	\$0-\$3k	Set up
Dreamer	\$0	Starting!

The Dreamer:

- You've known you want to be your own boss for a long time
- You may even have had a few unsuccessful attempts already or got to a certain point and then stopped
- You know it's possible – but you haven't had a real, serious go at starting the right business for you yet

At this stage you haven't fully committed to yourself and your future freedom that this is going to happen. Why not?

Most likely for the exact reason that we are addressing in this report – you don't know what lies ahead.

The key for you here is to commit to starting. You can only make progress on this journey if you move to the Starter Level.

BUSINESS GROWTH LEVEL 2 - THE STARTER LEVEL



Business Growth Level	Income Range (Monthly)	Focus
CEO	\$30k+	Scale
Pro	\$10k-\$30k	Systems
Hustler	\$3k-\$10k	Sales
Starter	\$0-\$3k	Set up
Dreamer	\$0	Starting!

The Starter Level. This is where you:

- Make decisions about what type of business you are running
- Create a bare-bones version of your offers
- Test out your offers on the market
- Decide on your marketing strategies moving forward

Here you are setting up and testing out your new business in the market. You'll make decisions on your niche, messaging and offers and try them out.

You'll also make decide what marketing channels you want to use to create a regular stream of leads.

What niche you choose, your messaging and all the other aspects of your business depends on you, how you like to show up, where your people are and how you can get in front of them.

Here you can earn up to around \$3k a month and your focus in on set up.

BUSINESS GROWTH LEVEL 3 - THE HUSTLER LEVEL

Business Growth Level	Income Range (Monthly)	Focus
CEO	\$30k+	Scale
Pro	\$10k-\$30k	Systems
Hustler	\$3k-\$10k	Sales
Starter	\$0-\$3k	Set up
Dreamer	\$0	Starting!

The Hustler

- You are out there getting clients
- Honing your craft
- Working on tweaking your offers and sales process
- You are working the system you set up in The Starter Level (hopefully)

Here you are working the plan that you created in Starter Level. You are doing your lead generation, you are refining your sales process. You are working the system.

If you have a solid niche, know how to communicate why people should work with you, and have great offers you can work on getting leads and sales.

The emphasis here is to keep doing the work to get sales.

Refine refine refine.

The issue here is most people don't do the Starter Level well. What they don't realize is that the better your work is in the starter level, the easier it is to find clients that want to work with you

Here you can earn up to around \$10k a month.

Once you are consistently getting clients you move into the Pro Level.

BUSINESS GROWTH LEVEL 4 - THE PRO LEVEL



Business Growth Level	Income Range (Monthly)	Focus
CEO	\$30k+	Scale
Pro	\$10k-\$30k	Systems
Hustler	\$3k-\$10k	Sales
Starter	\$0-\$3k	Setup
Dreamer	\$0	Starting!

Yeah, you're a pro! This is where you are at:

- Reliable stream of clients
- Starting to outsource more
- Ready to scale

This is the stage where you've made it really. Things are pretty stable. You can be earning anything from \$10k to \$30k a month.

I do want to make clear that the hustle never really ends because as a business owner you want to grow and improve your business and you'll always be on the lookout for new opportunities but it feels much less acute.

Some people make it to this stage within 6 months but more likely you are looking at a period of a year to feel really comfortable just because being in business is a mental adjustment and there are lots of new things to get used to.

Here you focus is on systems.

You can absolutely stay here comfortably FOREVER. Not everyone wants to hit a million in revenue.

If you're game up next is The CEO Level.

BUSINESS GROWTH LEVEL 5 - THE CEO LEVEL



Business Growth Level	Income Range (Monthly)	Focus
CEO	\$30k+	Scale
Pro	\$10k-\$30k	Systems
Hustler	\$3k-\$10k	Sales
Starter	\$0-\$3k	Setting up
Dreamer	\$0	Starting!

The ultimate!

- Your business is fully systemized
- You have leveraged revenue streams
- You are stepping into the role of a leader of a CEO

If you know already you're in it to win it or you are looking to make a bigger impact and help more people this is what you are aiming for.

Here your business is fully systemized, you likely have a small team, you have several revenue streams and likely almost all of them are leveraged in some way.

Your monthly revenue could be anything from \$30k+ a month.

You are stepping into the role of a leader or a CEO.

Which I think you can agree with me is pretty exciting!!

HOW TO MOVE FROM DREAMER TO PRO AND CREATE A STEADY STREAM OF PAYING CLIENTS FOR YOUR NEW (OR NOT SO NEW) ONLINE BUSINESS



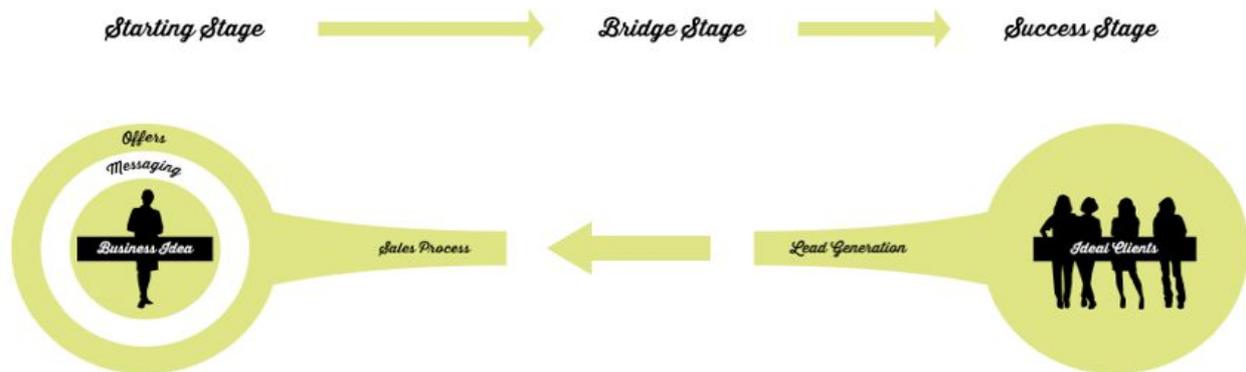
So that's the Online Business Growth Ladder. That's the path of becoming a fully fledged business owner with a solid online business.

Where did you find yourself in the Online Business Growth Ladder?

Most likely you are in Dreamer or Starter. Maybe you are at Hustler Level.

Wherever you are at on the Online Business Growth Ladder you want to know how to get a steady stream of paying clients for your business.

A Business Is a System



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Here are the working parts of that system:

1. A Solid Business Foundation - the circle on the left
2. Ideal Clients - the circle on the right
3. A Sales Process - which bridges from the business to the ideal clients

4. A Lead Generation Strategy - which draws the ideal clients towards the business.

Ideal clients see your lead generation activities (your marketing) a proportion go into your sales process and as long as you have a solid business foundation a proportion will buy.

FOUNDATION, SALES AND LEAD GENERATION

Ideal Clients



Lead Generation

Sales Process



Clients

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Ideal Clients > Lead Gen > Sales Process >> Become Clients

People find out about you because of your lead generation, which is your marketing efforts.

A proportion are interested enough to end up in a sales interaction of some form – your sales process, in that they find out about your convincing thing to

buy (as long as you have a solid foundation) and ca-ching.

Money in the bank. Happy customer.

When we're starting out though things often don't work as smoothly as we'd like.



WHAT SHOULD I FOCUS ON FIRST?

Here's the question to ask yourself:

If you met someone on the street who was your ideal client and they asked you what you do – could you answer that question and explain your offer in a way that would get them to seriously consider buying it?

Or if you just have a website does the wording on your website and have a really compelling case to buy your thing?

If not hold off on the Facebook ads or any other marketing activity.

Here's why:

You need to have absolute clarity on what you're offering and be able to sell it convincingly.

Because if you aren't with a touch of a button our potential client is gone.

While this might on the surface sound bad I think this actually presents an incredible opportunity.

Because most people don't bother to do the work.

By the work I mean set up a solid business foundation – know your niche, know how to communicate what you do and create some amazing offers.

Then add on the sales process.

Those are the two pieces to work on before anything else – your business foundation (what are you selling and why should people buy it) and your sales process.

If you do this and *then* start marketing (or generating leads) your efforts will pay off.

If you aren't clear on what you are doing yet your marketing efforts, with the Facebook ads and Instagram etc won't get you anywhere because people won't buy.

WHAT DOES THIS MEAN FOR YOU?



It means spending time getting clear on your niche, the communication of your value and your offers is really important. Do that first. Next work on your sales skills.

This is the equivalent of prepping your store for your store opening BEFORE you sent out the invitations for people to come look at it. Meaning before you start ramping up your marketing.

Like cleaning up your house before inviting people over.

Once you have a really solid business foundation with a great value proposition and know how to sell you can add on

your marketing and when people go through your process they will buy.

When you have all three in place – foundation, sales process and lead generation strategy you've got a really well functioning business and really do have a steady stream of clients for your new (or not so new) online business.

You may notice I didn't recommend Facebook Ads or LinkedIn or webinars or any specific tactics. That is because your business is individual and how you will get in front of your clients is individual. Those decisions are part of building your foundation and will be unique to you.

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The key to moving from Dreamer to Starter to Hustler and then to Pro is getting this set up and then refining it until it works like a well-oiled machine.

WHERE TO FROM HERE?

If you'd to move up the Online Business Growth Ladder faster, have the lifestyle you are looking for and increase your earning capacity I have a number of options to get you there.

Each is engineered to guide you step by step through the process and comes with a lot of interaction and support.

Business Growth Level	Income Range (Monthly)	Focus
CEO	\$30k+	Scale
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LEVERAGE Baby!

RAMP UP!


IGNITION

[Check out the free Zero To Paying Clients Masterclass to find out more.](#)

HAPPY CLIENTS + INDUSTRY PRAISE



Cat is a visionary coach who helps her clients uncover their profitable business idea. With Cat's help, you'll be thinking bigger, getting into consistent action, and finally launching that successful business you've always dreamed of.

Selena Soo, Business + Publicity Strategist, USA

Photo credit: Stephanie Badihi

Cat believed in me and guided me through building my business from the ground up – from getting the initial idea right, my messaging and creating my offers all the way through to what to put on my website. She gave me all the tools I needed and also introduced me to the online world. I'm forever grateful for her help.

Linn Lindgren, Sales Strategist, Sweden



I've now quit my day job and I'm now totally working from home and absolutely loving it. I've had a 700% return on investment on working with Cat.

Lisa England, Brand Strategist, USA

Ignition shows you how to build your business while making money and obtaining clients quickly. It's the best how-to for determining your niche market that I've ever seen!"

Tyne Rieck, Owner, Full Tilt Experience, USA



ABOUT THE AUTHOR



As an experienced Business Coach Cat LeBlanc helps budding entrepreneurs who want to escape the 9-5 to find the right online business idea, get paying clients quickly and build a business that scales.

Her purpose is to support you in turning your brilliance into a profitable (& liberating) business. Helping you to find your best business idea and guiding you through the steps to turn the dream into a reality.

Known for finding the 'right' business idea and solid business strategy for rapid success, Cat has developed systems to make creating your business easier so that you don't have to waste valuable time figuring it out on your own.

As well as coaching entrepreneurs all over the world to start their freedom-based businesses Cat has been featured in and written for:

- The Huffington Post,
- Business Insider
- Violet Magazine
- and many other publications, podcasts and blogs.

Cat is also the host of The Your Business, Your Rules™ Podcast providing insight into what it really takes to turn your brilliance into a business and grow from there.

You can see some more of Cat's client results [here](#).

If you want to either start, or grow your online business in a way that suits your personality take [The Online Business Archetype Quiz](#)

For more information on starting your business check out the free [Zero To Paying Clients Masterclass](#)