



THE INTROVERT'S GUIDE TO Growing Your New Business

BY DEANA WARD

A WOMAN WHO REPLACED HER FULL-TIME INCOME
BY CREATING A MEANINGFUL BUSINESS SHE LOVES
{and now helps others do the same}



First it helps if you truly understand what it means to be an introvert.

An introvert is someone who is easily stimulated by her environment and finds strength by going inward.

It doesn't necessarily mean we're shy.
Or anti-social.
Or weird.

All it means is we are highly sensitive. To sounds, colors, flavors, and energy.

It's why we tend to cringe from social media (feels as stressful as driving on a six-lane highway).

It's why we're wiped out after our kids band concert (could it be any louder?).

It's why our idea of a good time is a rainy morning with a cup of tea and our journal (bliss).

As an introvert we can be outgoing and social, but to feel whole we *need* to come back to center. People like this about us. They feel safe in our presence. Our insights feel genuine and true. We connect with people very intimately. Clients enjoy our personal *you-are-the-center-of-my-world* approach.

On the flip side, our biggest stimulus is FEAR. We try to avoid it all costs - which keeps us snug inside our comfort zones doing the things we like, but not the things that would stretch us into places of bigger courage and greater opportunity. We're also prone to getting stuck in our minds - researching and dreaming - but not taking *real* action.

Obviously, this poses some serious challenges when it comes to building a business. I'm here to help.



This book is designed to help you transform your new business by maximizing the subtle powers of your personality.

Because I know you won't feel complete until you're bringing your soul's work into the world - as a creative self-expression and as a means to live the lifestyle you truly desire.

The pages of this short book are filled with lessons, journal prompts, reminders, quotes and personal stories to help get your business off the ground in ways that feel aligned and authentic.

You are not broken or behind. You are right where you need to be. It's easy to lose sight of that in this info-crazed world, but it's true. You know enough right now - to create and grow a business that works.

All it takes is action. And that's a doozy for introverts because we like to feel super knowledgeable and prepared before we feel comfortable doing *anything* for fear of public embarrassment.

Are you ready to stop spinning your wheels and begin the journey of creating traction (and income) with your business? Then turn the page my friend. >>



***Success is neither magical nor mysterious.
Success is the natural consequence of consistently applying the basic fundamentals.***



Jim Rohn



Lesson #1

Connect with the **right** people.

Your niche.
Your target market.
Your dream client.

You *have* to know this. Just have to. It's non-negotiable.

I know it feels scary, but you have to be *very* specific.

Women who love to be outdoors is everyone.
Women who are in transition is everyone.
Women who want to feel more confident is everyone.
Women who want to cook healthy meals is everyone.

If you think your client is everyone, your client will be no-one.

Besides, you *don't need* everyone to be your client. You need perhaps 5, 10 or 20 people at a time to work with you.

It's so much easier to connect with dream clients when you deeply understand them. When you can speak to them in the same words they use to describe themselves.

In many cases *you* are your dream client, just a few steps ahead.

Use Your Journal

1. Think of one person you can help.
2. What is the problem she is seeking a solution for?
3. List five things that hold her back from creating this solution for herself.
3. How has she already tried to solve this problem?
4. Why didn't that work for her?
5. How is your solution different from what she's already tried?
6. What results have you helped create for people just like her (or yourself)?
7. Have you worked with someone in the past who was an ideal fit for your services? What was it about that person that felt perfectly aligned?



Verify Your Guesses

In the last exercise you did a bit of guessing. Now it's time to see if you're on track with your hunches.

Your dream client is always seeking a solution to her problem. Based on your earlier guesses, where might she be seeking it? What Facebook groups might she belong to? What might she be pinning on Pinterest? What blogs might she subscribe to? Go to those places and listen in. Join the conversation by replying to comments in blog posts. You could also ask questions in your social media, run a survey, or listen to what people ask in webinar Q&A's.

When you have conversations with possible clients, *do more listening than talking*.

THEN debrief in a journal. What did she say? What did she share that you hadn't considered?

Know this:

Your marketing isn't about you. It's about your client.

So always be listening to what she says and discovering what truly matters to her.

Your client doesn't care about *what you do*. She cares that you deeply understand her situation and have helped people - just like her - fix it.

Also know this:

It takes time to understand your client. Actually, it never ends. There is freedom in knowing you don't need to have this nailed down perfectly in the beginning. The unfolding process of understanding your client will help you hone and grow your business over time.



Lesson #2

Use social media in ways that feel good.

My clients typically don't enjoy social media.
It exhausts them.

Me too.

But the fact is, it can be a great way to leverage your marketing. The trick is finding the channel/s you and your clients adore and put your energy toward that. You don't need to be on every social platform under the sun.

My clients? They're not on Twitter.
They're on Facebook...in private groups.

Do what feels good and what works.
If you hate it and it's not working, stop doing it.

Simple as that.

Stay sane...

- 1. Be mindful of your intentions on social media. If your motivation is reciprocation, you'll end up feeling crazy and unloved.**
- 2. Just share. True sharing doesn't require a response.**
- 3. Create boundaries around the time you spend on social media. Perhaps a half hour each day? Use a timer to keep yourself aware.**
- 4. Sales are rarely made on social media, but meaningful connections can be.**



Lesson #3

Constantly empty your mind.

Introverts LOVE to be in their heads.

Seriously, I could just live there forever.

Being in our heads *feels* like action - because the hum of our ideas is nonstop.

However, wallowing in thoughts is not *massive* action. It's *passive* action. And in order to have a business, you need more massive and less passive action.

Empty your mind every day. If you don't, your brain will end up tangled with overwhelm.

For me, a daily braindump is essential:

In my sketchbook I scribble each idea, to-do, and task whizzing around my mind.

Then I go back with a highlighter and circle the important stuff. This process gives me such relief. It enables me to look at everything in the light of day and sift through the junk to find the gems.

TIP: End each day by emptying your mind and cuing up the next day's task list in prioritized order. It will help you stay focused and start tomorrow with a plan.

Tools I Use:

1. Sketchpad for braindumps, doodles, mindmaps, notes with arrows, shapes, and squiggles.
2. Eccolo World Traveler Journal & Black Sharpie fine point pens (not markers). I love the texture of the Eccolo pages & the glide of sharpie pens:)
3. Filofax because paper planning is tactile and fun for me.
4. Epic Blog Planner (byRegina.com) to organize blog content.
5. Desire Map Day Planner to stay connected with my intentions, desires, and dreams.



Lesson #4

Start small.

Small is not a dirty word. It's a beautiful place to be in the beginning. It's natural to start small. That's how everything in the universe begins. But we introverts forget that. We think everyone else got a different, more successful, set of rules to play by. Rest assured, they didn't:)

IT HELPS TO...

Think of your business like a baby.

When your business is a newborn you're starting the process of:

- + getting to know it
- + trusting yourself to make good decisions for its well-being
- + learning how to nurture it
- + putting in long hours to soothe it

Stop the insanity of thinking you need every detail figured out before you can share your baby with the world. What pressure that creates!

Just like a new mom, you need to wing it for awhile, call for help when you need to, gather insights from experienced friends, and adjust your methods as your infant grows into a toddler, then an adolescent, then teenager, and so on.

It never gets easier, it just changes. You change with it.

Perspective:

* It's normal to start small and grow organically. It's how nature works for heavens sake:) **Scale back your expenses, get a bridge job, take some freelance projects. Do what it takes to fund your dreams without desperation.**

* **New businesses are like newborn babies. The day will come when your business will function more independently. Trust that.**

TRUE STORY:

In the early days I charged *so little*. But it brought work in the door and helped me build an impressive portfolio FAST. I raised my rates as I learned how valuable my services were based on the feedback I received from completed jobs. I started small.

A year and a half later - I generate a comfortable income each month.

Lesson #5

Create a sales funnel. It's your key to connection. Connection is your super power!

If you have an online business, you need a sales funnel. Without one it's hard to make money.

My clients like to put their heads in the sand about sales funnels because they think it's confusing.

But it's not and here's why:

A sales funnel is like dating.

Let's pretend a person comes up to you the street and says, "*Wanna have sex?*"

I don't know about you, but I'd probably respond:

"Listen, I don't even KNOW you! I'm sure you're nice but you seem a little desperate, not to mention crazy."

When it comes to dating (and sales) we need to *ease* into things.

Do I like this person? Do I trust this person? Do we have things in common? Are our values aligned? Do I want this person to call me again? Am I ready to commit to this person?

Your sales funnel is *really* a dating journey.

It starts with attraction. Then a low-pressure conversation. Then a simple date. Then you call. Then another date. And another. Eventually you both decide you're ready to commit to a longer-term relationship, with some exclusivity.

You get the gist.

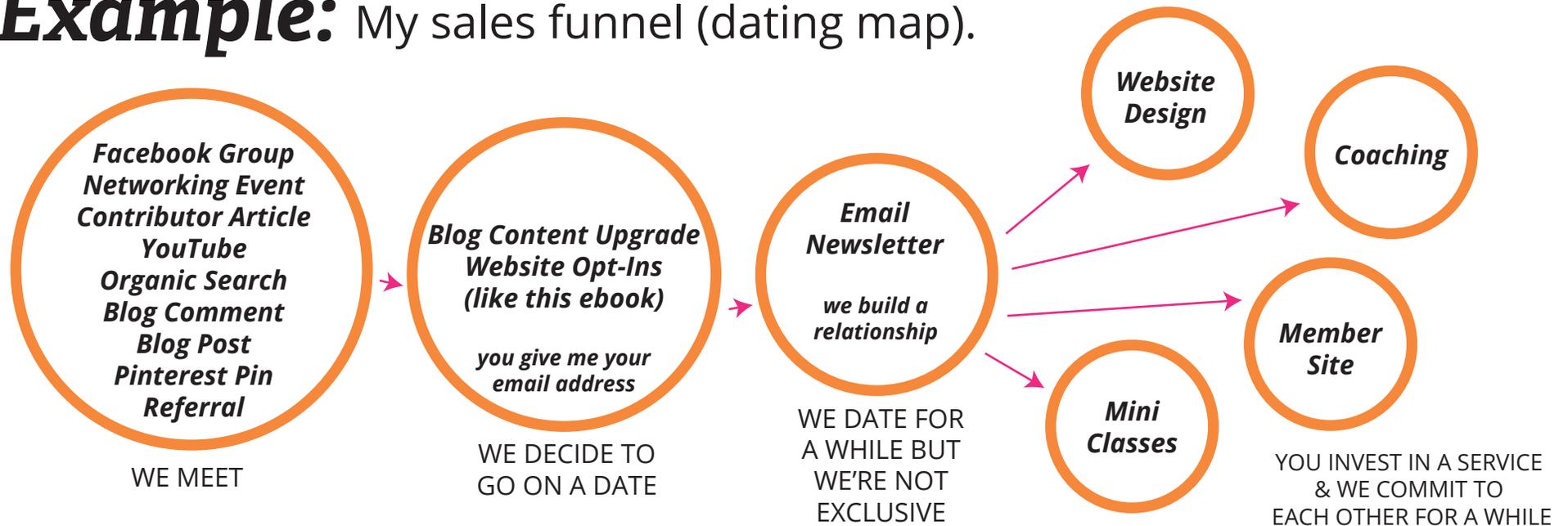
It's a process that unfolds over time.

Rarely does a person land on a website and whip out their credit card to pay for a service.

Sales are made based on *relationship*, so start wooing your prospects as if you're dating.



Example: My sales funnel (dating map).



**Why do extroverts have voicemail? To never miss a call.
Why to introverts have voicemail? To never answer the phone.**



Devora Zack



Lesson #6

Give a useful gift.

In order to start *dating* potential clients you need to invite them into a low pressure relationship by giving a gift - called an opt-in or lead magnet.

Here's what you need to know about opt-ins:

- + People are wary of signing up for email clutter - so create an opt-in that is USEFUL and be very clear about how you'll correspond with a new subscriber (type of content, how often, etc.)
- + Opt-ins are experiments. Start with one and see how it goes. If it's not converting people into subscribers, you may need to try something new.
- + Adding a content upgrade to individual blog posts is the latest strategy online marketers are buzzing about. Basically, you write a blog post and then add an opt-in halfway through and at the end of the post. In exchange for an email address, you give the reader additional content or resources that pertain to the blog post (a checklist, template, etc).
- + Always add a bio, additional ways to connect with you, and an action step to the end of your opt-in.
- + Opt-ins don't always have to be pdfs. They can be audios, mini-classes sent via email, video series, access to free monthly coaching calls, exclusive invitation to private Facebook communities, and more!

Guidance:

Really great opt-ins have one thing in common...

They make people feel like they are taking a *definite* step in the right direction toward solving a specific problem.

TIPS:

- + Give people a sliver, a sample of a paid offer or service.
- + Don't overwhelm your subscriber with an opt-in that is so huge she'll have to "save it for later."
- + Think about your dream client from lesson #1. What would she find really helpful right about now?

EXAMPLE: The idea for this ebook came from listening to the worries and concerns of my clients who are launching new businesses. Every lesson addresses questions I'm frequently asked in coaching calls and consultations.



Lesson #7

Get some social proof.

People aren't going to purchase your service because you say it's good; they're more apt to invest if *others* say it's good.

You need testimonials. A.K.A. Social Proof

In the early days (especially as an introvert) this feels daunting.

"How can I get a testimonial if I'm struggling to get clients?"

HOLD A CLASS - either in person or via a conference call.

At the end of class have a small questionnaire ready to go (and make sure people know you plan to use their feedback on your website).

Classes are wonderful because:

- + you'll get instant feedback from real people
- + it's leveraged marketing - you can share other services & packages
- + you can quickly gather testimonials
- + you'll generate ideas for blog posts, offers & more classes

While live classes can involve a bit more planning, for introverts it may feel less scary because we thrive with intimate connection.

My very first class had four participants. It was the perfect size for me to feel comfortable and truly connect with my students.

True Story:

I was new to my community and launching a side business while I continued with my full-time job.

I asked and my employer allowed me to use the company conference room a couple Saturdays a month to host my classes.

Against the advice of my new neighbors (who said the local newspaper *never* ran the type of feature article I was pitching), I sent a press release and shared with the editor why I thought her readers would find my classes valuable.

The editor ended up running my piece: a full color and full page story. I made sure my bio for the article included a free gift opt-in on my website.

I ended up generating 300 new leads in a weekend, my classes were a success, and I gathered 15 genuine testimonials for my work very quickly. It also planted the seeds for other opportunities.



Lesson #8

Create a unique experience that people talk about.

I see a lot of business owners try to create buzz about their work before they've invested the time, energy, and creativity turning it into something worth buzzing about.

You don't need a huge lead list to generate a nice income when you create customer experiences that make people gush with gratitude (and send their friends your direction).

My best work is my best marketing.

Creating my best work is a journey.

I'm forever experimenting with ways to **wow** my clients with:

- + streamlined processes
- + clear and kind communication
- + little project add-ons at no charge
- + handwritten thank you cards
- + small gifts and tokens of my appreciation
- + simple billing and payment plans
- + patience and flexibility
- + honored timelines

Your introverted *depth of caring* can set your services apart.

Always Ask:

A great way to know if your services could use some streamlining or ummmph is to simply ask.

At the end of every client coaching journey or website project I debrief:

+ What went well?

+ What could've gone better?

+ Did it feel like there were extra steps along our journey?

+ Is there anything I could change to make the process more enjoyable and effective?

Criticism can feel deflating (even the constructive kind) but it's important to be open and receptive to suggestions for the health of your business.

Keep in mind, everything is subjective. Some feedback may not be relevant and some might help you uncover improvements you couldn't see before.



Lesson #9

Write a useful press release.

I recently asked the publisher and editor-in-chief of *The Lincoln Journal Star* what advice I could share with my clients and readers to help them get free publicity for their new businesses.

They were so kind to offer these guidelines:

1. Make a good first impression.

Create an email subject line and press release headline that is specific and compelling for readers. Avoid hype.

2. Pitch local.

Editors often open a press release and scroll to the bottom. If the phone number isn't local, it goes in the trash.

3. Make it about the readers.

Editors aren't all that interested in helping your business. They're in the business of serving their readers.

4. Be timely.

Why is it relevant and important the story runs *now*?

Keep In Mind:

+ Grand openings, big sales, and special deals are less exciting than businesses think.

+ Most newspapers are inundated with fundraisers & grand opening announcements. Be relevant, timely, and valuable to readers.

+ Editors are more likely to view new products or services as ad content instead of news. So be very specific about how you are novel, fresh, something out of the ordinary, and USEFUL to their readers.

+ Can you angle your pitch so it is timely and relevant with current events or the season?

** I so believe in the power of press releases that I write one for clients who purchase my VIP website package. So in addition to a new website you have a useful tool that can help get some fast traction with your new business.*



“

***Your quietness is your strength.
Your depth is your advantage.***

”

Aletheia Luna



Lesson #10

Be efficient.

I've worked with enough introverts to know that we LOVE to overcomplicate, overanalyze, and overplan - which is **zaps** efficiency.

You need to create boundaries and structure around your time. Otherwise you'll feel like you're forever swimming upstream.

A great way to do this is by creating a block schedule for yourself (just like when you were in school).

Here's how:

1. Make a list of all the tasks you generally need to perform in a week.
2. Block off chunks of time on your schedule to accommodate all the tasks you listed. Create blocks for a daily lunch, 20 minute walks here and there, and "catch all" time (when you wrap up loose ends).
3. Plan your meetings around your blocks.
4. It takes some trial and error to find what works for you.
5. The key is to experiment and alter things when you feel it's time for improvement.

Example:

- + Coaching happens on Mondays from 10am to 3pm.
 - + Website production happens for four hours on Tuesdays and Wednesdays.
 - + Bookkeeping happens on Fridays (1 hour block).
 - + Social media gets a half hour block each day.
 - + Thursdays are blogging, video, and Simple & Soulful marketing days.
 - + Learning happens on Fridays (1 hour block).
- Around these blocks I schedule new client consultations, design review calls, etc.



Lesson #11

Care for yourself.

Let's just make it a rule: if you want to be an entrepreneur, you need to workout consistently. You can't have one without the other (technically you can, but you'll be miserable).

This advice is coming from a woman who is not naturally disciplined and doesn't *love* to exercise.

I enjoy taking walks and riding my bike, but getting my sweat on? Hate it.

I exercise because it's good for my brain, my creativity, my muscles, my joints, and heart, my skin, my sense of humor, my emotional resilience, and my confidence.

Left to my own devices I won't stick with an exercise plan. I *need immersion*, so I'm the kind of person who requires a trainer or a bootcamp. That's all there is to it.

Another form of self-care I believe in is recharge time. For me this looks like weekends and planned staycations without technology. Tech-free time reboots my nervous system and strengthens my connection to what truly matters.

Multi-tasking is the enemy of self-care. Remove distractions when you're working during a blocked chunk of time: close down other tabs on your computer, silence your phone, and turn on classical music.

Create the life you want.

No-one's going to do it for you.

- + Ride your bike to a local park and read a novel for a half hour.
- + Treat yourself to a gorgeous cupcake. Delight in it's sumptuousness & savor every bite.
- + Play a good old fashioned game of cards with your kids or a friend.
- + Scale back what you're obligating your time to. See if you can't design your weekends so you have the luxury of waking up and asking, "what do I *feel like* doing today?"
- + Constantly release excess clutter from your life. I'm always filling paper grocery sacks and taking them immediately to the trunk of my car for delivery. The less you own, the more time you'll have.
- + Stop checking your emails and Facebook updates from your phone. I know it seems entertaining, but it snatches you from the present moment and takes you into drama pretty easily.



Lesson #12

Manifest what you desire.

Here's what I know about energy:

It attracts energy that is similar in nature.

So, if you desire something, you must generate an energy frequency that matches what you want before you get it... *in order to get it.*

Energy follows your thoughts. What you think about nurtures your version of reality. You can *absolutely* choose to focus your thoughts on what you want. Sometimes it helps - in challenging times - to think about past successes to help elevate your current vibration to attract new success.

You cannot manifest something you don't truly believe is possible. So be sure you actually believe in what you desire.

While possibility is limitless in the energy field, we live in a sequential world that operates by cause and effect. Sometimes what you desire is making its way to you, but you lose faith due to impatience. Keep visualizing what you desire and aligning your energy around the belief that is absolutely possible and moving toward you. Then pay close attention:)

Visualization:

1. Close your eyes and see yourself experiencing what you desire. What are you wearing? Are you smiling? What room are you in? See every single detail as if it's happening.
2. Feel the feelings of that moment in your body. What are some words that describe what you are feeling?
3. Say outloud, "I feel so _____ right now. It's amazing! I love feeling _____!"
4. Look inside your body and see that feeling as a glowing light in your chest. Keep stating how you feel and how wonderful it is. Watch as that glow expands. Feel it grow and pulse in your body toward the edges of your skin. Watch as the glow moves beyond the boundaries of your physical body.
4. Watch as the essence of your glow reaches out and meets similar light in the universe. Watch how joyful the energies are to have found one another.
5. After your meditation, put your hand on your heart and ask "What action can I take to bring this into my life?" Listen closely.



Lesson #13

Make new friends.

When you're embarking upon an uncharted journey to a new you it can help immensely to start weaving fresh friendships into your life - people who don't keep you contained in old stories or offer *helpful advice* on topics they have no experience with.

Shortly after I created my baby business (I was still working my full-time day job), I started attending monthly *Ladies Who Launch* networking meetings downtown.

I dreaded going because group meetings feel *really* overwhelming PLUS I felt panicky about the inevitable "tell us a little about yourself" spiel I'd be expected to give during introduction time. Ugh!

But I went anyway. And I made sure to follow up with some soul nourishment and restorative self-care when I got home.

Eventually I befriended my business buddy at these meetings.

Amber and I get together twice a month at a coffee shop to support each other. Plus we text back and forth with questions and general funniness in between.

Honestly, Amber has become one of my closest, dearest friends. Her support, faith in me, sisterhood, sense of humor, personality strengths, creativity, and gumption have been a blessing beyond measure. Oh what I'd be missing out on if I'd decided to stay comfortably at home!

How To Make New Friends:

1. Summon the courage (and follow up with self-care) to participate in networking opportunities in your community.
2. Make connection the goal. Yes, I've been to networking events where the participants are basically speed dating - shoving cards into hands and reciting brand statements. I NEVER DO THAT because it feels gross. Instead I go with one agenda: to connect. That means I pay attention, smile kindly, and ask questions (not just about business but about personal interests and kids and dreams and frustrations).
3. Read, praise, experience, and support the work of others. On and offline.
4. In e-courses and private groups... PARTICIPATE. Be helpful. Offer feedback if it's requested. I know you like to stand in the wings and watch, but speaking from your heart attracts new friends.
5. Send private messages or personal emails to people you admire with no motive other than to share encouragement and love.



Lesson #14

Collaborate & contribute.

The fact is - you need eyeballs on your website (so you can start the process of dating possible clients).

One of the best ways to achieve this is to write blog posts (contribute) to websites that already serve the types of people you want to work with. You might also apply as an interviewee on a podcast.

Hard to believe, but I also offered to be a guest presenter at the *Ladies Who Launch* group I participate in. I was scared out of my wits, but the exercise was empowering and got my work instantly in front of new people who - even if they didn't need a website or life coaching - could refer my services.

As with the press release, you want to make sure you are giving readers and listeners value. Don't pitch and sell. Give and serve.

Other ways of contributing:

- + make thoughtful comments on blog posts you love
- + refer the services of others when it makes sense

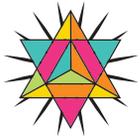
Collaborations:

Whenever I participate in a group course, invariably I meet people I personally like and align with.

As we become online friends, often ideas will surface and we begin thinking of ways to work together one day.

Sometimes these experiences come to be and sometimes they don't, but the exercise is fun and almost always leads to something good (another new connection, a spark of inspiration, shared resources, or a new opportunity I hadn't considered before).

Collaborating with like-minded and like-hearted people feels fun, empowering, supportive, and multiplies marketing efforts!



BONUS RESOURCES:

How To Have Soulful Sales Conversations

How To Do Your Work (When You're Scared or Procrastinating)

How To Clear Energy Blocks That Are Holding You Back

Important Squarespace SEO Tips & Printable Cheat Sheet

TOOLS I USE TO RUN MY BUSINESS:

asana.com = for project management
17hats.com = for bookkeeping & client management
otherinbox.com = for email inbox management
squarespace.com = the only website platform for me
freeconferencecallhd.com = to record coaching calls & consultations
googledrive = for client collaboration & file storage
adobe illustrator & photoshop = for design magic
zamzar.com = for audio file conversion (audio blog posts)
soundcloud.com = to store my audio blog posts
wordswag app = to create wonderful social images right from my iphone
calendly.com = my easy & gorgeous auto-scheduler for coaching calls, consultations & design reviews
smallpdf.com = to compress pdfs for easy delivery
mailchimp.com = for simple email marketing
pdfescape.com = to turn any pdf into an interactive workbook (with typable form fields)
google = whatever I don't know how to do, I google it:)

ABOUT DEANA WARD:

I'm a website designer, writer, and trained life coach for introverted people who feel a *strong creative impulse* to bring their soul's work into the world.

For people like us, the boundaries between our work and personal lives are blurred so running our businesses need to feel meaningful, integrated, and simple.

My clients don't want hobby businesses. They desire *real income* - sans hype and smarmy theatrics. I help them make it happen.

FACT: Anyone can put together a website. It's easy.

The hard part is:

- + bringing your vision into focus
- + putting together offers & packages that are compelling
- + standing out in a crowded marketplace

First impressions matter.

Your website and words can make you look like an amateur or the real deal. I specialize in helping people make bold and successful statements online - with organized ease, kindness, and fun.

I'll design your graphics, strategize the perfect website layout for your business, write sales copy that is compelling & crystal clear, impart some tried and true marketing principles, and coach you through the inner chaos of entrepreneurship as you stretch beyond your comfort zone.

If you desire a guide by the side as you bring your dream work into the world, feel free to contact me directly at deana@simpleandsoulful.com

***"Deana's magic wand is clarity."
Sarah Papp | sarahpappcoaching.com***

***"The design went so quick yesterday. I really was in shock. It flowed. All the hard work came together beautifully. And seriously, You just get it. That's a fabulous talent to have such a way with words!"
Noelle Cellini | noellecellinistyle.com***

***"Every time I talk to you I feel rebooted, recharged, and ready for action!"
Shyla Hacala | shylahacala.com***

***"I appreciate that I can just be myself with Deana. There's no stuffy jargon or pretense. She immediately got where I was coming from and helped me distill my message to make it more direct and powerful. Several people have told me that the sales page she helped me create for my website is one of the best they've ever seen."
Olaiya Land | millys-kitchen.com***

***"The content you wrote up and how much thought you put into every detail helped articulate my business in a way I couldn't. Thanks for working around my hectic schedule & saving me so much time!"
Josh Gannon | lincolledge.com***

***"Deana is a joy to be near. She radiates happiness & a fresh perspective. That's exactly what I needed! I love my new website!"
Jill Lilledahl | popartreats.com***