



The First

**90** *Days*

**Startup  
Guide**

**A guide for individuals stepping away from the "norm", who are changing gears and trying to find their divine purpose by building a startup, a coaching practice or consulting business.**



**[www.BuildLaunchCreate.com](http://www.BuildLaunchCreate.com)**

**BECKY@RIGMARKETING.CA**

250 290 0081



# Take the leap, We can help.

This brief guide is designed to give ideas to individuals who are breaking the "norm", making a change and starting their own business. It's for coaches, consultants and empowered entrepreneurs to get started and unleash success in the first 90 days - broken down into **3** simple steps!



1

## Build

The first 30 days is building the **foundation** of your startup and getting the necessary **tools** set up to **start** a successful business.

2

## Launch

The second 30 days is **launching** your brand and business, creating awareness about how you can help your target market, and ultimately **acquire** new clients!

3

## Create

The last 30 days is how to create a **sustainable** business with a "*revolving door of income*", and developing a **system** for client acquisition and retention.

# 1 Build

## FIRST 30 DAYS



Imagine your new business is similar to building a skyscraper, you start with a concrete foundation before **diligently** building each floor perfectly, **supporting** one after another.

It would be absolutely impossible to build the 10th floor before building 1 through 9.

Many businesses skip these steps, and ultimately their businesses fail!

This section is the **foundation** of your business, and how important it is to have a powerful foundation before launch!

For more information go to:  
[www.BuildLaunchCreate.com](http://www.BuildLaunchCreate.com)

**Becky Tsadilas**  
Founder RIG Marketing

# 1 Build

## FIRST 30 DAYS



### Build a Story

Building your story is a narrative that you are liking telling yourself everyday. Maybe it sounds like "I want to be a millionaire" or "I want to help people". Whatever it is you need to clearly identify:

- **Who** you are
- **What** you do
- Who is your **target market**
- **How** you are going to **help** your clients

### Build a Foundation

It's important to understand that starting a business **is like a wave, there will be highs and lows.**

Your foundation is for strategizing and planning. It is the fall back when you experience resistance, to identify what **is** working vs. what is **not**.

- Create a **vision** for your business  
(Where do you see yourself in 5 years? Be specific!)



### Build a Presence

There are multiple ways to build a presence, it is important that you identify what makes the most sense for your **long term** success. Having a website is important - it is like having a **home** on the internet for clients to find you. Clearly identify:

- Are you going to be online or in-person?
- Will you be using social media, if so, what platform(s)?
- What communities should you get connected with?

# 2 Launch

## SECOND 30 DAYS



As you build your skyscraper, it's important to start building awareness about this new and upcoming, awesome creation!

This section will help you identify strategies to create awareness for your business, whether it is online or off-line, using paid and free strategies.

Understand that some strategies will work for some businesses but not for all - it's important to try a variety of strategies and **not give up** when things **don't** work.

Like Babe Ruth said:

**"IT'S HARD TO BEAT A PERSON  
WHO NEVER GIVES UP!"**

To sign up to go:

[www.BuildLaunchCreate.com](http://www.BuildLaunchCreate.com)

**Becky Tsadilas**

Founder RIG Marketing

# 2 Launch

## SECOND 30 DAYS



### Launch a Promotion

As you launch your business, have a "launch" promotion, for example a *10% off **welcome** discount* or *free merchandise for the first 20 clients*. Something that will entice potential clients to make that first **connection** with you. Ultimately resulting in a long term relationship with these clients.

- What would work best for your first promotion?

### Launch a Campaign

A campaign can be anything from paid advertising through Facebook or Google Ads, or it could be connecting with local communities to create **awareness** about your new business. Choose a campaign that is suited to your personality and needs (like online, off-line, paid or free).

- What style of campaign would work best for you?



### Launch a Workshop

Launching a "workshop" will help create awareness to multiple people at once about **who** you are, **what** you do and highlight your expertise on **how** you can help them. This is a great tool to use to get exposure for new clients and potential referrals. For more guidance about creating a successful workshop book a discovery call:

**[www.RIGMarketing.ca/book-online](http://www.RIGMarketing.ca/book-online)**

# 3 Create

## LAST 30 DAYS



You've made it to the pent house of your self-built skyscraper - **congratulations** CEO!

This section will provide you with helpful insights on how to keep your business up-to-date and agile.

It will inform you about "*revolving doors of income*" so you can be on a beach in Bora-Bora, sipping a margarita while getting clients and getting paid!

As your business builds and succeeds, it's important to continue **self-education**, follow up with clients and stay **modern** with trends.

For more information go to:  
[www.BuildLaunchCreate.com](http://www.BuildLaunchCreate.com)

**Becky Tsadilas**  
Founder RIG Marketing



# 3 Create LAST 30 DAYS



## Create a Client Base

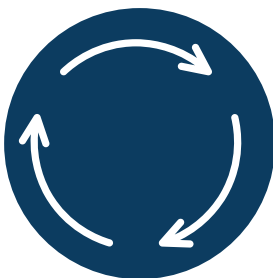
Choose from a client management system (CMS), Facebook group or even an excel document to keep a record of your clients. This will allow you to stay in touch with them via email, newsletters or sending weekly tips and information over social media! Thus resulting in **referrals** and **repeat** clients!

- Research the best way to keep record of your clients.

## Create a Course

Creating a course will help **solidify** your area of expertise. It is a tool that can be used a self-directed, group training or one to one mentorship. Thus, bringing in **multiple** forms of income and an expansion and variety of clients!

- Brainstorm an idea of your first course



## Create a "Revolving Door of Income"

R.D.I's are the ultimate goal for any business, it means that we are not trading our time for money! Therefore, we have **time** and **financial** freedom! Just like making a stand alone and self-directed course, you can create RDI's with books, products, merchandise - anything that can bring *income* without trading *time*.

- What could you offer as an R.D.I.?



# a note from RIG Marketing

I hope you found this guide helpful and you have some ideas on how you can start, launch and have a successful business in your first 90 days. This might seem too *easy to be true*, but all it takes is a bit of **dedication** and daily **consistency** to make those steps towards success. Take this chance, stay determined and soon you'll be living that life with time and financial freedom. (and sipping margaritas on the beach in Bora-Bora 🌴)

If you are still looking for more, I take coaches, consultants and empowered entrepreneurs in their first 90 days to build, launch and create their desired empire. Feel free to connect if you are interested in working with me and getting your business off the ground!

*Becky Tsadilas*



**Business Strategist  
Graphic Designer  
Certified Coach**

**Becky@RIGMarketing.ca  
250 290 0081**

**I create 100% custom  
solutions for any  
business including:**

- **Accountability**
- **Action**
- **Branding**
- **Online Development**
- **Creation**
- **Momentum**
- **Social Media**
- **Sustainability**
- **Tasteful Planning**
- **Building Reputation**

For more information go to:

**[www.RIGMarketing.ca](http://www.RIGMarketing.ca)**

