

# MKM LIVE: Monday, July 9

- Planning and Organizing Your Small Biz
- July Workshop: Two Gingers' Tavern, Cascade
  - TONIGHT: Free overview 6:00-7:00
  - Monday, July 16, 23, 30: themed workshops 6:00-8:00
    - 16: It's ALL about the Content
    - 23: Facebook 101
    - 30: Intro to Insta and Keepin' it Real



# MKM LIVE: Monday, July 9, Planning and Organizing

- QUICK BITE-SIZED LIVE
- Starting a home-based business requires dedication and commitment
  - Not a comprehensive list
  - I still don't have everything figured out
  - Want to share what I DO find helpful



# MKM LIVE: Monday, July 9, Planning and Organizing

- Listen to yourself
  - Your intuition knows you
  - Take the risk



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- Put your head down and do the work
  - Learn the technical details
    - Put it into action
  - Learn more about your craft
    - Podcasts, articles, books, trainings
  - Find a balance between the two



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- In the business
  - 1st job: Know “the thing” you do
  - 2nd job: Figure out how to market “the thing”
    - Facebook Page
    - Website
    - Separate Email Address
    - Business Cards
    - TALK about it



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- Mindset
  - Own it - don't treat it like a hobby
  - Believe you can do it



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- Helpful Tools:
  - Year 1: Invested in equipment
  - Year 2: Investing in services
  - Year 3: ???



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- Helpful Tools:
  - Planner: High Achiever's Playbook
  - A reliable desktop computer/laptop
  - External Harddrive
  - Invoice Home
  - HoursTracker App
  - Dropbox/Google Drive
  - iPhoto



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- Business Practices
  - Filing system (physical & digital)
    - I'm not great at this
  - Boards
    - See your inspiration around you
  - Set your goals
    - Track them



# MKM LIVE: Monday, July 9, Planning and Organizing

- Personal Practices
  - Revisit your mindset
    - What is my “why?”
  - Keystone Habits (Alex Charfen)
    - Hydrate
    - Exercise
    - Take breaks & unplug
      - This is hard for me



# MKM LIVE: Monday, July 9, Planning and Organizing

- Personal Practices
  - Express Gratitude
  - Connect with others in your industry
  - Ground yourself with friends and family



# MKM LIVE: Monday, July 9, Planning and Organizing

- What am I still working towards:
  - Offloading work
  - System of working/delivery
  - Learning more
    - Two subscriptions I'm still practicing



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- Work



# MKM LIVE, Monday, July 9: Events

- Mondays live at noon CST
- Next Monday, July 16: Online Event Design and Promotion
- Social Summer Nights
  - Monday nights in July
  - At Two Gingers'
  - Start with a free session
  - 3 weeks of paid workshops
  - Register at [www.mollyknuthmedia.com/events](http://www.mollyknuthmedia.com/events)
- Small Heroes, Mighty Cause
- Cascade Heart & Soul

