

DEVELOP YOUR HUSTLE



#THINKLIKEACEO #HARNESSYOURHUSTLE

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ea revolution

support
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AN IDEA +
A PLAN =
HUSTLE

BUSINESS PREP STEPS

- (1) Mindset + Planning
- (2) Business + Brand Set-up
- (3) Client-Stuff
- (4) #marketing - GTM Launch
- (5) Post-Sales Community

WORK EXPERIENCE

Career EA, Reception > C. Suite #20

- Corporations > Start-ups
- Marketing, Tech + Retail
- Community Portals > Virtual Events

WEIRD STUFF

- Former Mother of Dragons
- Retired Gamer
- Survived Ice Fall Avalanche

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WHAT IS YOUR HUSTLE?



SHORT ANSWER:
HOW YOU SPEND ENERGY
TO FUND LIFE



UNDERSTANDING WHAT IT'S NOT

A hustle is not a 'cash grab' – if you need CASH TOMORROW, there are faster ways than this is going to share.

See: Rover.com, babysitting...etc.

This is about BUILDING + CREATING



START WITH A SIMPLE PLAN



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STEP BY STEP

CUSTOM to YOU



MINDSET + PLANNING

Get Your Brain Straight



I help _____ by _____ so
they can _____ better.

TIPS

- Language Matters, You are a BUSINESS OWNER
- "The Commitment Blueprint" by Tara McMullin
- "REF. 101 VA Things You Can Do" by Abby Ashley

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BUSINESS + BRAND

Product, Process + Price

1. LLC, Paperwork, Summary
2. Accounting + \$Funnel
3. Join A Community
4. App Attack (office x2)
5. Name + Messaging

TIPS

- Figure out your knowledge gaps.
- Automate or outsource what you can
- Book: "One Page Marketing Plan" By Allan Dib
- Pick (1) product or service and (1) social channel



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CLIENT STUFF

HELP THEM SOLVE - In Their Language

What problem do you solve?

-Marketing Research

What's 'your process'?

- Value Proposition + UX

TIPS

- BOOK: "Thoughtfully Ruthless" by Val Wright
- Entrepreneur Energy 70% Income, 30% Future
- REF. Uncaged Life - Your Client's Problem

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EXECUTION OVER PERFECTION



GO TO MARKET

TIPS

- Entrepreneur Coach, JoJo Hussain
- Non-Compete Networking Communities
- REF. "PRODUCT LAUNCH FORMULA" by Jeff Walker

BUILD A MARKETING PLAN

Schedule content with authentic intent

TEST PRODUCT + PURCHASE PROCESS

Know exactly what your users will experience.

INCLUDE YOUR SUPPORTERS

Seek Feedback + Insights From Peers and Mentors

CELEBRATE YOUR VICTORY

Insert miserable statistic here – so many don't launch



CREATE COMMUNITY – Customers, Vendors and Team

Respect Your YES'es
Collaborate + Contribute
Be Nimble + Be Consistent

READ: "LEADERS EAT LAST" AND
"THE INFINITE GAME"

BY SIMON SINEK



BRAND FANS



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WHAT ARE YOU SELLING?

The product or service you provide.

WHO ARE YOU SELLING TO?

Know Thy Audience

WHAT IS YOUR PROCESS?

\$Funnel + Operations = Project Management

HOW DO YOU GET FOUND?

Marketing and Tech

WHY YOU?

Why your process or product is different?

BRAND FANS

METRICS + REPORTING

Know your goals and build strategy to achieve

START WITH I-THING, AND THEN BUILD

Marathon, Not Sprint

BUILD A PLAN

Know what you're selling to whom

SET UP THE SYSTEMS

Tools, techniques and teams

CREATE A EXPERIENCE

Map products, process and price



Parting Thought

**“DOING WHAT YOU LOVE IS THE
CORNERSTONE OF HAVING
ABUNDANCE IN YOUR LIFE.”**

WAYNE DYER

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THANK YOU!



**Let's Connect!
Melissa Mosher**

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