

Plan & Grow BIG Quiz and Getting Started Guide

I'm Pamela Wilson, and I help you turn your hard-earned expertise into a powerful online business so you can achieve your BIG goals — without giving up freedom and flexibility.



What business stage are you in now?

Take this 12-question quiz to pinpoint what stage you're in right now. This step is crucial! NOTE: most people are mostly in one stage but may be working on bits and pieces of another. That's OK. Our aim here is to identify your primary area of focus.

Check the descriptions that best describe where you are now:

- 1. I am regularly using proven email list building techniques like content upgrades; webinars; guest posts; challenges, etc.
- 2. I consistently publish content on my site, whether that's written, audio, or video.
- 3. I either don't know what to call my business or I'm not sure who my audience will be.
- 4. I am exploring running ads because my "hit" product with its steady conversion rate gives me the confidence to invest in paid promotions.
- 5. I have started to gather feedback and make revisions to my first offers based on how my audience has — or hasn't — responded in the past.
- 6. I am not sure what I should sell — whether that's products, services, or both.
- 7. I feel I know my audience very well and I'm considering adding new lines of business to continue to serve their needs.

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- 8. I don't know where to start or what to work on first.
- 9. My website is online and has the minimal pages in place: Home, About, Contact, and some kind of "commerce" page like Store or Services.
- 10. I have developed one "hit" product or service that produces a reliable conversion rate.
- 11. I have an offer in place which I am selling, whether it's a product or a service.
- 12. I have a sales funnel in place that I use to move people from just learning about my business; to engaging with my free offers; to buying a small product; to investing in a larger purchase.

Scoring

QUESTIONS 3, 6, 8 = 1 point each

QUESTIONS 2, 9, 11 = 2 points each

QUESTIONS 1, 5, 12 = 3 points each

QUESTIONS 4, 7, 10 = 4 points each

What your score means

~ 3 points = you're probably in the PLAN stage.

~ 6 points = you're probably in the BUILD stage

~ 9 points = you're probably in the IMPLEMENT stage

~ 12 points = you're probably in the GROW stage

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Now what?

Let's spend a few minutes counting your blessings! Use the space below to note the *personality traits* you're going to be able to count on during the stage you're in right now (persistence, creativity, hard work, etc.). Then note the *physical assets* you already have (a computer, some funds to invest in your business, books, courses you've already taken). Then note the *people* you can count on (supportive family and friends, your professional network, business groups you belong to, etc.).

What should you focus on now?

Familiarize yourself with what needs to happen in each stage of Plan & Grow BIG so you can focus on your current stage of growth and ignore the rest!

STAGE 1 PLAN

Here are the only tasks you need to focus on in the PLAN stage:

- **Pinpoint your ideal customer:** Who will your online business serve?
Warning: many people try to skip this step — don't! You need to become acquainted with the people you want to reach and help before you build you branding and offers.
- **Get your branding in place:** The earlier the better when it comes to building your brand. You'll want to decide your business name and tagline, select your brand colors, and choose your brand fonts.
- **Map out your first offer:** Decide how what solutions you'll deliver and how you'll deliver them. Will they be products, services, or both?

STAGE 2 BUILD

Here are the only tasks you need to focus on in the BUILD stage:

- **Build your initial website:** You'll need a homepage, an About page, a Contact page, and some kind of "commerce" page, like a Store or Services page. Attract prospects by publishing regular content like blog articles, podcast episodes, or a video series.
- **Build your first offer:** Don't build an elaborate, time-consuming first offer without doing a small test with a minimum viable version of it first! What can you create that's relatively simple — but delivers a valuable solution to

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your ideal customer? Build that.

- **Build an initial funnel:** Build a way to attract prospects, serve them, and convert them to customers.

STAGE 3 IMPLEMENT

Here are the only tasks you need to focus on in the IMPLEMENT stage:

- **Make your offers live:** Your goal with your first offers is to begin gathering feedback and data. If you earn a profit, great — but aim first to understand your customers and refine your offers to serve their needs.
- **Focus on building your email list.** Most online businesses need a robust list of people to make their offers to because only a small percentage will actually buy. At this stage, you should explore innovative ways to grow your subscriber list — think webinars, guest posts, challenges, etc. The exception to email list building? If you offer a customized service to an exclusive group of people, you can focus on building a referral network.
- **Discover what works for launching your products and services.** Launches are a nerve-wracking but important facet of online business. Aim to discover what launch techniques work best for your audience.

STAGE 4 GROW

Here are the only tasks you need to focus on in the GROW stage:

- **Improve your conversion rates:** Your focus in the GROW stage will be to improve conversion rates across the board. You want to double down and do more of what's working and iterate to make everything convert at the

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highest rate possible.

- **Add more revenue streams:** As you dial into what's working well, you may uncover your customers' unmet needs and build additional lines of business to meet them. You'll move through the BUILD, IMPLEMENT, and GROW stages as you develop each new revenue stream.

Here's a secret ...

You may move through the PLAN, BUILD, IMPLEMENT, and GROW stages for the rest of the life of your business.

As you develop new lines of business, the frustrations, fears, and milestones in these stages will become familiar — even comfortable.

Lean on this approach to business building to guide you every step of the way.

Need help with that? Presenting the BIG League.

The BIG League is an online community where ambitious people get support, guidance, and encouragement to build their businesses step-by-step. We emphasize taking the right action at the right time — and staying focused so you reach your goals faster.



[Learn more about the BIG League](#)