

Daniel Hall Presents



Episode 50

Thrive (Not Just Survive) In Your First 6-Months in Business

With Miranda M. Nahmias

Welcome to this episode of the Real Fast Results podcast! Today our guest is Miranda M. Nahmias, who is an experienced virtual assistant who runs an elite team of US-based VAs with a variety of different specialties. She is passionate about helping online entrepreneurs get relief from administrative, social media, and blogging-related tasks. Please welcome her to the show...

Thriving in Your Business

We are promising that during your first six months of business, it is totally possible to not only survive, but thrive as well. You can become a leader in your niche and get a profitable income.

There are a couple of things that I want to talk about:

1. First, I want to talk about your website
2. Second, I want to discuss email marketing
3. The third thing is your support team
4. The fourth is Facebook Groups

Basically, these are the clusters that you need in order to thrive within that first six months. Based on my personal experience. I tried to boil down what really impacted my first six months of success. Those things are the most important.

Step #1 - Website

The first thing is your website. The most important investment that you can make, right off the bat, is investing in a beautiful website. Having a nicely-designed site makes it easier to get clients and also makes you look more professional. **If you're going to make an investment right off the bat, it should be this.**

Hopefully, you have a little bit of money to invest. **I don't think that it's super-hard to find a great designer for a lower cost if you look for someone who has some experience but aren't big in their field yet.** In other words, if you can locate someone who is also getting started, you might try to work with them, and you may even be able to trade skills back and forth. In any case, if you just build a connection with them, you might be able to get not just a lower price but also a really nice website designed. I would say that you could get this done for around \$1,000. That would be a good price goal for getting a quality yet low-priced website done.

There are also courses that you can take on how to build your own site. I personally created and designed my own site. I also think that this is possible, but that just depends on your experience level. You might want to invest instead of DIY. Keep in mind that if you're setting up a WordPress site, there are a lot of really great themes that you can use, and some of them are free. You can customize some of them, and there are some very low-cost ones as well.

If I Wanted to Hire a Low-Cost Designer, What Would be the Best Way to Go About It?

This actually touches upon the fourth point I was going to make, which is that Facebook is something that you'll want to utilize. **Joining Facebook groups and interacting within them is actually a great way to develop a community, but also, I have found so many great and qualified people within Facebook groups.** If you kind of just chat around and ask for recommendations, it's really not that hard to find great people at a reasonable cost. If you think about it, this actually kills two birds with one stone, as they say, since you're creating a community, reaching out to folks, and making yourself known. In turn, you're also creating some intelligence, which is really important.

When it comes to [WordPress](#), I think it is great, and I highly recommend it. [Squarespace.com](#) is also a great option if you are looking for a clean design that you can easily put together yourself. I would say that's the best option for a beginner. [WordPress](#) is a good option too, but it can be a bit technical. **I guess it kind of depends on your skill level.** I do, overall, recommend WordPress, but if you find

the technology side difficult, you might want to stick to [Squarespace.com](https://www.squarespace.com). It's not free, but it's a low-cost option, and it comes with hosting as well.

Step #2 - Email Marketing

That's email marketing. **Something that I did, and I see other people doing, is underestimating the importance of email marketing.** It took me about four months to really get started when it came to doing this, and I wish that I had put more effort into it at the beginning of my first six months of business. It's just a great way to build community and build your brand as well as show your expertise and gain clients too. When it comes to how to do this, I'm a big fan of [ConvertKit](https://www.convertkit.com). I think that it provides a lot of options for different types of sequences and automations at a relatively low cost, compared to something like Infusionsoft or Click Funnels.

I put people in front of my offer by doing a lot of opt-in freebies. Basically, in my blog post, I will include some type of PDF download, or I have two free email courses as well. Once you have those set up and are consistently promoting them, they kind of help you to gain subscribers on autopilot in the background. So, with the majority of my blog posts, I'm sending folks to some type of opt-in offer. That's the goal of every single blog post is getting people to sign up. That's the primary way that I get traffic to my email list.

Another important aspect of putting together my email list is the fact that I'm building e-courses, and they are out there spinning all of the time. **I think that a short 5-7 day email course is a great way to get subscribers on your list.** Even if you're offering it for free, they sign up and you just blow them away with your knowledge, and they'll be dying to work with you by the end of it. So, first of all, you're hitting them with lots of value. This lets them know that you are brilliant and know what you're talking about. Secondly, they get used to receiving emails from you, which is another important part of it.

Once they go through the email course, the amount of opens and clicks that I get from them is much, much higher than they would be if I were just sending them through to my overall list. It's about twice as much, actually. That's huge. Of course, having eyeballs on your email offers is important. This really sets them up to become buyers. You are showing your value and introducing yourself, and once you do that, it's easy to get them to start replying and carrying on a conversation with you. So, you're really building that trust, that relationship, and over time, that will develop into more purchases as well as long-term clients and customers.

Step #3 - Support Team

Third is your support system. **Something that's really important to me is how much my husband supports me and how much my friends support me as well.** Not so much my real life friends, maybe, as my online friends, but going on to

Facebook and talking to the people in the groups I'm in is great. Even developing, sort of, a group or a mastermind of other, similar, online entrepreneurs is a great thing to do because you can bounce ideas off of each other and support each other. I just wanted to say that so much of my success has come from being a part of a mastermind group. It's very, very helpful.

This goes back to forming Facebook groups and interacting within them. That's how I found my "posse," in any case. I just started talking with people, and eventually, we were interacting outside of Facebook. You might find yourself talking to people on Twitter, or emailing them, or setting up a Skype date. At some point, you'll want to say, "Hey, do you want to make this a serious thing? Let's meet once a week and talk over our business goals." It kind of develops from there. I think people are really open to it too, when you say, "Hey, do you want to group up with me and form a support team." Most people would be really interested in that.

You might go through a few people before you find the right folks. **In other words, you're not necessarily going to land on the right five people from the start.** You might have to switch in a few. Some work and some don't. It's kind of a shifting tide until you find the right group of people. I mean, it's like anything. You don't marry the first person you date, right? You want to test people out until you come up with the right fit for you. Basically, there's a bit of trial and error, but once you discover the right people, it can be invaluable.

In short, you want to form a group in which you have support, you can help them out as well, and in turn, you can grow together. I would say that this is hugely important. All of my success is a result of this, and I really enjoy being part of groups like that.

Step #4 - Facebook Groups

I could talk about this all day long. **I attribute so much of my success to them.** They help you build your brand, and you know, you're building a community, building relationships, and you're coming across as a leader and even finding clients. There are just so many amazing things that you can do with these groups. It's a huge part of my business. I'm always on Facebook, and almost all of my clients that haven't come straight from referrals have come from Facebook groups. **A couple of my favorite ones are:**

- Blog + Biz BFFs
- Screw the Nine to Five Community
- The Savvy Business Owner

Those are my "Top 3" favorites. There's also the Freedom Hackers Mastermind. I like that one too. **So, join a few groups, and it's kind of like dominoes.** You know, you find out about other groups and you join those groups. I don't think that every group is the perfect group. It's just like finding your "posse". You'll want to try different

groups out, and find your community, and just go above and beyond, interacting all of the time in those groups.

There are a couple of good ways to go about interacting. First of all, make it a point to introduce yourself to the group. You'll want to say "hi" to everyone, and welcome yourself, and talk about your business. Let people know what you're looking to get out of the group. Also, you should ask questions. I really enjoy asking other people who are in a similar place as I am things like, "Hey, has this situation come up for you? What is your advice on the topic?" This also allows them to show you their expertise, and you show that you're really embracing the community by asking questions.

You should participate in threads as well. Often, there will be daily threads where you can post a blog post or social media handles, or you could even talk about a "win" that you have had. Just keep commenting and talking with people. That's really a great way to interact. It's important to keep your ear to the ground, and when you find that you can add value to a discussion or a thread, you should do so. For instance, if you come across someone's question or comment, and it pertains to your field of expertise, it would be awesome for you to add your own comments or suggestions into the mix. This not only helps you to build better relationships, but it gives you the chance to show how much you know about the topic at hand.

Miranda's First 6 Months in Business

Honestly, it went way better than I thought it was going to go. It has been amazing, and I feel so successful even though I may not be considered that successful by others. **I feel like I'm successful, and I just love how everything has gone.** I'm able to make a full-time income in my business, and I'm able to do what I love and help people. I'm just so happy with everything.

Connecting with Miranda

I have an awesome freebie on how to strategically introduce yourself in Facebook groups, which you can find at Bit.ly/fbgroupblueprint. I'm also on social media [@MirandaNahmias](https://www.instagram.com/MirandaNahmias).

Links

How to Introduce Yourself in Facebook Groups:
Bit.ly/fbgroupblueprint

[WordPress](#)

Squarespace.com

[ConvertKit](#)

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