

# **TWO WEEKS NOTICE**

**Find the Courage to Quit Your Job,  
Make More Money, Work Where  
You Want, and Change the World**

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**MAIN IDEA**

It's time to scratch that entrepreneurial itch. It's time to give two weeks notice on that nine-to-five job that's boring you to tears, and build your own online empire where you call the shots – especially if you're a woman.



The great thing about the online world is it's the only workplace where there is true gender equality. Women can literally earn as much (or more) than men with their own business. That definitely is not the case in the rest of the corporate world, where women on average get paid 82 cents on the dollar or less than their male colleagues.

If you're sick of having a boss tell you what you can and cannot do, and you genuinely want to make a difference and call your own shots, start an online business. Follow the plan. Take action. Make a bigger impact and more money than you can imagine. Do things the right way from the get-go and you can achieve greatness. Give your two weeks notice and get started today.

*"My deep desire is to see more women—marginalized women, women of color, women of all economic backgrounds, religions, and sexual orientations—hold more positions of power, call the shots, make more waves, make more money, and pave their own way, on their terms. I believe we can build these better futures—futures that demand the respect, recognition, and freedom we all deserve—for ourselves and the women who will follow in our footsteps. Together, supporting each other, we can turn the glass ceilings we've crashed into time and again into the floors on which we stand."*

– Amy Porterfield



**1. Make the break** . . . . . Pages 2 - 3

It's decision time. Do you want to start calling the shots, and turn your dreams into reality, or do you want to keep working in a cubicle for another twenty years? Take the plunge, scratch that itch, and specify the date on which you will give your notice. Declare your exit date and build a runway for your dreams.

- Step #1 – Make the decision
- Step #2 – Calendar your exit date
- Step #3 – Set yourself up to succeed

**2. Know your why** . . . . . Pages 3 - 5

Brainstorm what you're great at, and develop your online business starter idea based around that. Clarify the type of customer you aspire to serve, even if that means missing out on everyone else. Dial in your "You" factor.

- Step #4 – Define your business topic
- Step #5 – Identify your customer avatar
- Step #6 – Build your first website

**3. Build your tribe** . . . . . Pages 5 - 7

Figure out how you will send out regular content that will appeal to the people you want to serve. Then once you start attracting your tribe, keep the lines of communication open. Above all else, be authentic and real. Wear your heart on your sleeve.

- Step #7 – Create new content consistently
- Step #8 – Build your email list
- Step #9 – Send out lead magnets
- Step #10 – Expand your following

**4. Generate revenue** . . . . . Pages 7 - 8

Once you have your tribe, you then figure out how to make money while serving them. Clarify the revenue-generation strategy you feel most comfortable with, and make it happen. You also have to make sure you don't fall into any of the boss traps.

- Step #11 – Choose your revenue generators
- Step #12 – Launch your revenue generators
- Step #13 – Avoid the boss traps