

TWO WEEKS NOTICE Find the Courage to Quit Your Job, Make More Money, Work Where You Want, and Change the World AMY PORTERFIELD

AMY PORTERFIELD is an online marketing guru, podcaster, and CEO of a multimillion-dollar business. She previously worked as Facebook Community Manager for *Social Media Examiner*, Director of Content Development for Tony Robbins, and as Marketing Coordinator for Ventura Harley-Davidson Motorcycles. She regularly consults with A-List marketing experts, and is a graduate of UC Santa Barbara. Her podcast is title: *Online Marketing Made Easy*.

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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.

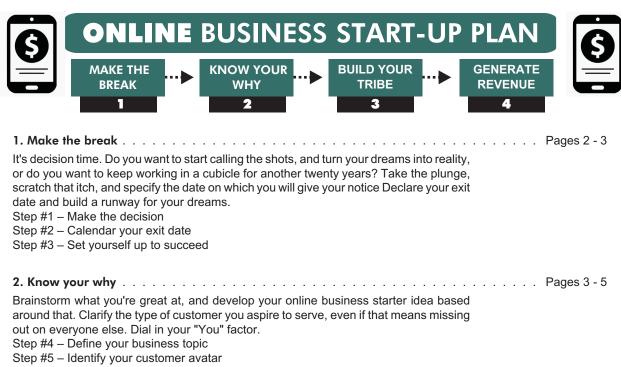


The great thing about the online world is it's the only workplace where there is true gender equality. Women can literally earn as much (or more) than men with their own business. That definitely is not the case in the rest of the corporate world, where women on average get paid 82 cents on the dollar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



Step #6 – Build your first website

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

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