



The System that Creates a Seven Figure Business!

SGG NEWSLETTER

PREVIEW

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Joy Horsley

The System that Creates a Seven Figure Business!



I have heard it said that the difference between a “Want-a-preneur” and an “Entrepreneur” is the work. There are so many educational tools out there that it can be easy to get caught up in doing all the planning and learning.

I am not telling you to rush it – sometimes it takes time to learn a skill and to let a plan marinate but once you have a clear picture of the problem you can solve and who needs that problem solved, here’s what I recommend next:

- 1) List out all your competitive advantages.
- 2) Create samples of your work or gather your social proof.
- 3) Create your sales magnets to build your audience.
- 4) Select your platform (Instagram, Linked-In, YouTube) and go all-in!
- 5) Create your “Letter of Introduction” to introduce your services to potential clients.
- 6) Get your first client – whether paid or free, you only need one to start!

But what are some other tactics to consider as you grow your business:

- Developing plans & Calendar – projects, marketing, financial
- Creating pricing options – rates, packages, payment options

- Collecting success stories and sharing on platforms
- Overdelivering your services – timely, follow-up and status updates.

Sounds simple, right? Yeah – it doesn't to me either but listing it out like this helps me work to make tasks for each day. This helps me set up a system I can trust. Having a system helps me focus on the smaller, actionable tasks and all I need to do is focus on what needs to be done on a weekly or monthly basis to make progress.



How am I doing this right now?

- ✓ I start by reviewing the 1-6 items and determine the importance and urgency of each task.
- ✓ I create a daily plan and integrate small steps into my daily schedule. I allocate specific times during your day to work on these tasks and make each a part of my routine. Consistency can make these habits!
- ✓ I track! I used to try to set targets, but I found it more motivating to track my progress and look for ways to improve it.
- ✓ I use tools! Tools like Otter, Trello, Brevo, One Note, Ever Note, Videocut, Sub magic ... these help me write faster, manage tasks, send emails, create reels, add subtitles. Tools can help

- ✓ Stay flexible, review, and adjust. Systems won't work if they are too strict or overboard. Life can be unpredictable - adjust, as necessary.
- ✓ Celebrate every achievement no matter how small!

Check out my latest blog: [How to Become a \\$7K Person!](#)

Weekly Stats!

Each week, I provide my stats, wins, financial gains on a weekly basis so that you can see what real efforts can achieve. The more you track – the more you win! With that said, here is this week's "weekly metrics."

Ugh – I don't know what it is about the third week of each month, but all the metrics dip. It doesn't discourage me though. **I stick with the system and trust the process!**

- Audience growth – **up 2%**
- Financial growth – **up 5%** (Thanks to Green Shield!! [See their strategy here!](#))
- Website Traffic – **down 5%**
- New venture/investment growth – **up 5%** (our house flip is under contract so expect to see this jump up this summer!)
- Marketing clients: **1**

As you can see – taking action, even when it is hard, yields results. I look at my stats on Monday so I can shift my strategies for the week. Let me know if you need ideas to track your progress and see what is possible!



If you are new here: I am Joy. I am an introvert. I am extremely shy, and I am a LATE bloomer. All of these things should work against me, but I have been able to create a 7-figure government compliance business in a few short years! If I can do this – anyone can!

Now, I am blogging, vlogging and writing about ALL the ways one can make more money through virtual work, side hustles and creating businesses (everything from book writing, YouTube, Amazon, Shopify, AirBnB, Etsy, etc.)

Why am I doing this? There is so much "Insanely easy ways to earn 10K a week ..." out there! It took **work** to hit my first seven figure goals, but it was possible. I wanted to see what else was possible for a shy, introverted, late bloomer and pass along my steps, errors, successes, failures, and I plan to be **VERY** candid about how much money can be earned.

This newsletter will provide you with updates every week so you can see - in real time - what it takes to get started, how much it costs, how much time it takes and any helpful tips! So, if you are shy, older, or late to the game – if you are reinventing your life, working on phase 2 or plan B ... this newsletter/journey is for you.

~ Joy

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"Don't shine so others can see you. Shine so that through you, others can shine!"

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