

**The Helpful
Business Guide
You Didn't Know
You Needed**



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**The business advice
you need depends on
what stage of the
journey you're in.**



**Use this guide to help you
strategically focus your time &
energy at every stage.**

This is a general guide, not a rulebook.

What Stage Are You In?

The Foundations

	Stage One	Stage Two	Stage Three
Where you are	No clients yet. Figuring out who you help and what you offer.	Some clients. Occasional referrals. Income still inconsistent.	Consistent clients. Proven offer. Ready to build something sustainable.
Income focus	First paying client. Proof that someone will pay you for this.	Consistent enough income to stop panicking. Not rich. Just stable.	Predictable income. You know roughly what's coming in each month.
Offers, pricing, messaging & sales clarity	Get clear on who you help and what problem you solve. Pick one offer. Price it. Practice talking about it out loud.	Refine your offer based on what's working. Tighten your messaging. Get comfortable asking for the sale.	Package and position for your ideal client. Your messaging should be doing most of the selling for you.



What Stage Are You In?

Visibility & Content

	Stage One	Stage Two	Stage Three
Landing page	Basic. Who you are, who you help, how to reach you.	Stronger. Add testimonials and clearer offers.	Full. SEO optimized, testimonials, clear path to work with you.
Social media	Being findable.	Backing up your reputation.	Amplifying what's already working.
Content goal	Show up enough to look legitimate.	Build a library that reflects who you are.	Newsletter and email list. Owned audience.
Newsletter & email list	Start it even with zero subscribers.	Grow it consistently.	Your most valuable asset.
Podcast appearances	Yes. Even small ones build credibility fast.	Be selective. Choose aligned audiences.	Positioned as the expert.
Speaking engagements	Any opportunity to speak in front of your people.	Get more targeted about where you speak.	Keynotes and paid speaking.
SEO	Ignore it for now.	Start thinking about it.	Invest in it.
Ads	Not yet.	Maybe. Test small if budget allows.	Yes. Now you have something worth amplifying.

Relationships & Sales

At every stage, these things matter most.

Someone reaches out to you?

Get to know them without an agenda. Build trust.

Potential client?

Invite to a **DISCOVERY CALL** to explore alignment

Fellow business owner?

Invite to **COFFEE CHAT** to explore referrals/
collaboration

Existing clients?

They're your best source of referrals, repeat work
and testimonials.



Don't forget:

Friends, family, colleagues and new contacts count
too.

Pro Tip

Where you are in your journey determines how you spend your time.

Stage 1: Takes patience

Stage 2: Takes consistency

Stage 3: Systems really work for you



Remember: Until you have paying clients, ignore complex funnels, paid ads/SEO and viral content. The wrong tools at the wrong stage are a distraction.



Need help?

Let's chat!

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