

Plan & Grow BIG

# FIELD GUIDE & WORKBOOK

Worksheets, Checklists, & Guidance  
for Every Stage of Your Online Business

by PAMELA  
WILSON of **BIG** BRAND  
SYSTEM

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# Hello!

If you've struggled to build a profitable online business and you can't figure out why it's so challenging, I'm here to tell you ...

*It's not your fault. Really.*

The online environment is full of valuable information about the strategies and tactics you need to master so your business will thrive.

And that's *exactly* the problem.

There is **WTMIAOB** — Way Too Much Information About Online Business.

We're drowning in it. We're confused by it. And it's stacking the odds against us.

## Overwhelm stops right now

I'm Pamela Wilson of BIG Brand System. I have owned my own offline marketing consulting business for more than 25 years. I've run BIG Brand System, my successful online business, since 2010.



I'm a keynote speaker, a published author, and the former Executive Vice President of Educational Content for Rainmaker Digital — where I taught hundreds of thousands of online business owners how to plan, build, implement, and grow their ideas.

Except ... I didn't have a method then. **Plan & Grow BIG** hadn't been born.

Instead, I saw a lot of otherwise smart and capable people *completely perplexed* by what they needed to do to make their business work.

I have met hundreds of people like you who have “made it” in other areas of their lives. They try to succeed with an online business. Instead of “making it” online, they get stuck, feel overwhelmed, and — often — give up.

*That’s not right. I’m determined to improve the odds of success, starting with **you**.*

## How to use the Plan & Grow BIG Field Guide & Workbook

- **Read it through once:** Familiarize yourself with the four stages, PLAN, BUILD, IMPLEMENT, GROW.
- **Identify the stage you’re in:** Based on the descriptions here, where is your business right now?
- **Master the tasks, mindset issues, and milestones in your stage:** Follow the “Learn more” links embedded in this document for additional information about the topics covered.
- **Refer to the Field Guide whenever you’re moving to a new stage.** Fill in the open fields in each section with your thoughts, plans, and discoveries.



*The Plan & Grow BIG Field Guide & Workbook is your companion for the online business journey.*

*Use it as a guide, a journal, and a record of all you’ll learn.*



BEFORE YOU BEGIN

# WHAT'S YOUR BIG?

*Building and running a successful online business is  
not for the faint of heart.*

*Let's stop and take a moment to focus on what's  
motivating you. You're going to need to draw on that  
motivation when things get tough.*

BEFORE WE BEGIN

# What's your BIG?

**Let's start with the most important question of all ...**

**What's motivating you? Or as I like to say ... What's your BIG?**

You might want to earn BIG revenues. You might want BIG time and location freedom. You may want to attract a BIG audience. You may want to make a BIG difference — in your life and the life of your family.

*The answer to this question is 100% up to you. But it's crucial to know deep down what's motivating you.*

Because when things get difficult (and they will), your BIG will keep you going. It will help you push through the tough times. Use the space here to answer the question ...

**What's your BIG?**



STAGE

1

# PLAN

*Set yourself up for a successful future online business with the decisions you'll make in the PLAN stage.*

STAGE 1

# PLAN

## How to lay a firm foundation for your online business

The PLAN stage is exciting! Everything is ahead of you. There are so many different directions you could take your online business and making these initial decisions can feel daunting.

*Remember, **Plan & Grow BIG** shows you how to build your online business without the overwhelm. Focus your efforts on the stage you're in and ignore the rest of the information you see.*



### Tasks in the PLAN stage

#### Pinpoint your ideal customer

Who will your online business serve? Describe who they are and their current challenges in the space below.

## How will you brand your business?

The earlier you build a recognizable brand, the better. Building your brand early will allow you to begin using the power of time to build brand recognition.

Will you build a personal brand or a business brand? [Learn more](#)

A personal brand     A business brand

Your brand consists of two parts: your **verbal brand** and your **visual brand**.

Your **verbal brand** consists of all the words associated with your brand — your business name, tagline, and all copywriting and written content. Let's get those noted first.

What will your business name be? [Learn more](#)

What will your business tagline be? [Learn more](#)

Your **visual brand** consists of your brand colors, fonts, logo, and overall style.

What will your brand colors be? [Learn more](#)

What brand fonts will you use? [Learn more](#)

Will you have a logo created? (You don't have to start out with a logo. [Learn more](#))

Yes, I want to invest in a logo     No, I'll start with a simple [wordmark](#)

### Map out your first offer

You don't have to have all the answers about what your online business will offer at this stage. But you have to have a general idea of what you're going to build.

Ask yourself first, will it be a product or a service? Who will it serve and how? Note your answers below.



## Frustrations and fears in the PLAN stage

Every stage has its distinct mindset issues. Let's take a look at what you might feel during the PLAN stage so it doesn't stop you from making progress.

**“I don't know what to do or where to start.”**

I hear you. Remember **WTMIAOB**: There's Way Too Much Information About Online Business floating around out there. The remedy is to ignore most of the information you come across and only pay attention to what you need for the stage you're in.

Use the space below to think through how you'll stay focused on the PLAN stage right now — and how you'll manage any stress that bubbles up. *Suggestions: Get some fresh air. Meditate. Read something unrelated. Watch a funny show to take your mind off things.*

**“I’ll look stupid. This won’t work.”**

You plan and build behind the scenes ... but at some point, you’ve got to put your ideas and offers “out there.” Who will you talk to when you need encouragement? *Suggestion: Look for colleagues who’ve “been there, done that.” Online business is its own little world and looking for encouragement from someone who doesn’t know anything about it may not get you the help you need.*



Remember to request to join the [Plan & Grow BIG Facebook group](#). It’s a great place to go for help and encouragement.



## Milestones to hit in the PLAN stage

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Here's how you know you're ready to "graduate" to the next stage, BUILD.

### Your branding is in place

You're ready to move on when you have a business name you love, and you have branding basics like fonts and colors selected. You've made a decision about a logo — either you invested in one, or you're using a wordmark logo.

### Your business strategy is mapped out

Think it through and make a plan. *Plan* is the operative word here. You won't know for sure if what you have planned will work until you BUILD it (in the next stage) and IMPLEMENT it (in the third stage).

*Make an educated guess based on what you know now.*

It's a good idea to start with a "minimum viable version" of your offer — something that's simple to create that will deliver a big impact and allow you to test the viability of your idea.

Once you hit these milestones, it's time to move into the next stage — BUILD. Read on!



STAGE

2

# BUILD

*Construct the foundational elements  
of your profitable online business —  
your website and your first offer.*

*Let's do this!*

## STAGE 2

# BUILD

## Profitable online businesses start here

Back in the day, we'd be looking at properties with a real estate agent during the BUILD stage. But you're not building a brick-and-mortar business!

In the BUILD stage of your online business, you'll build a website — a place where future prospects and customers will discover your information and your offers.

*Remember, **Plan & Grow BIG** shows you how to build your online business without the overwhelm. Focus your efforts on the stage you're in and ignore the rest of the information you see.*



## Tasks in the BUILD stage

### Build your initial website

BIG Brand System is a self-hosted WordPress website. WordPress serves up all the content, and the visual style of the site is supplied by a WordPress theme.

I highly recommend this solution! [Learn more](#)

Keeping your content (words + images you've added) separate from your theme (the overall style of everything from your navigation bar to your footer) means your website will be agile, versatile, and easy to update in the future.

## What to include in your website

You'll need a handful of essential pages to start.

**Homepage:** Your homepage is the front door to your online business and you want it to look and sound inviting. Be extra clear about how your business offers value to the site visitor right at the top of the page. Use it to establish a tone: If your business is casual and friendly, make sure the language reflects that. If it's more traditional, keep things more formal. [Learn more](#)

Notes about your Homepage:

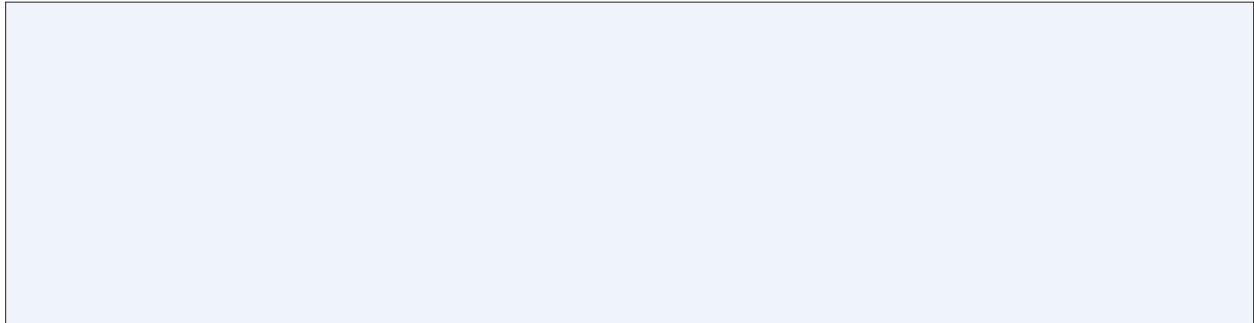
**About page:** The most effective About pages are about *your website visitor*, not about you. They share how your business serves its customers. Add information about your business qualifications, mission, and your team once you talk about how you help.

[Learn more](#)

Notes about your About page:

**Contact page:** Contact pages are a place where site visitors can reach out and ask questions, make queries, etc. Don't put your email address here or spammers might grab it. Instead, add a form that sends messages to your inbox securely.

Notes about your Contact page:



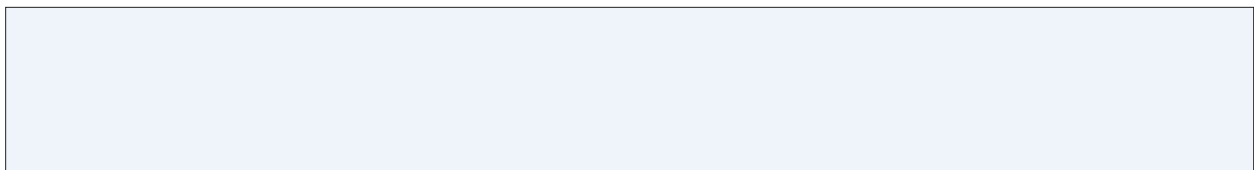
*You can launch a site with just these three pages!  
Don't over think your site — get it out there  
so search engines begin to find it.*

These next two items aren't essential in order to launch your site. They're definitely nice to have as soon as you can add them.

**Content page:** It's smart to publish some kind of regular content. Most often it's a blog, but it could also be a podcast or vlog. Search engines love fresh content, so finding a way to publish regularly will help.

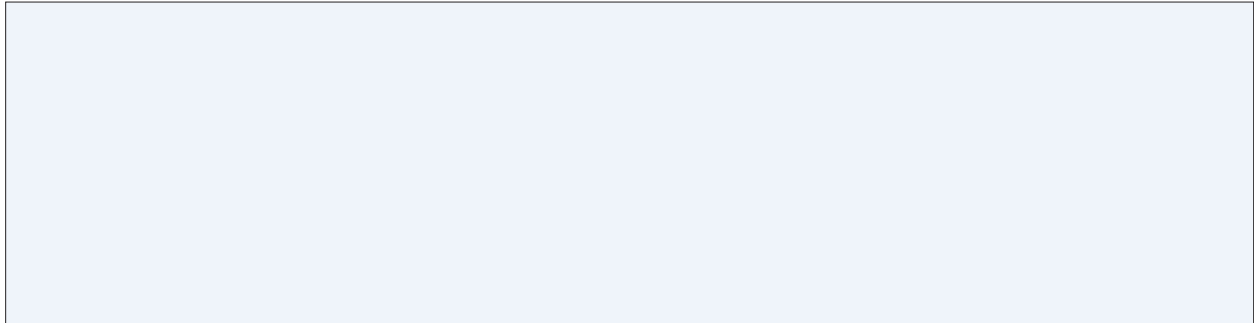
Learn more about content marketing in my books, [Master Content Marketing](#) and [Master Content Strategy](#).

Notes about how you'll publish regular content:



**Commerce page:** Most online businesses have some kind of commerce aspect — a store with products, a page with services, a way to book appointments. This is where you'll make your offer, which we'll talk more about in just a moment.

Notes about your Commerce page (what will it include and what will you call it?):

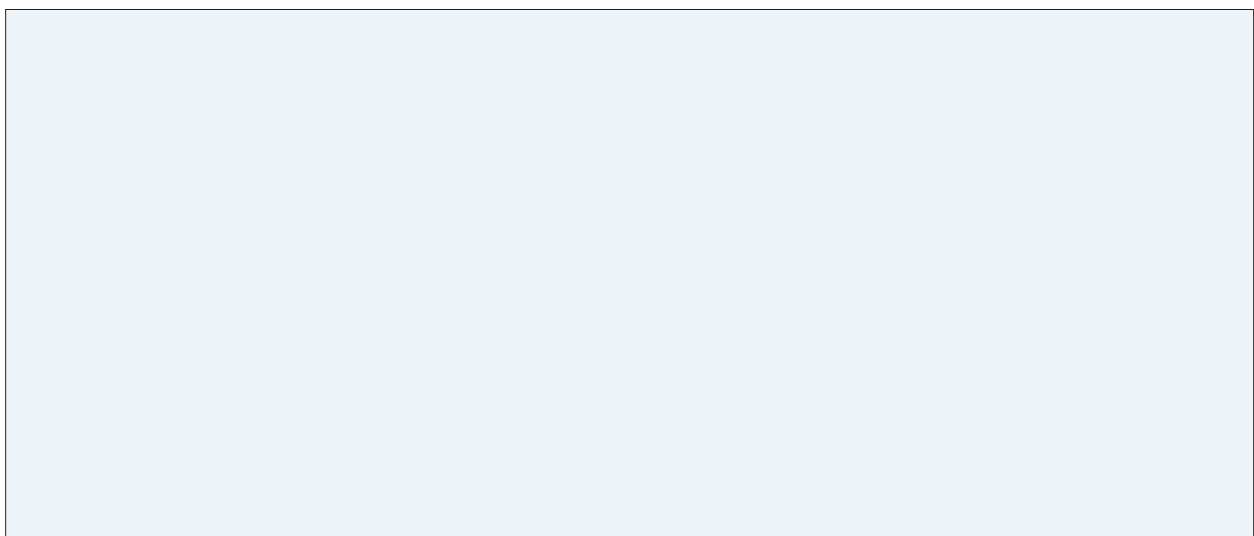


## Build your first offer

Don't build an elaborate, time-consuming first offer without doing a small test with a minimum viable version of it first!

What can you create that's relatively simple — but delivers a valuable solution to your ideal customer? Build that. [Learn more](#)

Brainstorm your first offer here:

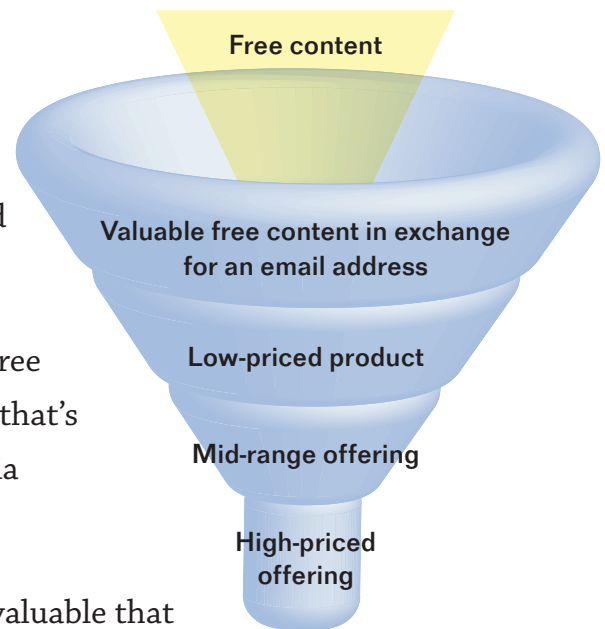


## Build an initial funnel

Your sales funnel is a way to attract prospects to your business and move them toward becoming customers.

Your funnel starts with some kind of completely free offering — and it's usually in the form of content that's readily available on your website or on social media platforms.

The next step is to offer something slightly more valuable that you send in exchange for an email address.



*Beginning to build an email list is essential step  
in this BUILD stage.*

Once your prospects share an email address, you have a way to keep them engaged.

Read about how to use email marketing in your online business. [Learn more](#)

And as you develop solutions to serve their needs, you'll move them from testing your solutions with a low-priced product, to a mid-range offering, and (for some) to a higher-priced offering.

*Whew! We just covered a lot of territory.* Let's take a moment to think through your plans so you can BUILD the funnel for your online business.

**IMPORTANT:** you don't need to have this entire funnel created before you move to the IMPLEMENT stage. Start small — work on some valuable free content; an opt-in incentive; and a minimum viable product to start.

### Your free content

### Your opt-in content

### Your low-priced product

### Your mid-range offering

### Your high-priced offering

Remember, start small — map out your valuable free content; your opt-in incentive; and a minimum viable product to start.



## Frustrations and fears in the BUILD stage

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Every stage has its distinct mindset issues. Let's take a look at what you might feel during the BUILD stage so it doesn't stop you from making progress.

**“I have no idea what to feature on my website.”**

Start with the basics as listed starting on page 15. The beautiful thing about websites is you can build and revise their pages over time. They're never “done,” and that's a plus.

**“What if my customers don't respond to my offers?”**

We'll talk about this more coming up. For now, know that there's a testing/feedback loop built in to the **Plan and Grow BIG** method. Make your best guess about what to offer and plan to iterate and improve as time goes on.

**“I'm afraid my knowledge/experiences won't translate to online offers.”**

I'm betting it will. I have seen people build profitable businesses serving the most obscure niches you can imagine! It's a matter of positioning your offer so its true benefits shine through. We'll talk more about this in the IMPLEMENT stage.



## Milestones to hit in the BUILD stage

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Here's how you know you're ready to “graduate” to the next stage, IMPLEMENT.

**Your website is built and launched**

You've pulled back the curtain on your website and it's live!

## You have a way to attract prospects to your business

This might be an email list builder like an ebook, checklist, or tutorial. Or it could be a no-cost Q&A session or consulting call.

## You've built something to sell

You have a product or service ready to use to convert people to customers.

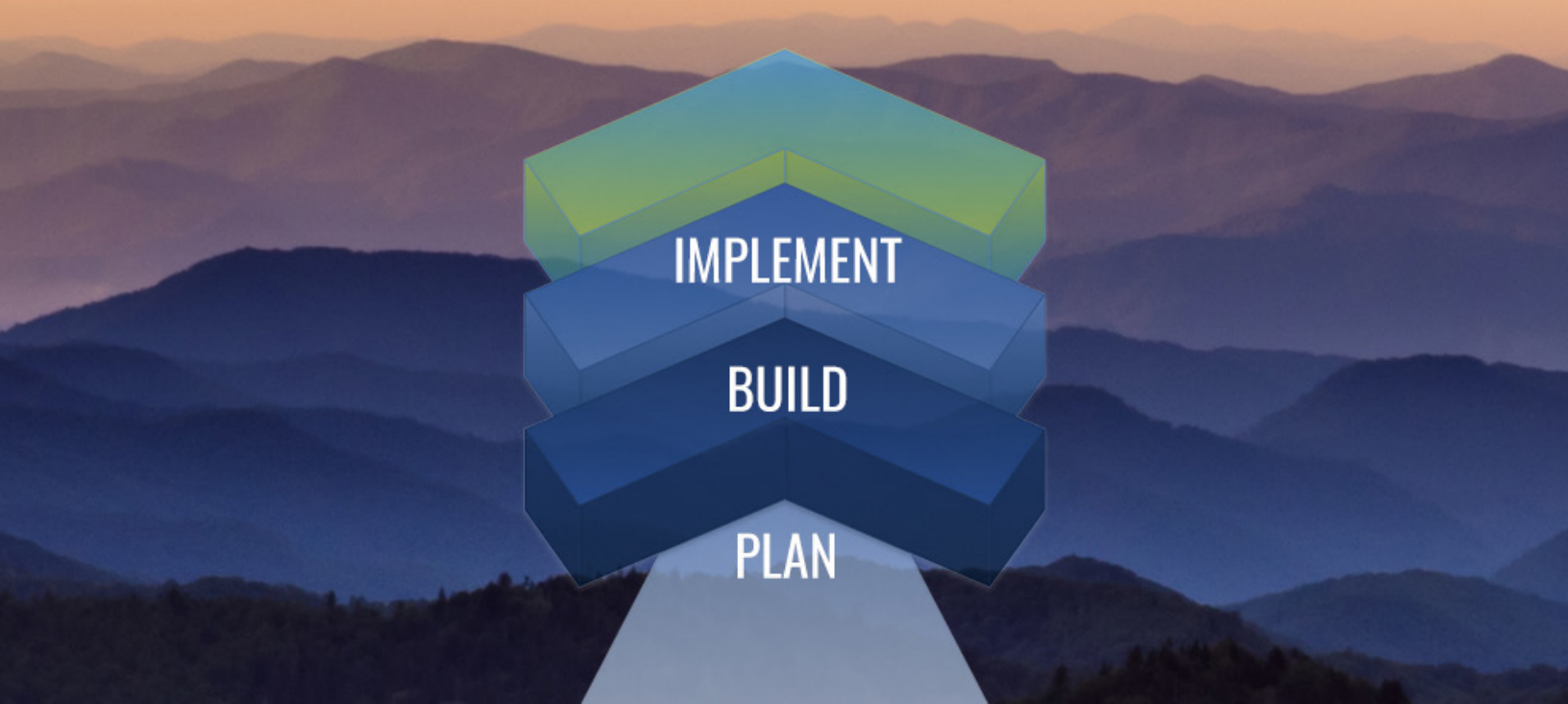
Your final notes on the BUILD stage:

*Ready to start really seeing results?*

The next stage, IMPLEMENT, is where you'll start to test your plans and see how what you've built holds up.

Expect to make changes — online businesses that are willing and open to paying close attention to the feedback they get during the IMPLEMENT stage are the ones that survive and thrive!

PS: Need help? My **Momentum programs** are designed to personally walk you through the PLAN and/or BUILD stages. [Learn more](#)



STAGE

3

# IMPLEMENT

*You've planned. You've built.*

*Now it's time to put your creations out there  
in the world so you can find out  
what works — and what needs to be improved.*

## STAGE 3

# IMPLEMENT

## The visible, vulnerable, and profitable stage

In the IMPLEMENT stage you're going to find out if what you've planned and built is going to *actually* work — and you won't always like what you learn.

Because here's the thing ...

Some of what you do will fail. Guaranteed.

That's part of it! The following pages of this field guide will help you rock the tasks, mindset challenges, and milestones in the IMPLEMENT stage.

*Remember, **Plan & Grow BIG** shows you how to build your online business without the overwhelm.*

*Focus your efforts on the stage you're in and ignore the rest of the information you see.*



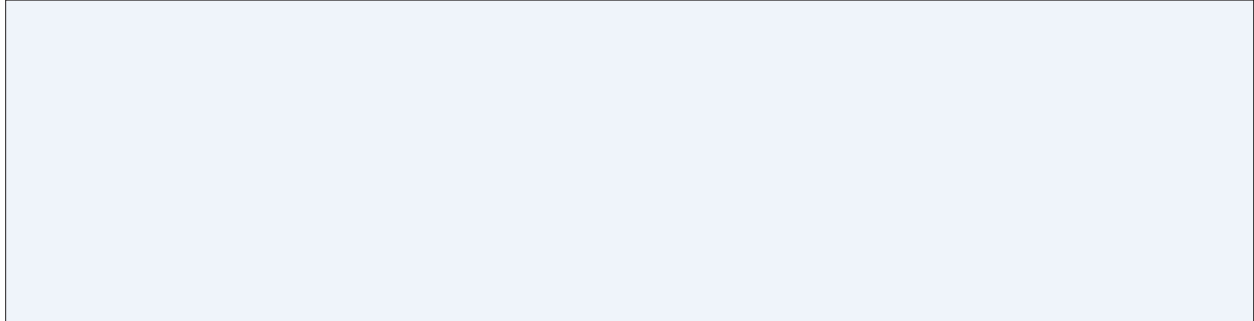
## Tasks in the IMPLEMENT stage

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### Make your offers live

Your goal with your first offers is to begin gathering feedback and data. If you earn a profit, great — but aim first to understand your customers and refine your offers to serve their needs. [Learn more](#)

How will you capture the feedback you get? Make notes about what you want to monitor so you can see if your offers are working. Remember, this will depend on how you define your BIG — it might be revenue, reach, or impact.



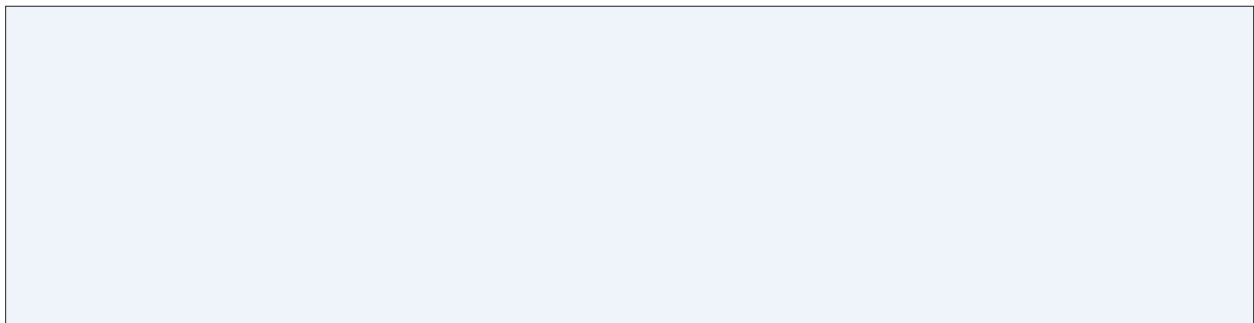
### **Focus on building your email list**

Most online businesses need a robust list of thousands of people to make their offers to because only a small percentage will actually buy.

At this stage, you should explore innovative ways to grow your subscriber list — think webinars, guest posts, challenges, etc.

The exception to email list building? If you offer a customized service to only a small group of people, you can focus on building a referral network.

How will you build your email list?



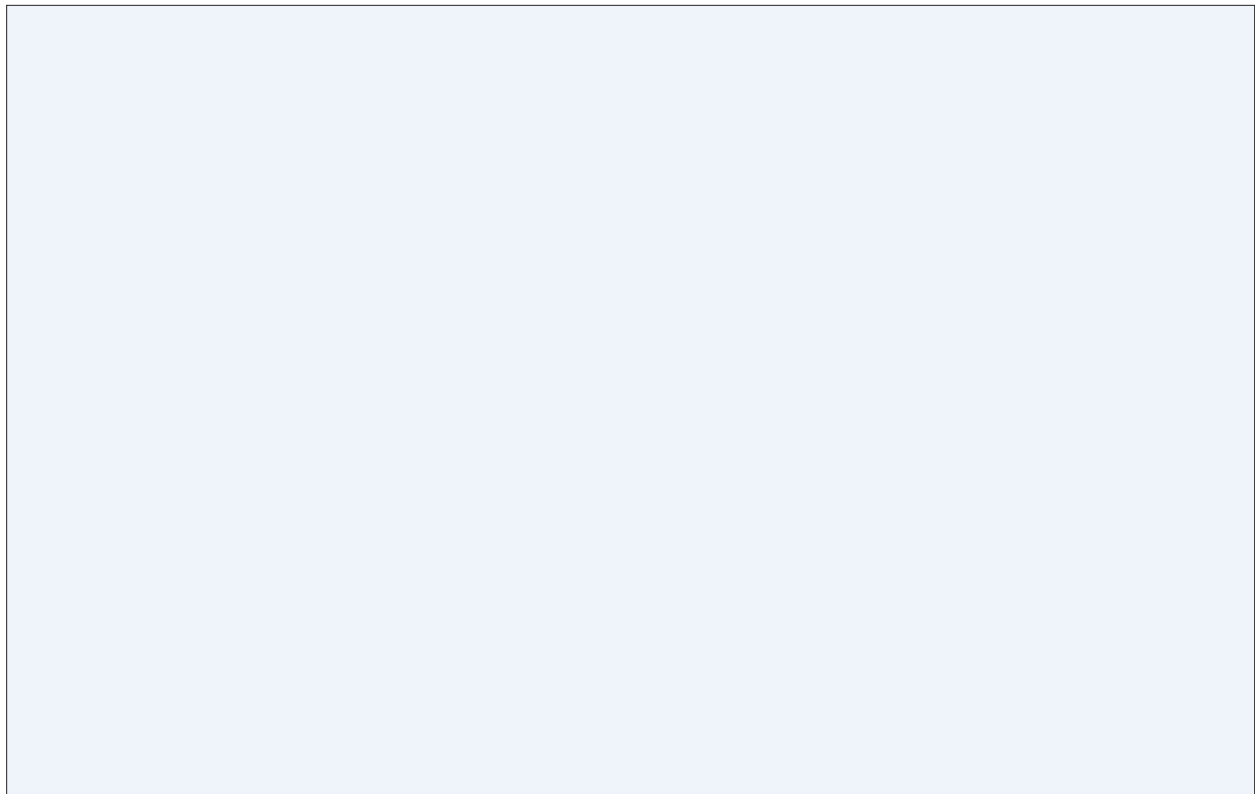
## Discover what works for launching your products and services

Launches are a nerve-wracking but important facet of online business. “Launching” refers to the process of getting a product or service in front of the right people in a way that makes them sit up, take notice, and buy.

*Wouldn't it be nice if we could create an offer, put it on a sales page, and watch people flock to it and buy?*

The online space is too busy for that to work! In order for the right people to notice and take action on your offers, you have to make a fuss about them.

What launch techniques will you explore? Note them below. *Suggestion: to learn more about how launches work, read Jeff Walker's [Launch](#) book. It's an inexpensive way to learn the techniques you can use to draw attention to your online offers.*





## Frustrations and fears in the IMPLEMENT stage

Every stage has its distinct mindset issues. Let's take a look at what you might feel during the IMPLEMENT stage so it doesn't stop you from making progress.

### **"I hate selling (and don't know how to do it)."**

The rubber is hitting the road here and you will need to get comfortable offering your solutions in exchange for money.

Approach it as a way you're *servicing and helping* your prospects and the prospect of selling will be easier to manage. Learn more

### **"Yikes! Everyone is watching."**

In this stage you are actively promoting your business, and the more you beat the drum of your own offers, the more vulnerable you may feel.

Get support [in our Facebook group](#). Join [a mastermind group](#). Have virtual coffee with your favorite online colleague to get the encouragement and understanding you need.

### **"Someone said something negative and now I'm bummed out."**

Hearing something negative about your offer can take the wind out of your sails.

To keep your spirits high, learn what you can from it and move past it quickly — it happens to all of us! Negative feedback is an online business rite of passage.



## Milestones to hit in the IMPLEMENT stage

Prepare yourself — the IMPLEMENT stage can last for a long time. You’ll be doing a lot of experimentation and will gather important feedback during this stage.

And you’ll respond to that feedback — with new and better offers, more effective marketing, and a growing email list to market to.

Here’s how you know you’re ready to “graduate” to the next stage, GROW.

### **You pinpoint at least one offer that converts reliably**

It’s not enough to just to have an offer at this stage. You need to build a hit offer!

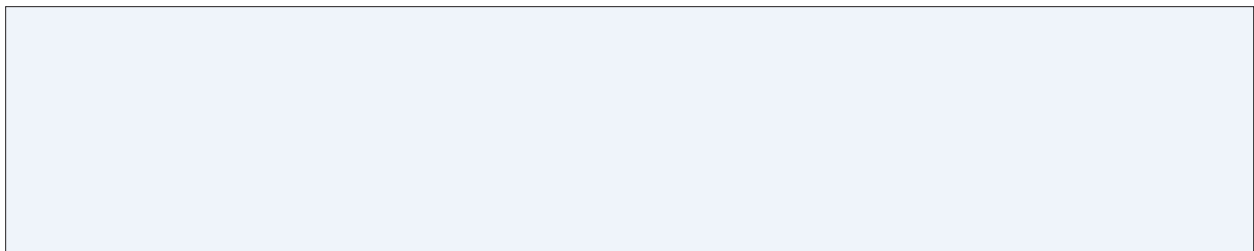
Once you know what your prospects respond to you can put the full weight of your promotional efforts behind it in the next stage, GROW.

### **You have an email list of at least 5,000 people**

Your mileage may vary, but once you grow your list beyond the first few thousand subscribers, increasing the number of people you can make offers to adds serious firepower to your promotions.

### **Your online business is your primary source of income**

You may have started it as a side gig, but now your online business supports your lifestyle comfortably. Notes about these milestones:





STAGE

4

# GROW

*Now you've done it! You've built a successful online business that reliably produces income.*

*Now it's time to put some firepower behind your success and explore ways to GROW your results.*

## STAGE 4

# GROW

## The thrill of growing beyond your wildest dreams

The GROW stage isn't the end — it's the beginning. You have planned, built, and implemented. Now you're seeing the fruits of all that hard work.

You can choose to double down on what's working — adding in things like affiliates, advertising, and team members so you can grow your BIG.

You may also decide to add lines of business. What additional revenue sources could you develop?

*Remember, **Plan & Grow BIG** shows you how to build your online business without the overwhelm.*

*Focus your efforts on the stage you're in and ignore the rest of the information you see.*



## Tasks in the GROW stage

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### Improve your conversion rates and outreach

Your focus in the GROW stage will be to improve conversion rates across the board and get your offer in front of new groups of people.

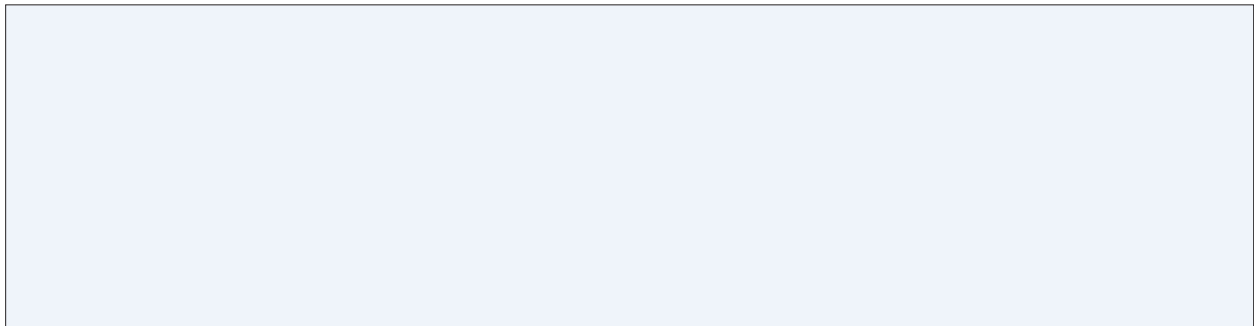
You'll be growing *outward*. Here's how:

**Paid traffic:** Facebook ads; Pay Per Click (PPC) ads; retargeting ads.

**Joint venture presentations:** Partner up and present your product or service on a webinar to a new audience.

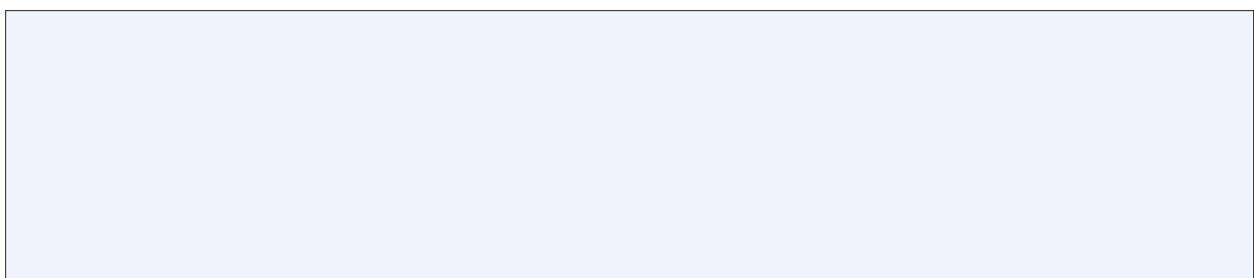
**Affiliates:** Recruit and develop a marketing program just for affiliates who will carry the banner of your offerings to their audiences in exchange for a percentage of earnings.

Don't try all these techniques at once! Which one will you explore first? *Suggestion: build on your strengths! Try the technique that seems easiest first.*



**Improving conversion rates** means tweaking your pricing structures; your launch techniques; your copy. You may need to add bonuses or urgency to motivate people to buy.

Again: don't tweak everything at once. Test patiently and methodically until you hit on a winning combination. And recognize that you'll have to revisit this — what works today may not work in a few months. What will you test first?



## Add more revenue streams

As you dial in what's working well, you may uncover your customers' unmet needs and build additional lines of business to meet them.

You'll move through the BUILD, IMPLEMENT, and GROW stages as you develop each new revenue stream.

Have you thought about other ways to meet your audience's needs? What new products or services could you offer? Brainstorm here:



## Frustrations and fears in the GROW stage

Every stage has its distinct mindset issues. Let's take a look at what you might feel during the GROW stage so it doesn't stop you from making progress.

**"I'm at a profit plateau and can't get past it."**

You may have an earnings number in mind but you can't seem to reach it. Explore everything we talked about above — remember, success in the GROW stage comes from expanding beyond your current audience and then optimizing everything so you get the best possible conversions.

New revenue streams might be in order, too. Read on.

**“I’ll never achieve the level of success I dreamed of.”**

As Marshall Goldsmith said, *what got you here won’t get you there*.

Extraordinary success means re-thinking how you run your business and requires that you release any limiting beliefs about the success you feel you “deserve” or are comfortable with.

Meditation, self-care, and a supportive mastermind group can go a long way toward helping you maximize growth. [Learn more about my Momentum Mastermind](#)



## Milestones to hit in the GROW stage

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Here’s a secret:

You may move through the PLAN, BUILD, IMPLEMENT, and GROW stages for the rest of the life of your business. As you develop new lines of business, the frustrations, fears, and milestones in these stages will become familiar — even comfortable.

Here’s how you’ll know you are rocking the GROW stage:

### **You’re building additional streams of income**

You’ve got at least one successful product or service under your belt and now you’re developing new ones.

### **You’re reaching beyond your own email list**

You’re actively using joint venture partners, affiliate relationships, and advertising to expand the reach of your online business. You’re “nerding out” on all things related to

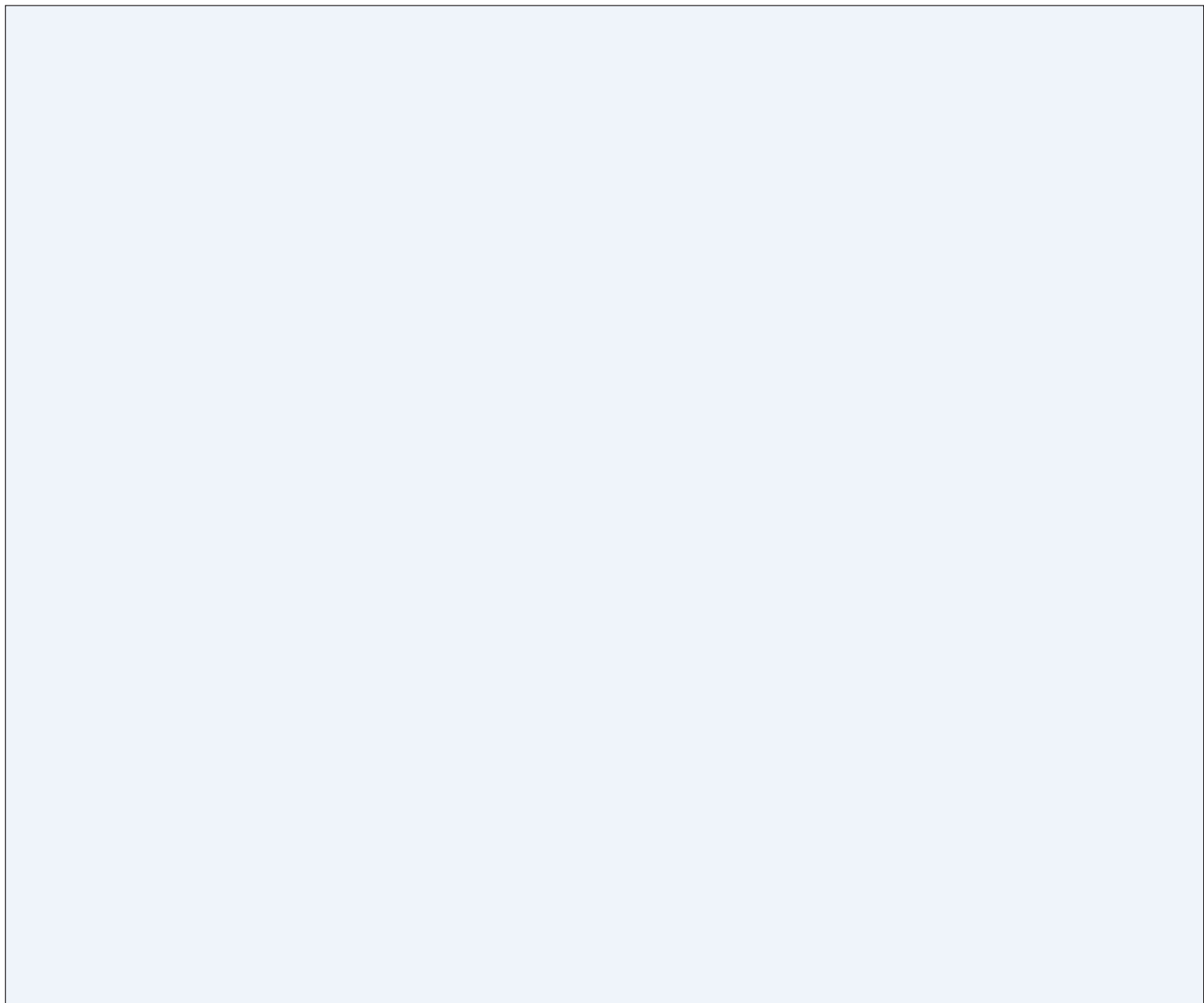
conversion optimization and get waaaay too excited when your numbers inch up.

### **You may be adding to your team because you need help**

Your business has grown to the point that you can't — and don't want to — do everything yourself.

You're dealing with the challenges of managing people, whether they're contractors or employees.

If you're in the GROW stage, you know it. Add notes here about what you're working on right now to make the most of this exciting stage:



# Congratulations!

You've made it all the way through this **Plan and Grow BIG Field Guide and Workbook**. Hurray! Here's something important ...

*This workbook only works if you **really** use it  
— read it, write in it, and refer to it often.  
Grab your highlighter and mark it up. Fold down the  
corners of your favorite pages. You have my permission!*

You now know more about how online businesses are *really* built than most of your colleagues.

But to use your newfound superpower, you have to plan and implement your way through all these stages.

I'm here to help.

## Get my help for free

Join our private **Plan & Grow BIG** Facebook group. Meet online entrepreneurs and get encouragement as you work through the **Plan & Grow BIG** stages. [Request to join](#).

## Two ways we can work together to grow your business

- Join my community for online business builders, the [BIG League](#).
- Apply to join one of my 1-on-1 [Momentum programs](#).



# Plan & Grow BIG

**BIG** BRAND  
SYSTEM

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