



BLUEPRINT

Discover The 4 Stages Of Becoming A NursePreneur In This Blueprint That Show Nurses What To Expect On The Journey To A 6-Figure Business

*Nurse*Preneurs

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The 4 Stages Of Starting A Business

Congratulations on taking the first step to becoming a successful 6+ figure NursePreneur. I believe more nurses would choose this path if they knew what to expect. I created this blueprint to help you decide if a business is something you want to start.

I've had nurses call me and ask what type of business would bring in money really fast because they needed to pay off debt.

First, this is the completely wrong mindset. Remember, a business is an investment in yourself. It's not an ATM machine. You will go through various predictable stages along the way.

Throughout this blueprint, I give you realistic expectations about how long you will spend in a particular stage and how much it will cost. In addition, I will tell you the types of milestones you should reach to make sure you are on par with where you need to be to start bringing money in.

At the end of this blueprint, you will find the Business Idea Blueprint to help you in the initial stages of validating an idea. There is also a one page business plan that you can use to create an overview of what needs to be done first. Finally there is a spreadsheet that will help you to estimate expenses and income.

After you go through this entire blueprint, you should have a pretty good sense if this is the adventure for you.

Remember nothing pays off in dividends the way a business does. From more freedom, more flexibility, more choices, to more money or whatever you want more of. This is truly a life changing career choice.

Now let's get to it.

There are 4 main stages in starting a business. Each one will take mindset adjustments, persistence, time and money.

The four stages are Discovery, Define, Design and Destiny.

Stage 1 - Discovery

Stage 1 is where you are now. Even if you started a business, if you aren't making consistent income or 6-figures, then we need to revisit the foundation you building upon. And the first thing you need to understand, is why you are doing this.

There are many different types of non-clinical career moves you could make as a nurse. I've compiled a list of 200 for you. In my years as a nurse, I've worked in the different areas. I've been in hospital administration, in the corporate world, in academics and I've pioneered roles in the hospital as well as start my own businesses.

What I learned about myself is that I'm a "bad employee". No matter what job I had, I always felt limited in what I could do. I wanted to decide what to focus my energies on. Each career has had its pros and cons. For instance, working hospital administration moved me away from the bedside, which I needed, but the responsibility was 24/7, which I hated.

In the corporate world, there were meetings constantly. I felt pigeon holed in doing one thing over and over again. Oh and there was the whole downsizing thing that occurs without warning.

Academics gave me all the flexibility I could possibly want, but I took a 25% pay cut to enjoy it. So it was a constant flux between learning and growing till I hit a ceiling, limited responsibility, freedom but no money, money but no flexibility. There was always something that was good that was offset by something limiting.

Until... I discovered that I could design my own "job" where I had flexibility, control, learning, growth and money.

In the appendix is an excerpt of an article I wrote about nonclinical options that you can consider. When you get to the end, if you still have the entrepreneurial itch, you are ready for Stage 2.

Cost

The cost of Stage 1 of becoming a NursePreneur is \$0. It's free.

It's all about whether you really want to do it or not. Sometimes we decide to do things, like go back to school for a degree or more certifications because we don't know what else to do.

I'm giving you some guidance around what you could potentially do. Maybe working as a forensic nurse is more up your alley. Or maybe it's more of the same. That is up to you to decide.

Quiz

1. Are you flexible and able to adapt to situations as they arise?
2. Do you need to learn and grow in what you do?
3. Are you able to tolerate a certain degree of risk and uncertainty?
4. Do you find yourself jumping from job to job unable to find the fulfillment you are searching for?
5. Are you just not sure how to leverage your expertise in a meaningful way?

If you answered yes, to most of these questions, it would be worth continuing on through the process to see if becoming a NursePreneur is the right fit for you in Stage 2.

Stage 2 - Define

Stage 2 is about defining your business. In order to define the business model, you need to have a problem that you solve. The problem comes from your audience. When you know who you want to work with, then you can validate your idea.

This stage is taking your ideas and testing them more than just talking about them. Most new entrepreneurs start to join groups, buy some books and do research on the internet.

I think it's important to introduce some structured learning at this stage. In Stage 2, I focus on coaching because it's still not clear if this is the right path. I would anticipate staying in this stage for about 12 weeks to 6 months.

Why so long?

Defining what your business is going to be takes a lot of research and reflection. You need to understand who you are, what you want out of your business and what inspires you. This may be the first time you've actually spent time thinking about your own dreams instead of helping everyone else in your life!

What do we cover in the Nurse Business Starter Program to define your business? Here are the modules:

Module 1 - Define what you want your business to do for you.

Module 2 - Talk to your audience and understand what problems they have. Use structured conversations and interviews to uncover golden nuggets!

Module 3 - Use competitor espionage techniques to learn what is working for your competition and look for ways to improve upon what they are doing

Module 4 - Create a solution for your audience, no matter what degrees or certifications you have. Every nurse has expertise that can be shared in a business model.

Module 5 - All business comes down to its message. The message of a business is single handedly the most vital aspect of success. Learn how to craft your perfect pitch.

Module 6 - Set up your business, register it, obtain the necessary legal paperwork and budget for insurance policies you will need. Also set up your systems with the Proforma that is provided at the end of this blueprint.

Plus I added in contracts for everyone to use as templates.

When you are in Stage 2 of becoming a NursePreneur, it's all about finding a problem that someone wants solved AND is willing to pay for. You combine that with your passion, purpose and expertise and your entrepreneurial dream will be realized.

Cost

The good news is that this stage won't cost much. Typically new NursePreneurs spend their money on books and mini courses to better understand what they are in for. I would give yourself a max budget of \$500-1000 for this stage.

And a word of advice...

...don't spend any money at this stage on business cards, flyers, websites or social media managers.

This will save you a lot of money and grief. All too often, I see nurses start a business by buying business cards and domain names. Your business name, your domain name and your website all depend on the problem you solve and the benefit you provide. You can't build a website until you know what your business is going to be.

It's an odd thing that I see frequently and have to correct to the upset of my students. Your colors, your fonts, your name, your brand all depend on the benefit you provide, so save yourself a ton of money and heartache by not spending any money on this at all during this stage.

Stage 3 - Design

Stage 3 is all about taking your idea and creating a 6-figure business through marketing principles. Here's the problem that most Nursepreneurs run into:

Either they aren't prepared for the long haul in terms of time and money that it takes to market effectively

Or

They don't value coaching and mentoring, which ultimately leads to unnecessary and expensive mistakes.

It always amazes me that new entrepreneurs are so resistant to the idea of asking help from a coach and a mentor.

After all, starting a business isn't free. You will need to invest some money to get things off the ground. I would anticipate needing between \$5000-20,000 available over the course of 1 year to get any traction in a business.

You can try to do everything on your own, with free resources from Google, but then, it will take you 10x as long with little potential for success. Your business will exist as a hobby for as long as you can afford to finance it from your disposable income, but the vast majority of these businesses will ultimately run out of finances within 2-3 years or 95% of the time by 5 years.

Let's think about this idea in a way that maybe you can relate to.

Imagine the scenario of a student who graduates nursing school and is immediately made the charge nurse in a hospital. The student read some books, she did a few clinicals and she can Google some answers, but ultimately she has little life experience to draw from and no practical experience. If she has no one to coach or mentor her, what is the probability of her success based on her Google searches?

Maybe 1 in 1,000 or 10,000 will do ok.

These are the dream stories we hear of business. An 18 year has an idea and makes millions in his spare time based on one book he read. Sure it happens, but its not the norm and I wouldn't just hope for the best case scenario. It's equivalent to basing your retirement on the hopes of winning the lottery because you saw it happen to someone on the news..

This is just a bad retirement plan and its a not a great way to jump start your business.

You need coaching and mentoring to get your through the marketing stage.

Marketing IS the difference between success and failure of a business.

But most people will fail before they figure this out.

Not because they are bad or useless or lazy, but because they lack the training necessary to be successful.

Leaders aren't born, they are created.

The majority of new business owners cannot scale a successful business without coaching and mentoring, myself included!

Believe me I tried! I spent over \$150,000 on DIY courses and chasing after things that wouldn't actually move my business forward. I finally broke down and invested in coaches and mentors.

This investment ended up being the most valuable money I've ever spent. And it wasn't all about the information they gave me, it was the connections they made for me. It was the interest they took in my business. It was the direction they gave me to establish my brand first and then to scale.

It's all about who you know in business. The more connected your mentor is, the higher your probability of success will be.

It's not simply the information that makes you successful.

Now you also need to remember that all coaches and mentors are not the same. There is the human factor to consider. You may clash with certain types of coaches, you may not respect others or find yourself constantly questioning their guidance. But when you do find the coach or mentor who is right for you, it will be life-changing and the success of your business hinges on this relationship.

In Stage 3, I focus on marketing.

I still provide structured coaching through course work. My students need to be able to follow a clear formula at this stage. But they also begin to explore and understand what they are capable of, and start defining their brand.

I focus heavily on showing my students how to create a powerful brand that stands out. When someone does a Google search on you, they need to be able to find you and learn about you. Another area I focus heavily on is content creation.

Once the brand is built (and not before), then my students learn how to sell without selling.

A properly established brand and a perfect pitch negate the need to sell. Instead I show the students how to automate their processes and capitalize on their achievements.

Finally, I teach my students how to leverage media to drive traffic to them. Media is the secret sauce in earning 6 figures and beyond on a consistent basis.

Cost

This stage of becoming a NursePreneur is by far the longest stage. Most new NursePreneurs need at least a year in this stage, but many will linger here for 1-5 years, building up a powerful brand and gaining traction on their ideas.

There is nothing wrong about staying in this stage for as long as you need to. I want to make sure you spend your money wisely on marketing that will move you forward and building a brand that elevates you.

During this stage it is absolutely vital that a new NursePreneur have a community of like minded, like intention nurse business owners. This can be a lonely journey and many of your friends and family won't understand your passionate drive.

The costs at this stage can vary massively. At a minimum I would anticipate having \$5,000 available to pay for website design, printing, software, coaching and mentoring. I personally spent over \$100k to get my business up and running, though most of that money was poorly spent or spent on marketing gimmicks.

Lucky for you, I made the expensive mistakes for you, and I can help you prioritize your marketing efforts and minimize your spending.

Stage 4 - Destiny

Stage 4 is where many Nursepreneurs secretly want to go to, but have a fear of it at the same time.

Interestingly, when I ask nurses what their dream income is, they say \$100k or \$150k. I have even heard nurses say they absolutely don't want a million dollars, it's not about the money.

I get it. I actually said the same things too, but not because I didn't really want a million dollars, but I was afraid to want it. Afraid of what it would mean.

In nursing, we have a strange money story that we sell to ourselves. I've seen heated debates about nurses who are "in it for the money" and why they are bad. These arguments make me laugh. Really? Do you really care less if you make more money? I don't think so.

If you make a million dollars do you instantly turn into a cold-hearted, evil business tycoon?

No, of course not.

What it comes down to is the fear of change. As you make more money, things will change. You will need to build a team, you will need to continue growing, you will have to change your strategy. Maybe you'll lose a few friends along the way because they are jealous of your success.

What gets you to a six figure business won't be the same thing that gets you to 7-figures. Your mindset and vision will need to expand.

I put this stage in here, because I want to plant the seed. Its ok to want to hit 7-figures. It's something that you may or may grow into. If you are happy with your 6-figure business, then by all means, keep up the good work!

But if you find yourself still needing to grow and expand, then there are options. I have created a program for Nursepreneurs to continue to grow to 7-figures and beyond.

The timeframe in this stage is for the rest of your business life.

Cost

This stage will be very expensive, it's hard to put a number on it. For example, I spend thousands of dollars a month on media and paid ad campaigns. Most media buyers don't want to deal with you unless you are spending a minimum of \$5000 a month on paid advertising.

This is truly a mindset shift. You might be horrified to think about spending \$5-10/month on advertising, but if the return on investment is \$50k/month, then it's not an expense to me. It truly is an investment.

From a math perspective, if I pay \$1 and get \$50 back, that's a no-brainer right? Why stop at \$1? The question isn't how much do I have to spend on advertising, it's how much do I want to bring in from advertising?

In Stage 4 we delve into business strategy, expansion, paid advertising, mastermind meetings, public relations and media.

Stage 4 is about psychology and math. Once we make your shift in mindset, then we simply figure out the math formula for your success.

Next Steps

Let's recap the 4 Stages.

Stage 1 - Discovery. Cost \$0. Time frame - until you decide that this is the path you want to try. It could take you minutes or years to make this decision.

Stage 2 - Define. Cost <\$500. Time frame - 12 weeks to 6 months. It could take longer, but if you work diligently and spend time with your audience, you should move through this stage relatively easily.

Stage 3 - Design. Cost >\$5000. Time frame - 1-5 years. This is the marketing stage and we need time to build up your brand. 1 year is the minimum you will be in this stage. It would be very rare (though not impossible) to move faster. In my Mastermind, I deliver the content needed for this stage over 6 months.

Stage 4 - Destiny. Cost - as much as you can afford. Time frame - the rest of your business life if you choose to go for Stage 4. This stage is completely optional and depends on each individual NursePreneur.

Those are the 4 Stages of becoming a NursePreneur. Are you surprised it takes so long? The irony is I meet nurses all the time who say they want to start a business, but need time to "figure it out".

I'm not sure if they think that a business will just happen overnight and their lives will change in 24 hours?

You figure it out along the way. This is what makes a business so exciting and fun! But it's a long process from when you start to 6-figures. Everyone starts at a different place in their careers, so will move at a different pace through the stages.

At the end of this blueprint, I added in a few bonuses. I included a one-page business plan template, because that's all you really need. The one page business plan was good enough for Sam Walton of Walmart, Mark Zuckerberg of Facebook, Nike and Google, so it was good enough for me when I started NursePreneurs.

There is also a proforma statement which will help you think through what your expenses will be as well as how to think through your income.

Finally, I added in a document on setting up processes. This will help you think through how you work and how you organize yourself. Organization in your business is vital. And if you organize it all from the get-go, your business set up, could actually be your next business. For example, when Christie set up her IV Hydration company, I told her to write down everything she did, i.e. step 1, step 2... This then becomes an operational manual that she could simply

sell to other people who would be interested in how she got started. Additional stream of revenue!

So many things you can do...

But look, I can promise you this. If you never start, you'll never finish. You've made the first step in discovering Stage 1.

The next step is to join us in Stage 2 and find your 6-figure business idea. This is a low cost investment that will catapult you to the marketing stage. Once you hit Stage 3, which is all about marketing, this is where the money starts rolling in and you find your freedom.

Join us now in Stage 2
[just click here to sign up](#), or go
to CatieHarris.com/Stage2.

Appendix: Article

200 Non clinical Jobs For Nurses

Have you ever wanted to get out of bedside nursing and do something else?

The problem is where can you find a job that pays as well as what you are making now? And more than that, what else can you do with your nursing expertise?

I found myself going down the traditional path of clinical medicine—bedside nurse transition to nurse practitioner for the lack of a better option. Yet I became increasingly disengaged from the hospital. The more I worked, the less I wanted to be there. I just wasn't happy in the clinical setting.

But what could I do?

What kind of nonclinical jobs are out there for nurses that pay as well as the hospital does?

Where would any new path lead?

Let's get started in discovering what your potential nonclinical job will be.

50 Administrative Career Paths For Nurses

Administrative jobs tend to have certain bandwidths such as: \$60–90k; \$90–110k; \$120–150k; > \$150k. These salaries are best estimates and may be higher or lower depending on a multitude of variables.

You may need to start out at a lower pay than you want in order to get the skill sets you need for the job you really want.

Don't be afraid to do this. Keep your focus on your end goal and stay the course.

Also keep in mind the lifestyle you wanted for yourself. Jobs like nurse manager, directors, and nurse executive pay well, but there is no time of the day or night that is off-limits. These nurses are on-call 24/7. They get called during their vacation, in the middle of the night, etc.

They are problem solvers. They solve everyone's problems, so as such, everyone calls them to solve their problems. If you like being needed by everyone and being paid well, then these are good jobs. If you are hands off, don't like telling people what to do or having crucial conversations with direct reports, stay away!

Other administrative jobs such as quality review and risk management are very detailed oriented. You will spend a lot of time at the office (maybe even home) going through detailed reports and making summaries. If you don't like working in the details, then these are not the jobs for you.

Here are some ideas for administrative career paths.

1. Student Coordinators
2. Admission Liaison
3. Call Center Triage Nurse
4. Care Coordinator
5. Clinical Documentation Specialists
6. Case Managers
7. Study Nurse
8. Medical Review Nurse
9. Program Nurse
10. Informatics field workers
11. Nurse Navigators
12. Quality and Risk Management Nurse Leader
13. Telehealth nurse
14. Nursing Outreach education
15. Nursing Staff Development
16. Nurse Leaders
17. Clinical Coordinators
18. Nurse Educator for Diabetes
19. Nurse Educator for Pregnancy
20. Nurse Educator for Lactation
21. Nurse Educator for Child Abuse
22. Nurse Educator for Periop
23. Nurse Educator for Behavioral Health
24. Nurse Educator for Intensive Care
25. Nurse Educator for Pediatrics
26. Nursing Clinical Research Coordinator
27. Hospital Education for Clinical Specialists
28. Nursing Education Specialist
29. Professional Nursing Development Specialist
30. Program Operations Director
31. Nursing Supervisor
32. Dialysis Nurse Manager
33. Consultants for Joint Commission
34. Consultants for Magnet
35. Consultants for National Organizations
36. Consultants for Program Development
37. Consultants for Content Creation
38. Consultants for Program Review
39. Nurse Manager
40. Nurse Director of Advanced Practice
41. Nurse Director of Operating Room

42. Nurse Director of Surgery
43. Nurse Director of Medical Practices
44. Director of Ambulatory Care
45. Director of Nursing
46. Assistant Director of Nursing
47. Director of Informatics
48. Chief Nursing Officer
49. Chief Nursing Executive
50. Vice Presidents of Service Lines

50 Corporate Career Paths For Nurses

Corporate jobs can be amazing. They often pay very well, you get bonuses, but you also have to make ends meet. You will see your job slashed at quarterly meetings if budgets are malaligned. Every meeting I went to someone lost their job. Then it was my turn. It's the nature of business. Alas...

However, there is no end to the role nurses can play in corporate, whether it's retail clinics or start ups who value the expertise of nursing, or insurance companies, sales companies or the publishing companies. Nurses can help all of these corporate offices navigate the healthcare system and make connections with other nurses, professional organizations and healthcare providers.

Finding a corporation whose values coincide with yours is important as well. To find corporate jobs, go onto the mega job search engines and type in corporate nurse or any of the titles you see below.

Once you are in the corporate world, you can pretty much advance to any title with the right skill set, so the sky's the limit. To get there, it's just like in administration, just find the title you want and work backwards.

One area in particular that is great to work in is the Sales industry. Nurses are generally well received and encouraged to apply, though it helps to buddy up to sales reps you know and get an "in" that way. Word of mouth referral in the Sales industry is powerful. Also expect to make some nice bonuses, and I don't mean a coffee mug, think \$20k, 30k, 50k+ bonuses.

1. Recruitment
2. Manager for Professional Relations
3. Retail Clinic Managers
4. Retail Clinic Educators
5. Retail Clinic Executive Management
6. Field Managers
7. Field Nurses

8. Regional Managers
9. Division Managers
10. Publishing Management
11. Publishing—Executives
12. Publishing—Reviewers
13. Publishing—Editors
14. Sales—Medical Devices
15. Sales—Pharmaceuticals
16. Sales—Industry Representatives
17. Sales—Books
18. Sales—Courses
19. Sales—Software
20. Sales—Programs
21. Research & Clinical Trials
22. Occupational Nurse
23. Forensic Nurse
24. Sexual Assault Nurse Examiner
25. Insurance Companies—Utilization Management
26. Insurance Companies—Case Managers
27. Insurance Companies—Nurse Navigators
28. Insurance Companies—Nurse Practitioner Supervisor
29. Insurance Companies—Assessments
30. National Managed Care Programs
31. Trainer for Disability
32. Clinical Fraud Investigator
33. Wellness Coordinator
34. Nurse Auditor
35. Claims Investigator
36. National Organization Staff—Program Development
37. Regional Nurse Consultant
38. Corporate Nursing Quality Assurance
39. Corporate Health Nurse
40. Facility Administrator
41. Prior Authorization Nurse and Patient Representative
42. Safety Scientist
43. Certified Disability Management Specialist Appeal Nurse
44. Patient Logistics
45. Lactation Consultant for Corporate Practice
46. Regional Support
47. Outreach and Education Specialist
48. Corporate Clinical Transitional Nurse
49. Corporate Administrative Liaison
50. Wellness Screener

50 Academic and Government Career Paths For Nurses

The academic and government sphere isn't the best option for income but there are tons of opportunity here. I took a huge pay cut to enter into academics, however the quality of life is amazing. If flexibility is high on your list of priorities you can't beat academics.

I can show up at 8am, 9am, not at all, work from home, it doesn't seem to matter. Of course, that type of flexibility will vary from place to place, but your time is your own in academics. Your son has a soccer game, no problem, you can go watch it. No one is going to suffer if you leave your office.

There is a surprising amount of variety as well in academics and government jobs. You can work as an instructor, adjunct, as a chair or dean, you can run the simulation lab, or direct research or projects. You can become an academic advisor or program director.

You can get a grant and basically write your own job description. You can focus on writing, projects or even get involved in your university boards, politics, committees. There are tons of opportunities to network and meet people across the various colleges.

When you get into government work, you can work at the Department of State, the Department of Health. You can develop relationships with key government officials.

You can branch out into health policy, work for national and international organizations. Imagine working with the World Health Organization or the International Council of Nurses. Maybe you make an impact on the care delivered at correctional facilities.

There are tons of possibilities. This path can even lead you to become surgeon general, like Rear Adm. Sylvia Trent-Adams, PhD, RN who became acting surgeon general after Vivek Murthy, MD resigned. It's all about being in the right place at the right time and of course, who meet along the way.

1. Faculty—BSN Faculty
2. Faculty—Simulation Director
3. Faculty—MSN Faculty
4. Faculty—Doctoral Faculty
5. Faculty—Online Faculty
6. Faculty—Program Directors
7. Faculty—Content Creator
8. Faculty—Dean
9. Faculty—Associate Dean
10. Faculty—Chairs
11. Faculty—Course Instructor
12. Faculty Success Coach

13. Dean of Research
14. Chair of Graduate Programs
15. Director Graduate Programs
16. Chair of Undergraduate Programs
17. Director Undergraduate Programs
18. Clinical Instructor
19. Adjunct Faculty
20. Campus Director
21. Medical Editing
22. Academic Writing
23. Ghost Writing
24. Exam Review—NCLEX, Board Reviews, Certification Exam Reviews, etc
25. Research—Post doctoral work
26. Grant writer
27. Project Management
28. Career Counseling
29. Health Policy
30. Public Health Nursing
31. Federal Government—Medicare Nurse
32. School Nurse—Elementary School
33. School Nurse—High School
34. School Nurse—College
35. World Health Organization consultant
36. World Health Organization employee
37. World Health Organization field worker
38. International Council of Nurses headquarters
39. Volunteer Coordinator
40. Correctional Nursing
41. State Boards of Nursing
42. Department of Health
43. Military Nurse
44. State Department
45. National Institute of Health
46. Instructor of CNA Programs
47. Professional Development Specialist
48. American Heart Association
49. Deputy Director
50. Health Department Director

50 Entrepreneurial and Pioneering Paths For Nurses

Entrepreneurial opportunities abound as well for the right person. You can literally design your own destiny by starting a business. But how? Which business?

There is no way to list all the entrepreneurial ideas out there, so I made a list of businesses that I helped nurses to start. I also added in roles that nurses are pioneering, like a space nurse. There are maybe 150 nurses who work with NASA, but it's an option if you love space and want to be a part of that history making!

Another option I want to highlight is the Fulbright Scholar. Technically this should be in the Academic category, however I added it here because you don't need to be an academic to pursue a Fulbright. You can go to any country in the world, all expenses paid with the right idea.

1. Legal Nurse Services
2. Coaching 1:1
3. Coaching Groups
4. Coaching Intensives
5. Coaching Masterminds
6. Consulting
7. Online Courses (healthy lifestyle, weight loss, diabetes management)
8. Transitional Care
9. Medical Fashion (scrubs, shoes, tablet covers, jewelry, stethoscope covers)
10. Placenta Encapsulation Service
11. Marijuana Education
12. Concierge Nurse Services
13. Home Assessments
14. Speaking—Your Research
15. Speaking—Your Areas of Passion
16. Speaking—Selling from stage, webinars
17. Speaking—Live events
18. Speaking—Workshops
19. Speaking—Influencer status
20. Speaking—Hosting radio shows, TV shows, podcasting
21. Author—Textbooks
22. Author—Self published
23. Author—Blogger
24. Nurse Practitioner—Clinics Med spa
25. Nurse Practitioner—Clinics IV hydration
26. Nurse Practitioner—Clinics Concierge Nurse Services
27. Nurse Practitioner—Clinics Weight loss
28. Nurse Practitioner—Clinics Diabetes
29. Nurse Practitioner—Clinics Primary care
30. Nurse Practitioner—Clinics Specialty care

31. Nurse Practitioner—Clinics Aesthetics
32. Nurse Practitioner—Clinics Pain management
33. Nurse Practitioner—Military Base
34. Nurse Practitioner—Embassies around the world
35. Nurse Practitioner—Congress
36. Nurse Practitioner—Virtual clinics
37. Nurse Practitioner—Indian Health Service
38. Nurse Practitioner—First Assist
39. Nurse Practitioner—Wound care
40. Nurse Practitioner—Nursing home assessments
41. Nurse Practitioner—Skilled care facilities
42. Medical Tourism—International JCAHO
43. Space Nurse
44. News Anchor Covering Medical Topics
45. International Travel Recruitment for Nurses
46. Fulbright Scholar Nurse in any country
47. Vet Nurse
48. CPR/ACLS/First Aid training
49. Branding for Nurses
50. Marketing for Nurses

Finding Your Path In Nursing

Understanding yourself and what you are passionate about is a vital part of the self-discovery process and choosing the right path.

The tracks described above aren't exhaustive either, but they are a good jumping point to think about what you want to do. There is almost no combination that can't be combined with nursing. Don't be afraid to choose a track and start exploring to find your passion for nursing. Discovering who you are and what you really want is the first step in finding the perfect nonclinical career path for yourself.

What is important to remember is that you are never stuck in one place. There are always opportunities to learn, grow and connect as a nurse.

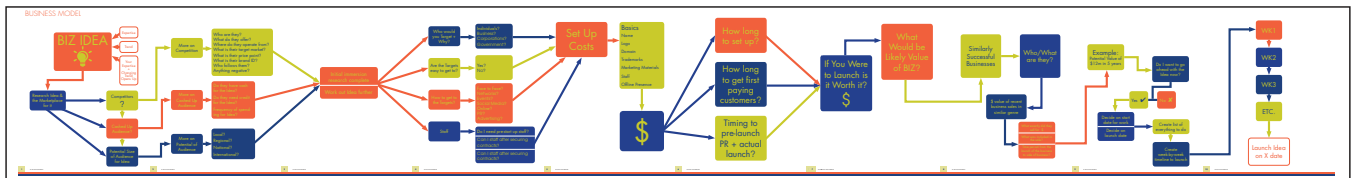
Bonus 1
Business Idea Blueprint

Business Idea Blueprint

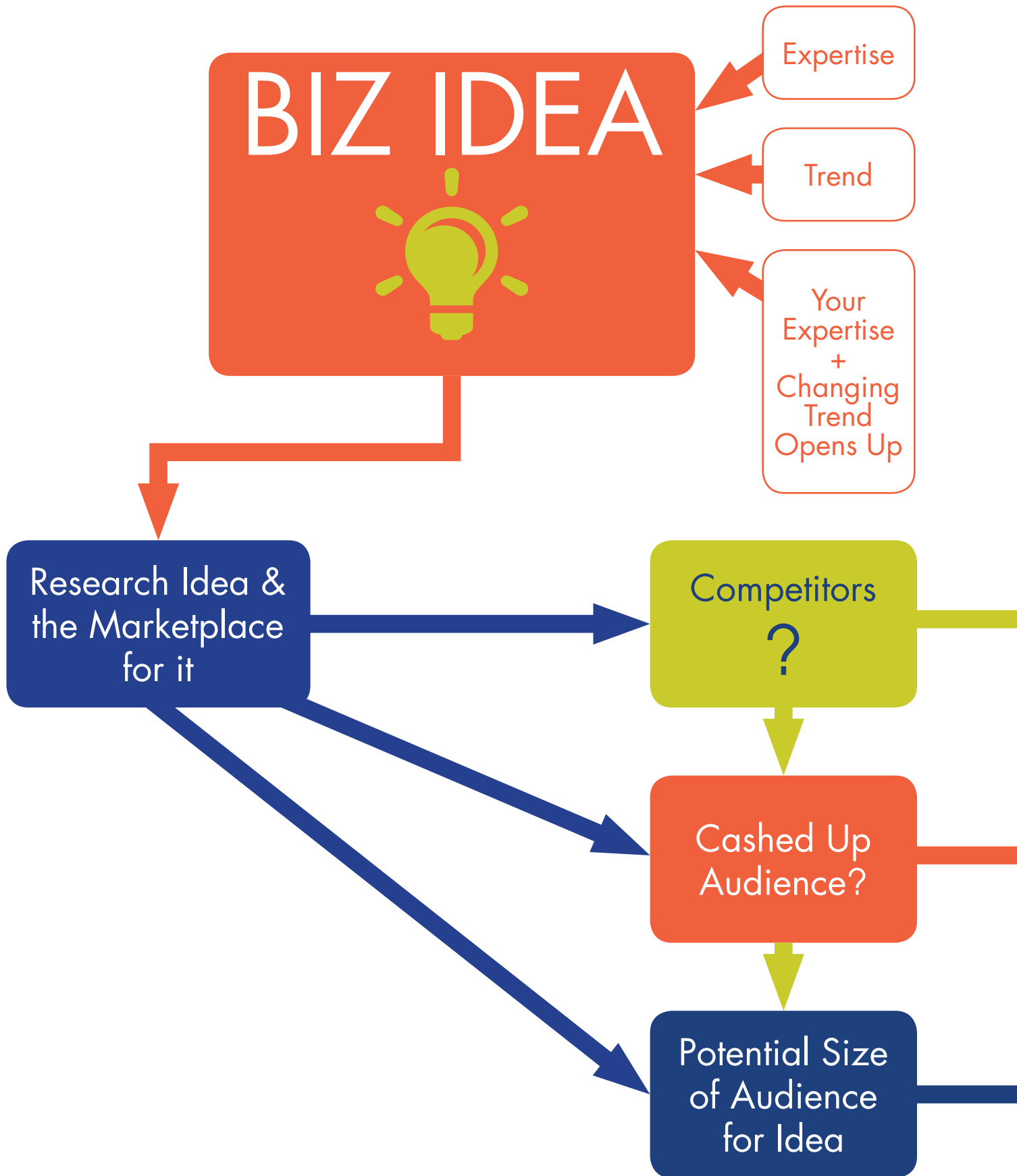
This blueprint is to be used for a brand new startup or a product or service launch within your existing business. Use this prior to deciding whether you want to go ahead with the startup or new product or service. The blueprint will guide you through the process of thinking about everything that you need to consider before deciding to start: feasibility, viability and is it commercially sound? This is NOT a business plan.

Instructions

1. Print out the following ten pages.
2. Lay them edge to edge in order.
3. Tape each page together.
4. Study each page and analyze the flow.
5. Start mapping out your new business or product.



BUSINESS MODEL



More on
Competition

Who are they?
What do they offer?
Where do they operate from?
What is their target market?
What is their price point?
What is their brand ID?
Who follows them?
Anything negative?

More on
Cashed Up
Audience

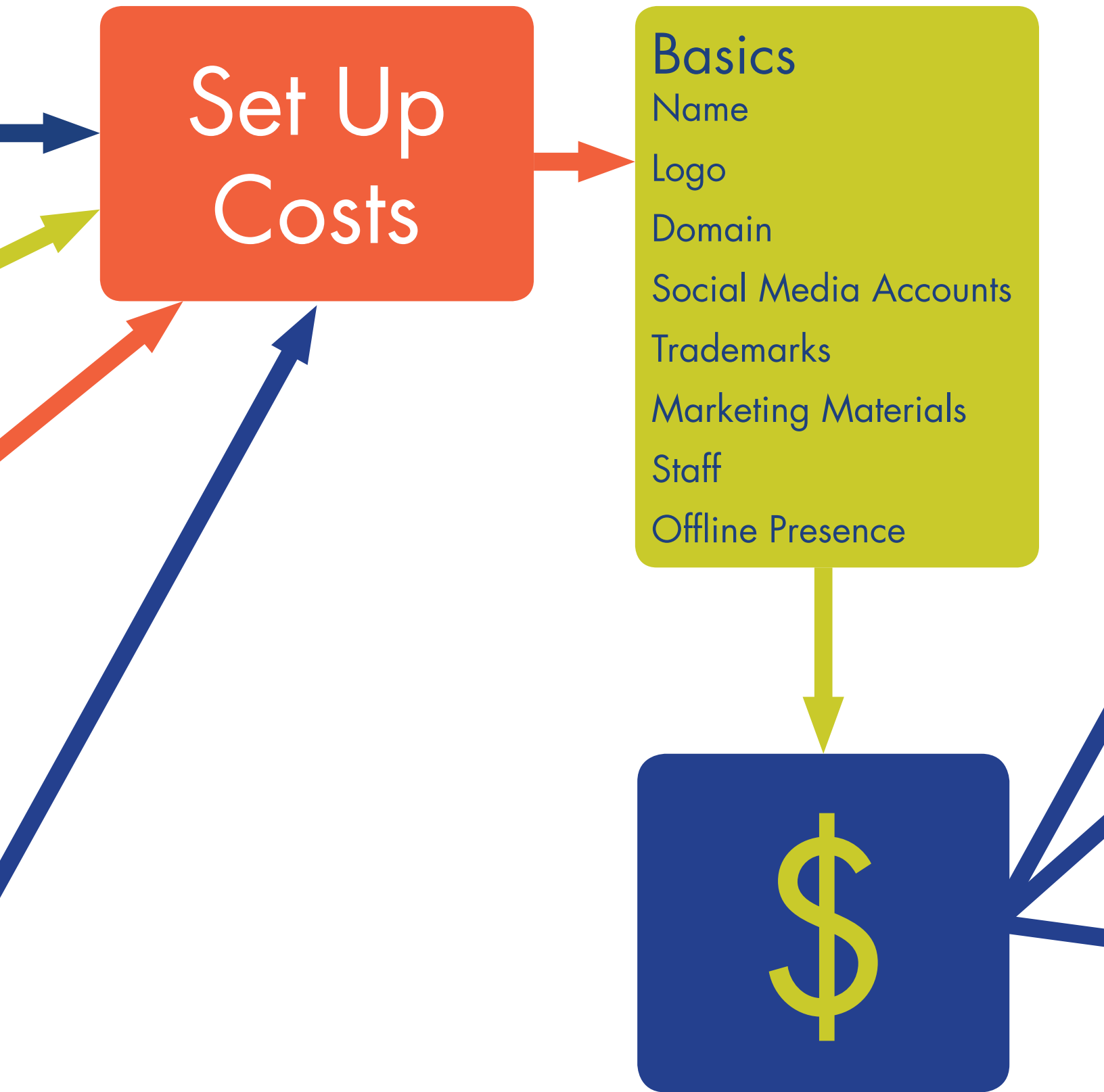
Do they have cash
for the Idea?
Do they need credit
for the Idea?
Frequency of spend-
ing for Idea?

More on
Potential of
Audience

Local?
Regional?
National?
International?







How long
to set up?

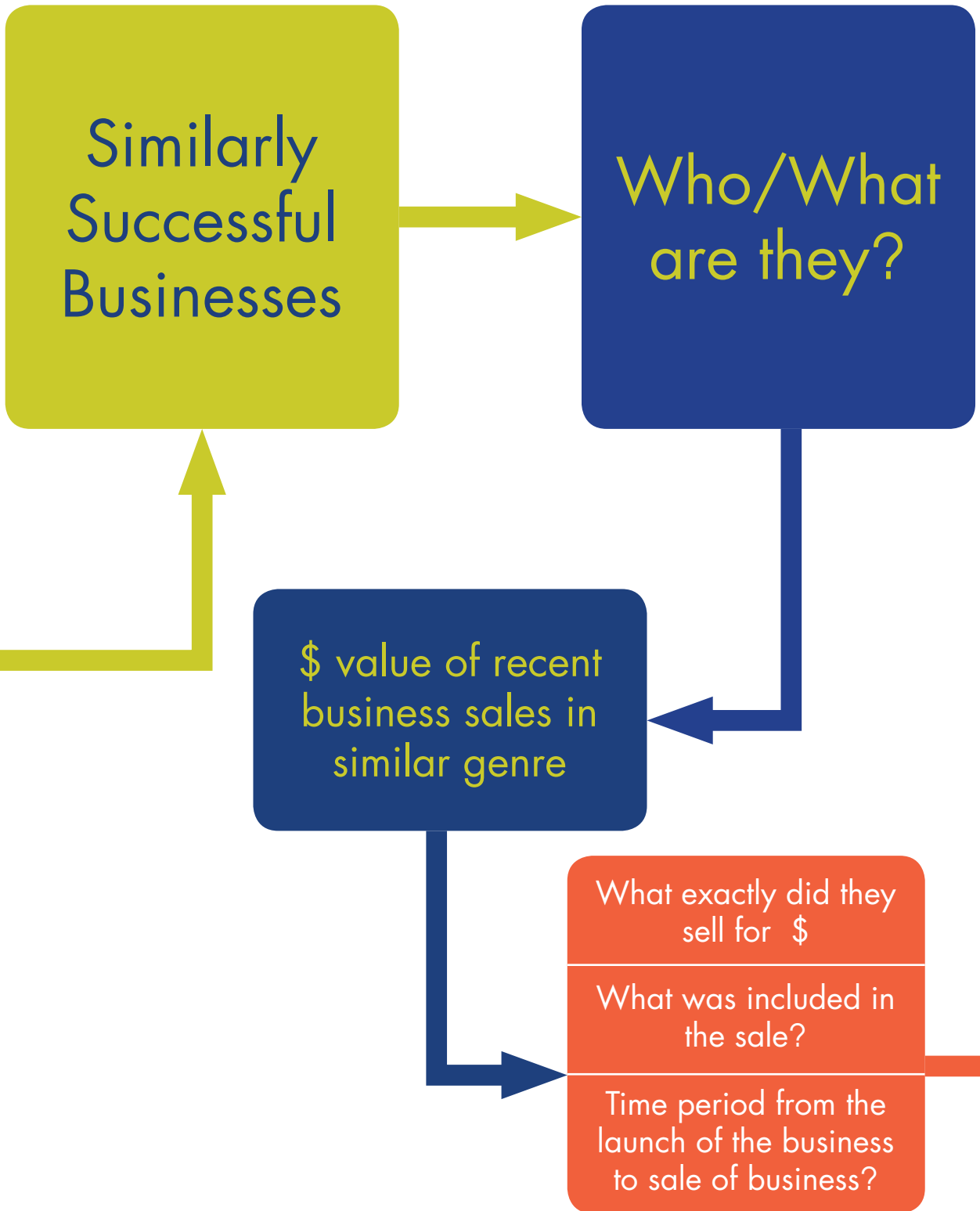
How long
to get first
paying
customers?

Timing to
pre-launch
PR + actual
launch?

If you were
to launch is
it worth it?

\$

What would
be the likely
value of the
business?



Example:
Potential Value of
\$12m in 5 years

Do I want to go
ahead with the
Idea now?

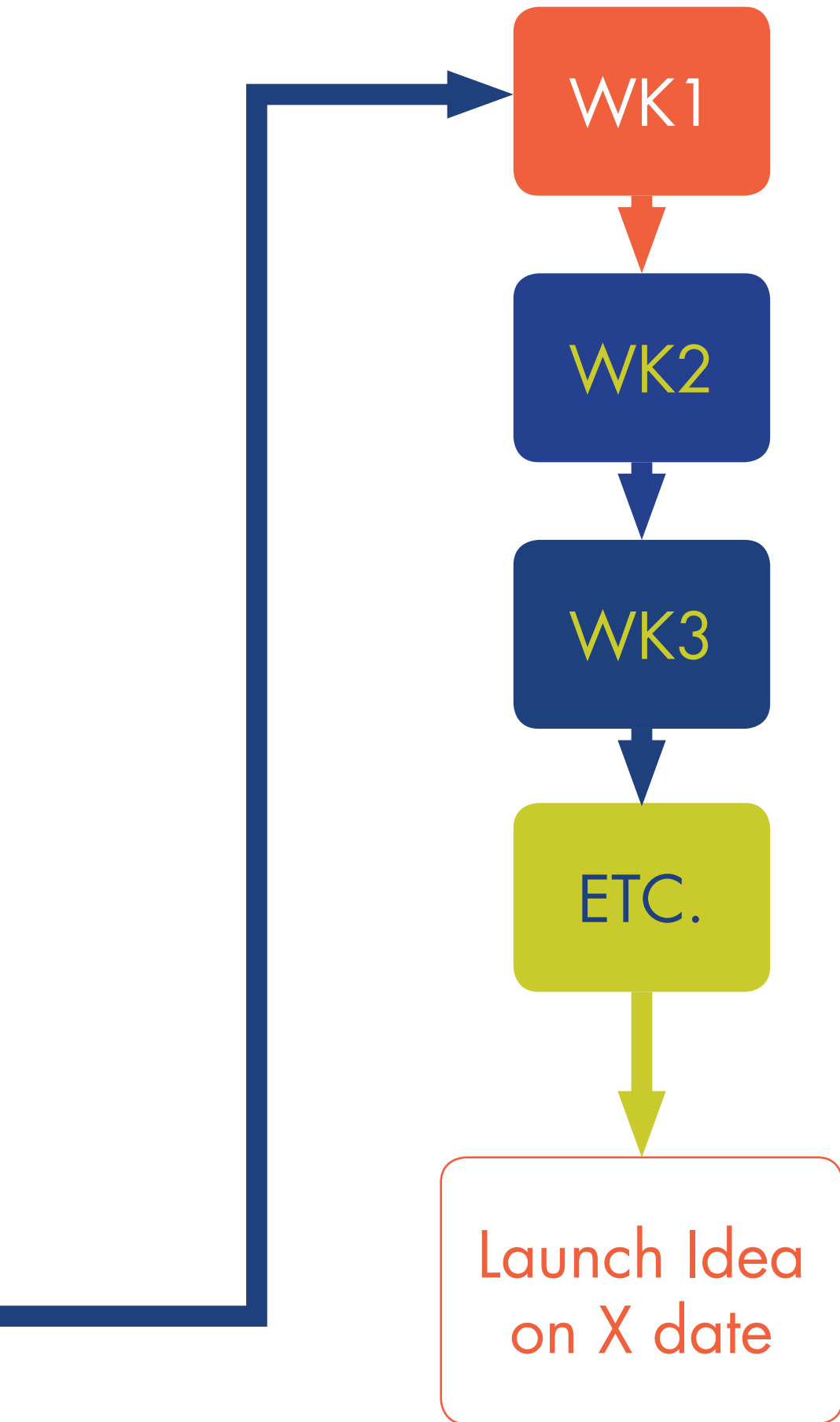
Yes ✓

No ✗

Decide on start
date for work
Decide on
launch date

Create list of
everything to do

Create
week-by-week
timeline to launch



Bonus 2
Business Plan Template

One Page Business Plan

How to use the one page business plan

Answer the following questions in the corresponding box. While this one page is not what you would consider a "traditional" business plan, it is certainly more useful.

Don't waste a lot of time trying to plan your business. What you need is to develop a quick vision plan.

You only need a traditional business plan if you are going to venture capitalists or the bank to get money.

Even then, a simple form such as this template would add a significant overview of your vision.

Problem - What problem (s) are you solving?
What desire (s) are you satisfying?

Audience - Who do you serve?
Who are your most important customers?
What are their defining qualities?

Channels - How does this audience want to be reached?
Where are they already?
How will they find you?

Costs - What costs and activities will you need to build this
business? (hosting, advertising, development?)

Elevator Pitch - In one powerful sentence combine your problem,
audience, solution and differentiator

Key Metrics - What will you measure to determine that THIS
audience has THIS problem and wants THIS solution?

One Page Business Plan

Business Boosters - What unfair advantages do you have over the competition? (relationships, access, experiences, etc?)

Solution - How will you solve this problem? What is valuable about it to your audience?

Differentiator - What is different/unique about your solution?

Revenue - What will you sell to them? How much will it cost?

Personal Fit - Does this business feel like you? Is this the kind of customer/lifestyle/responsibility you really want?

PROBLEM

ELEVATOR PITCH

SOLUTION

AUDIENCE

CHANNELS

KEY METRICS

DIFFERENTIATOR

REVENUE

COSTS

BUSINESS BOOSTERS

PERSONAL FIT

Bonus 3

Determine Your Revenue

Determine Your Revenue

How do you decide how much revenue you can expect? One way to set expectations is to work backwards. Let's say you want to earn \$10,000 a month.

What would that look like?

--> \$10,000/month = \$120,000/year or \$2500/week or \$500/day (5-day week)

What would you need to sell consistently in order to earn \$10,000 a month?

There are pros and cons to each option:

Big Ticket items (this will require less traffic, but more authority and nurturing). Think high ticket mastermind, workshops, tours, coaching packages.

--> 1 widget costs \$10,000

--> 2 widgets at \$5,000 each

--> 5 widgets at \$2,000 each

--> 10 widgets at \$1000 each

Medium Ticket items (this will require about equal traffic and nurturing) that equals \$2500 per week. Think about services such as customized diet plans, concierge nurse services, care coordination, reviewing hospital bills, case management services, online courses.

--> 1 widget a day at \$500 each

--> 2 widgets a day at \$250 each

--> 5 widgets a day at \$100 each

Determine Your Revenue

Low Ticket items (this will require about more traffic and less nurturing) that equals \$500 per day. Think about low cost items that sell at high frequency such as T-shirts, coffee mugs, cookbooks, journals, mini-courses, top quality e-books, DIY courses.

--> 10 widgets a day at \$50 each

--> 25 widgets a day at \$20 each

--> 50 widgets a day at \$10 each

Bonus 4

How You Work

Finding Time For Your Business

We all have a lot going on in our lives, but do you know what you really do every day?

Chances are if you aren't time tracking your tasks you spend a significant amount of time doing things that quite simply nonproductive and do not contribute to your overall goals.

Time tracking is a great way to shed light on what is sucking productivity away from you.

Time tracking can also help you determine which tasks can be outsourced or delegated to hired help, family members, your kids, etc.

There are two tools that are either free or low cost that you can use on a daily basis to track your time and what you do all day.

Be sure to include what you do in your personal life.

You might be amazed at extra time you can pick up during your day or how long it really does take to "run into the grocery store".

There are some really great tools out there that can help you get organized

Finding Time For Your Business

1. Check out Harvest: <https://www.getharvest.com> or Toggl: <https://toggl.com>
See if either of these tools can help you get organized in both your professional and personal life.

2. After you use the above tools for a couple days, or if you choose not to download those tools, get out a pen and paper, and make notes for a couple days the old fashioned way.

Regardless of which method you use, your homework is to make a list of what you spend your time doing on an hour by hour basis.

3. Once you make your list of what you actually do, look at it critically. Now put these tasks into 3 columns:

- >Things that are productive;
- >Things that can be delegated;
- >Things that are nonproductive

Once you become aware that certain things can be either delegated or stopped, you will open up a lot of free time in your life. This will be important when starting a business.

You should anticipate working on your business a minimum of 10 hours a week. At this rate you will move slowly but surely and still make significant progress over one quarter and especially in your first year.

If you simply can't find any consistent time to dedicate to your business, I would strongly discourage you from pursuing this path! It's like anything, the business won't put itself together and most new business owners can't afford to outsource everything.

Getting Organized In Business

Next what do you use for track of what to do next?

If you answered a notebook, I'm going to encourage you to be a little more daring.

Check out Trello. Trello is a project management app that can be used on your desktop, tablet or mobile.

You can share specific parts of Trello with individuals or teams. For instance, you can make a list of things for your kids to do before you come home and share it with them.

You can get your spouse to pick up a list of groceries that you provide on Trello. You can share other lists with your team or co-workers - as long as everyone has an account! Best of all it's free for everyone to use.

Other apps are Basecamp, Asana or even simply using Google Drive. I love Google Drive because I can access my to do list on my phone or any computer I happen to be in front of. I have not used Basecamp or Asana myself, but I've heard other people rave about them.

1. Check out and download Trello, Basecamp, Asana or revisit Google Drive
2. Set up a process for you to work and start creating your to-do list in one of these formats.

Also check out You Tube to see how other people use these apps to stay productive and focused.

You might be inspired on ways that you can use either app in an optimal way for you. Give it a few days.

Everything has a learning curve. But this activity is absolutely worth your time.

Hurdles Beware!

Nonproductive Tasks

Business isn't always fun. You are going to spend a lot of your free time trying to get stuff done. Some stuff is going to be boring and exhausting, but still needs to be done.

The natural inclination you will have is to avoid or push off these tasks in exchange for other nonproductive tasks. The "fun bit" needs to be done too, but more often than not you will be doing the mundane stuff.

It's important to push through whatever resistance you come up against. Also use the resistance a gauge of what you really need to do. Your mind will resist harder the more important something is to get done.

The more resistant to you are to completing something, the more vital it is to get done because it means something is about to change (and your mind knows it!).

Whenever you feel particularly resistant to something, reframe getting it done as absolutely vital, because there are rewards on the other side!

Flattery Doesn't Get You Everything

Who doesn't love to be asked to do something new and exciting? Who doesn't love to be told they would be great at something and who doesn't want to feel adored by an adulating audience?

When you are starting up your business, you will likely still have your full time job and all your day to day responsibilities. This means you will have less time for other things.

Hurdles Beware!

Many opportunities out there are really great and you should jump at them, however, there are just as many opportunities that are a time suck for no apparent gain.

Flattering invitations come in all shapes and sizes. At this point you will need to decide what fits into your life, your business and your career.

When an opportunity comes up that someone is trying to flatter you into taking, you have to make a decision about where it fits into your life. Is this opportunity a diversion from your job and business or will it open up a massive benefit for you.

Be very aware and selective from now on opportunities that present themselves to you.

Consider the following when you start your business.

1. Are you constantly seeking business approval from those around you? Are you constantly feeling like you aren't the sole master of your own entrepreneurial destiny? Take a moment to write down how you feel you could or should step away from the influence of others whose opinions are unqualified.
2. You will need to build up your resistance to diversion by being aware of when you tend to do this. Think back over the last few weeks or months when you gave into resistance and went for nonproductive tasks such as watching TV for hours instead of doing the mundane stuff that needs to be done.
3. What could you do that would serve as a reminder not to let yourself get sucked into nonproductive tasks?

Hurdles Beware!

4. How are you currently assessing any sidetrack opportunities that come your way? Do you assess these properly before agreeing to them? Do you view them as a welcome relief from the everyday mundaneness?

Take time to think through opportunities that you've been offered in the last few years and decide whether you handled your decision making about these in the best way.

5. How will you handle new sidetrack opportunities when you are next offered them? What questions will you ask yourself about how it will benefit the business you are building before deciding to go ahead.

Bonus 5

Proforma

Proforma Spreadsheet

Click here to download the spreadsheet.

If the link doesn't work, cut and paste this URL into your browser:

<https://drive.google.com/file/d/1jPhnj9-swelYWAXCeuPOvSH30DK2x30m/view?usp=sharing>