



90 Day Continuity Workshop

Week 9 of 13



What we are going to cover today...

1. Online Business Valuation
2. Weekly Scheduling
3. Homework
4. Q&A

WHAT SHOULD YOU HAVE DONE?

1. Your website up and running
2. Your logo done
3. Your Legal Pages done and on website
4. Your About me Page done
5. Install blog and first blog post
6. You should have 3 blog posts of impact driven content on blog
7. lead magnet done.
8. Signed up for autoresponder service.
9. Get Funnel Pages done.
10. Linked the autoresponder to the lead magnet.
11. Get your autoresponder sequence wrote and installed
12. Get your membership program sales page done
13. Get membership program set up with benefit running and ready to take payments
14. Installed Facebook Marketing
15. Installed Youtube Marketing

~~Don't forget~~ you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

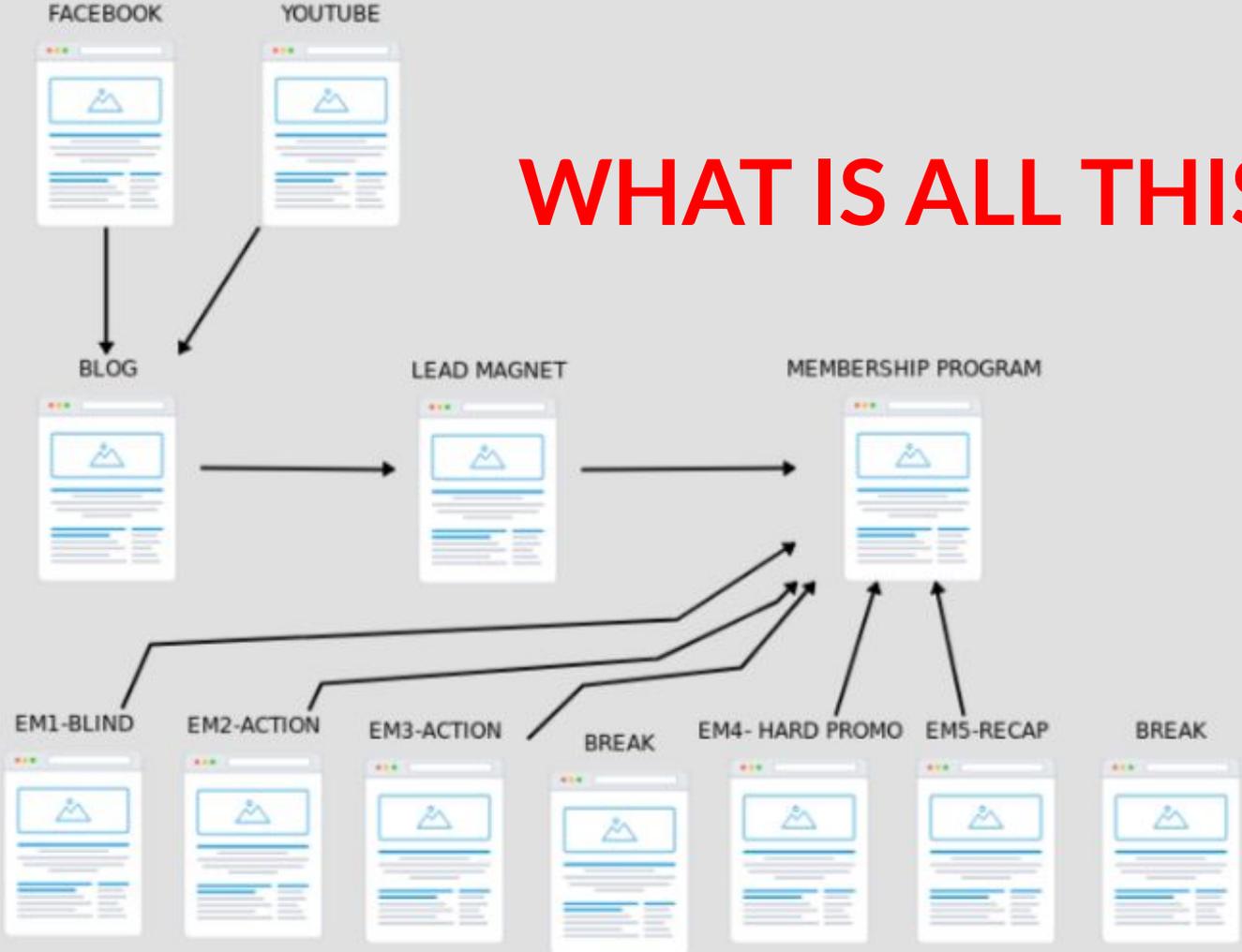
Okay let's move into Week 9

A BAR OF IRON COSTS \$5, MADE INTO
HORSESHOES ITS WORTH IS \$12,
MADE INTO NEEDLES ITS WORTH
IS \$3500, MADE INTO BALANCE
SPRINGS FOR WATCHES, ITS WORTH IS
\$300,000.

YOUR OWN VALUE IS DETERMINED BY
WHAT YOU ARE ABLE TO MAKE
OF YOURSELF.



WHAT IS ALL THIS WORTH?



overview



Your online business has intangible value that is linked not just to how much money it is making but also to its brand equity.

In many cases, the currency of the internet is attention.



So how do we figure out what an online business is worth? In short, something is worth whatever someone will pay for it. But that doesn't really help us get an idea though.

So to get an idea. We take it piece by piece.



Tally the value of assets. Add up the value of everything the business owns.

Subtract any liabilities.

For example...



Let's do an example business...

1. **Blog = \$4421**
2. **Email List = \$12,600**
3. **Membership Program = \$31,250**
4. **Facebook Page = \$1,125**
5. **Youtube Account = \$50**

Asset Value: \$49,446

Minus Liabilities: \$1,040

Equals Business Valuation: \$48,406

Section 1: Blog Valuation



Let's use calculators when possible...

In the case of our blog it's worth is based on it's traffic.

<http://www.webuka.com/files/apps/worth/websiteworth.php>

Section 2: Email List Valuation



What's our email list worth?

We need 2 things to figure this out. We need our CTR and our Sales Page Conversion Rate. We can base this off of a 3 month period (because response rates drop considerably after 3 months) [Let's use this calculator.](#)

Section 3: Membership Program Valuation



When valuating our Membership Program

There are a lot of ways to do this. Let's use the revenue earned yearly over a 3 year period minus expense.

[Let's use a calculator for this one...](#)

Section 4: Facebook Page Valuation



Facebook Pages can be sold with businesses while Profiles cannot.

[To figure the value of your page let's use this calculator...](#)

Section 6: Youtube Account Valuation



Youtube valuation

[Here is a simple calculator to determine value of a youtube channel...](#)

Section 7: Liabilities



Liabilities in this case are your businesses expense and debts.

Yearly Expense plus debt.

Hosting? 100

Registration? 20

Autoresponder? 360

Debt? \$560

Section 6: Scheduling Weekly

Let's set up a weekly schedule for this business...



MON	TUES	WED	THUR	FRI	SAT	SUN
<ol style="list-style-type: none">1. blog post2. daily fb and youtube networking	<ol style="list-style-type: none">1. share to facebook groups and fanpage as text post. Share to profile as text post and also as url share2. daily fb and youtube networking	<ol style="list-style-type: none">1. Livestream to FB profile speaking on topic of shared post. Share to FB fanpage. Syndicate to youtube.2. Daily fb and youtube networking	<ol style="list-style-type: none">1. Send email out to list sharing text version of blog post (pitch membership)2. Daily fb and youtube networking	<ol style="list-style-type: none">1. plan the content piece for next week2. Daily fb and youtube networking	<p>Plan content piece for next week.</p> <p>Onboarding.</p>	

HOMework

1. Set up your weekly schedule and run it for a week.
2. Try doing a valuation of your online business

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Q&A!
