

# *10* *must have* **TOOLS**

*Every Entrepreneur Needs*  
**TO THRIVE**



*Assets & Tools Every Entrepreneur Should Have*  
*In Order To Build A Profitable Business*

*Minette Riordan, Ph.D.*

# Your Personal Checklist:

## 10 Must Have Tools Every Entrepreneur Needs to Thrive

Here are the top 10 tools that I think every business owner needs to thrive - no matter where you are in your business. Check off which ones you have in place and be proud of what you have already accomplished. Then create an action plan for implementing the additional tools, one at a time! Please note that the order of this checklist is important also. Each tool builds on the next.

Also, take a look at the Wheel of Marketing on the next page that I created for you. Most of us think of marketing as linear and segmented, but the truth is that marketing is very circular and cyclical, like a Mandala.\* Each marketing tool is connected to the next. Plus, our marketing has to flow from two important central factors: Your Big Why plus Your Niche.

Be sure to listen to the audio for specific tips on how to implement each of these 10 tools and learn why they are so important to the growth and continued success of your business. I will also discuss how to create your own personalized marketing mandala as pictured on the next page.

If you have not listened to the audio, here is the link to listen online or download the mp3 version to your computer: <http://www.minetteriordan.com/10-must-have-tools>

- Know WHY you are in business (Yes, this is a tool.)
- Pick a Niche (Stop resisting, this tool alone will exponentially grow your business!)
- Create a detailed Ideal Client Profile of who you LOVE to work with
- Create a business card with a call to action
- Join a networking group and start connecting
- Build a KISS-able website (Keep it Simple, Silly!)
- Start an e-newsletter and start connecting
- Create a LinkedIn profile and keep connecting
- Build referral relationships - keep connecting
- Pick one social media site (Facebook, Twitter, Pinterest,) create a profile and keep connecting

***Do you see a theme here? Business success is about consistency, persistence and connection!***

I guarantee that if you implement these 10 tools, devote time and attention to each of them and keep connecting with people, you can double your business in 6 months or less! One of my clients doubled her income in 30 days just from implementing a couple of these steps!

\*A mandala is a sacred space, often a circle, which reveals some inner truth about you or the world around you. In Sanskrit mandala means both circle and center, implying that it represents both the visible world outside of us and the invisible one deep inside our minds and bodies. In creating a mandala we open ourselves to all the possibilities that exist inside and outside of us.

# The Wheel of Marketing:

A visual representation of how the 10 tools work together



**How Would You Like to Create a Personalized Profit Plan that will show you exactly what to do every day to grow your business and increase profits NOW?**

**Apply Now for a FREE 30-Minute “My Perfect Profit Plan” Strategy Session.**

***Here’s what you can expect from this 30-minute session:***

- Discover what you are doing well in your business
- Identify gaps in your personalized profit plan
- Pinpoint 3 key areas for growth and success
- Create one Action Step that will get you back on the path to financial freedom and independence right away!

Go here to apply: <https://drminette.wufoo.com/forms/my-perfect-plan-breakthrough-session/>