

# Choose Your Pathway

choose the one that is the easiest to launch for quick wins

This guide is an extension of the original guide you started working with in Module 1. So grab that guide and let's continue building out your business.

As a reminder, here are your 2 options.

- **Option 1** - Act as an Agency - Work with small businesses that need a digital footprint using automation
- **Option 2** - Work with individuals who want to start a business from their kitchen table.

Now, let's get into the details of each option.

## Option 1: Acting as an agency

### Identify Your Preferred Client Base

Assess whether you want to work with businesses you already know or those you don't. Write down what type of business you want to focus on first. Businesses you know or businesses you don't know. Write down why you want to start here (so you don't forget why you chose this pathway).

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## **Option 2: Work with individuals that want to start a business from their kitchen table**

### **Identify Your Preferred Client Base**

Decide whether you want to work with people you know (warm market) or those you don't know (cold market). We recommend working with those that you know first only so that you can get the verbiage down and how to say it. It's easier to talk to people that you know while working out your messaging.

Write down who you want to start with and why you chose them. (so you don't forget why you chose this pathway)

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You'll be offering them the opportunity to learn all about digital marketing and how to sell digital products by using the Funnel Secrets Pro course that is a done for you, ready to go, business in a box.