

PhD Enterprise

Grow Impact & Income with an Online, Client-Facing Business



What has been the ROI
on your PhD?



Current Returns > Sacrifices?



Be more.
Have more.
Do more.



Post-PhD life is
brutal.



lost grad student
@Drawrof1



i just learned you have to get a job
after grad school and cant just retire



Hi, I'm Elizabeth, and I'm a
recovering academic.

[Hi, Elizabeth.]





Street Cred

- Business Design Program for PhDs
- Content Marketing Agency for Plant-Based Brands
- Affiliate Marketing Website Portfolio
- Marketing & Comms Pro

What Will You Learn Today?



WHO benefits

WHAT it is

WHEN to design

WHY it's the perfect
business model for
PhDs



Business
Pre-Design

4 Key Components

Common
Mistakes &
Misconceptions

Steps to Start Today



What is an online, client-facing business?

Portable

Problem solving

Focused on people, organizations, or
businesses



Examples of Online, Client-Facing Businesses Designed by PhDs

| Independent Consulting

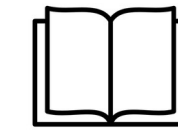
| Creative/Data Service

| Professional Coaching



Who benefits from designing an online, client-facing business?

- Researchers & PIs
- Postdocs & ABDs
- Adjunct & Visiting Faculty
- Non-Profit & Industry Professionals
- Freelancers
- Tenured & Non-Tenured Professors



When Should You Design a Business?

Does your professional situation allow you to meet your financial, lifestyle, and impact goals?

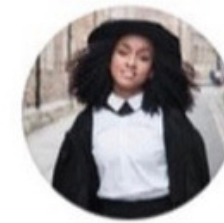




gal debored
@ckayerawlings

Academics: "This paper addresses a gap in research that has been bedeviling scholars for years..."

The gap:



Jerelle A Joseph
@jerelleaj

Everyone else: The world is ending!!!!
Send help!!! 😭😭😭

Academics: "Delighted to share our new paper on why some flies prefer to sleep on their heads in winter...a 🧶"



The online, client-facing business is the perfect model for PhDs.

- Flexible
- Low expenses
- Immediately profitable

- Enormously impactful
- Leverage PhD soft skills



Design vs. Start



1

Translate human needs into
business goals

2

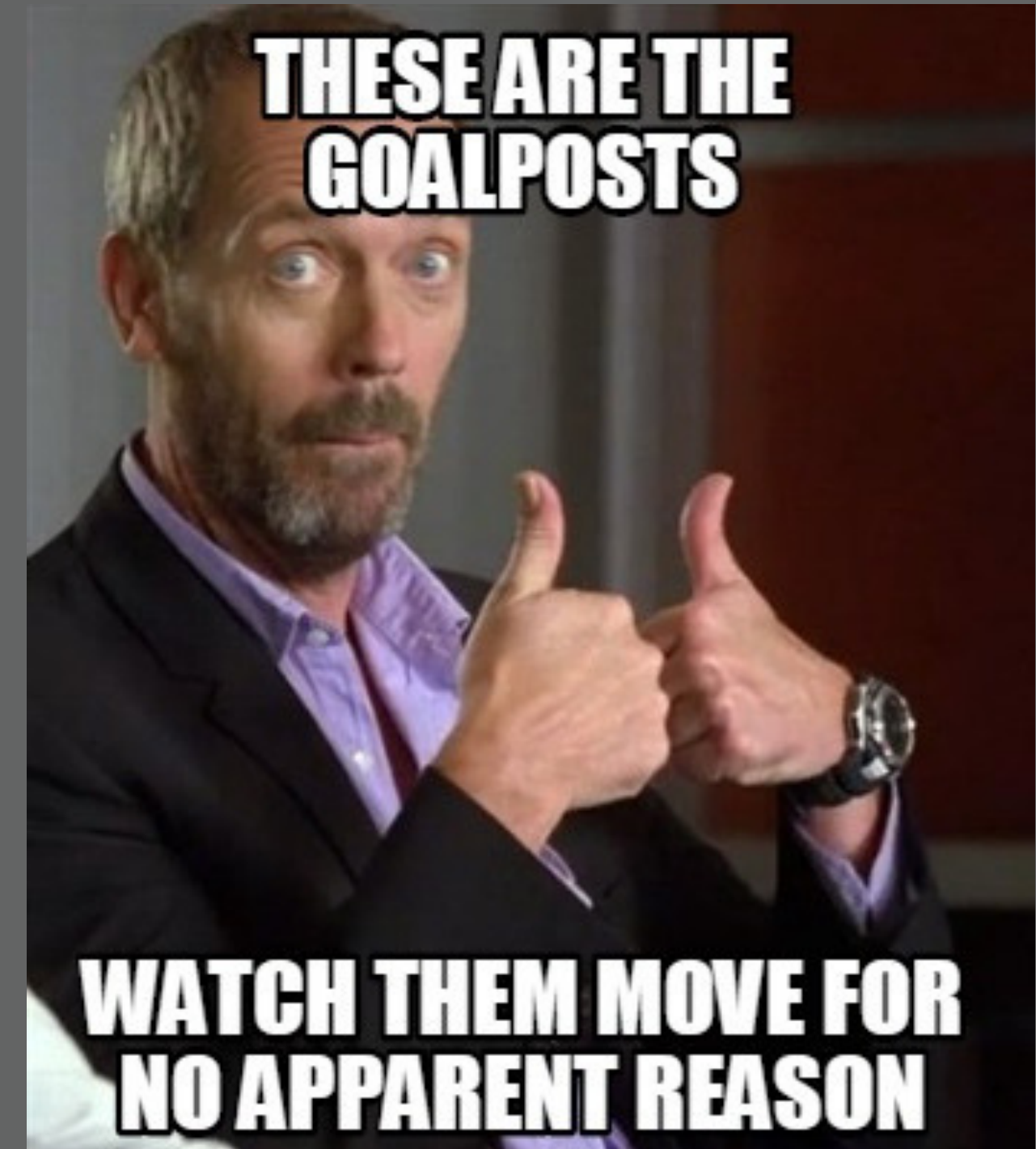
Sync with lifestyle goals
Pre-design



On Academic Guilt



Goalpost Mentality



G.U.I.L.T.



Pre-designing Your Business for You and Your Clients



What do you really want from your business?

Who would you help for free?

What are 3 problems that you
want to eradicate from the
world before you die?



Ur List






Ur List



Go List!

A large flock of seagulls is captured in flight over a calm ocean. The birds are silhouetted against a bright, hazy sky that transitions from a pale yellow near the horizon to a soft white at the top. The water's surface is textured with gentle ripples and small waves, reflecting the ambient light. The overall mood is serene and expansive.

What do you really
want from your
lifestyle?





DO WHAT YOU LOVE
AND YOU'LL NEVER
~~WORK A DAY IN YOUR~~
~~LIFE~~ WORK SUPER HARD
ALL THE TIME WITH NO
SEPARATION OR ANY
BOUNDARIES AND ALSO
TAKE EVERYTHING
EXTREMELY PERSONALLY



Money

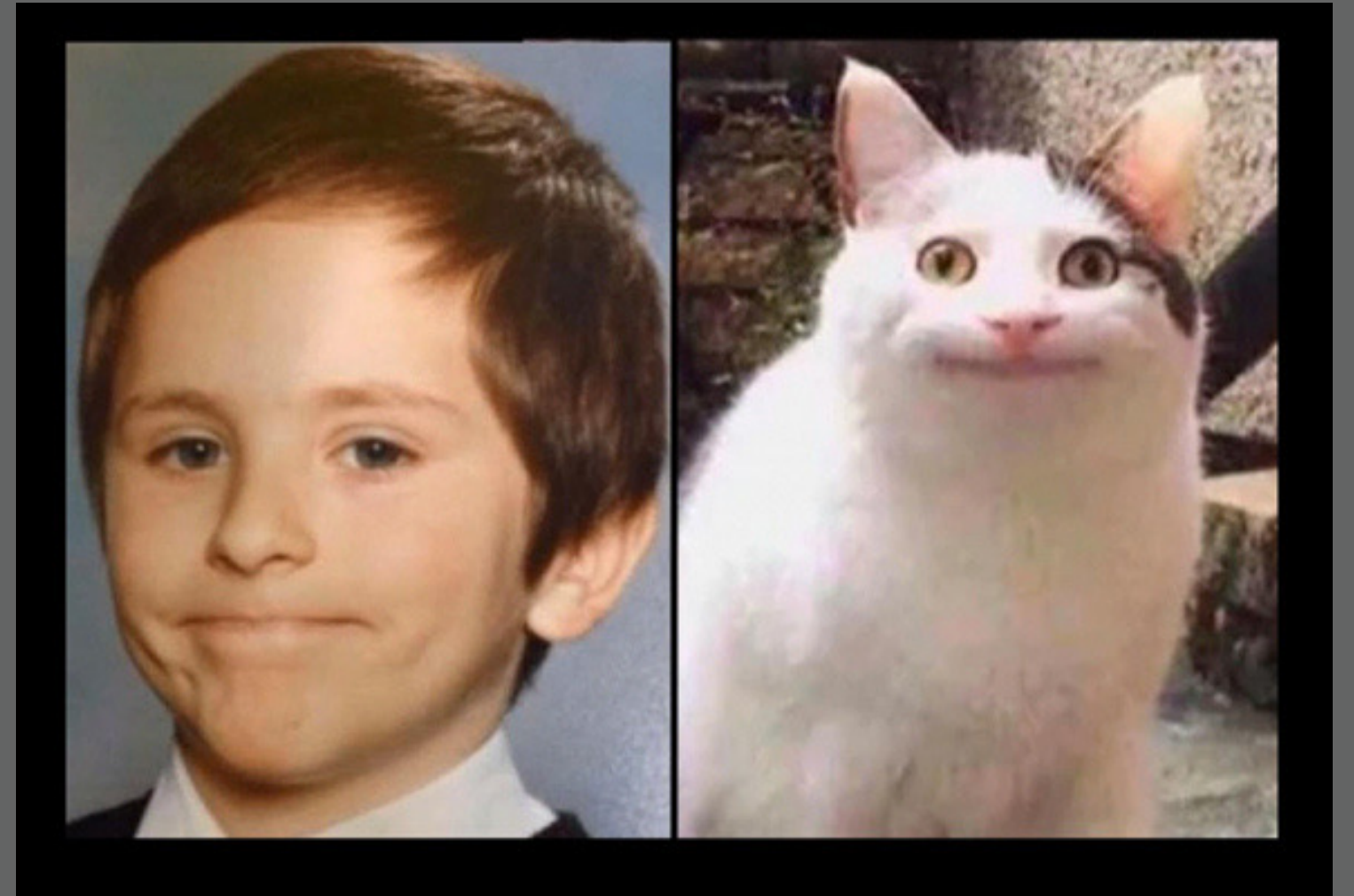
Energy & Movement

Time

Relationships



We have an
awkward
relationship with
money.



Right-size your Budget



Time. We're
not getting
any of it
back.



Your Ideal Week Day

- What time do you wake up?
- How do you spend your pre-work morning time?
- When do you start work?
- When do you take breaks? How many? How do you spend them?
- What kinds of projects are you working on?
- Where do you work?
- What time do you wind down?
- How do you spend your time after work?
- When do you go to sleep?



Nourish your
whole self.



Relationship Status



Recruit a Special Advisor



Designing your
online, client-
facing business.



Audience

Offer

Visibility

Marketing

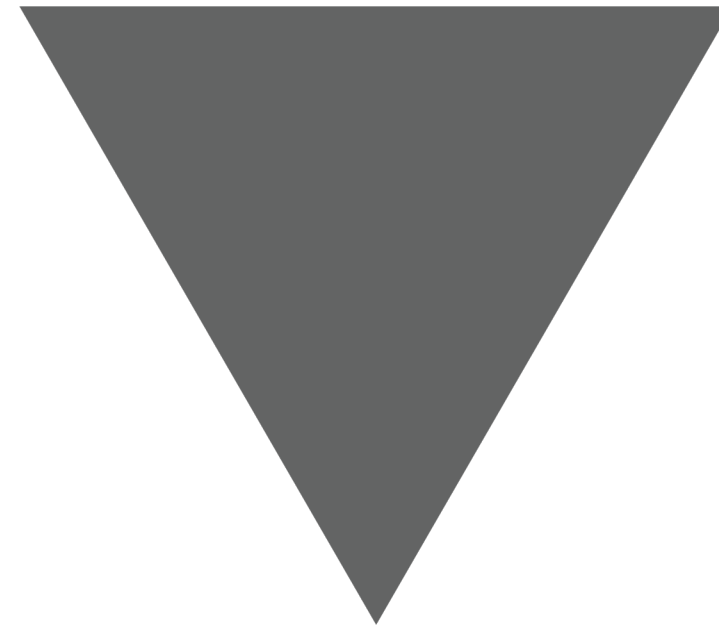


Audience

An industry is not an audience.



Audience



True Audience



Find your True Audience with Field Research 2.0



Fears & Anxieties

Pain Points & Problems

Lexicon & Terms

Hell to Heaven Scenario



Offer

The business offer is the business.



Service vs. Offer



Services

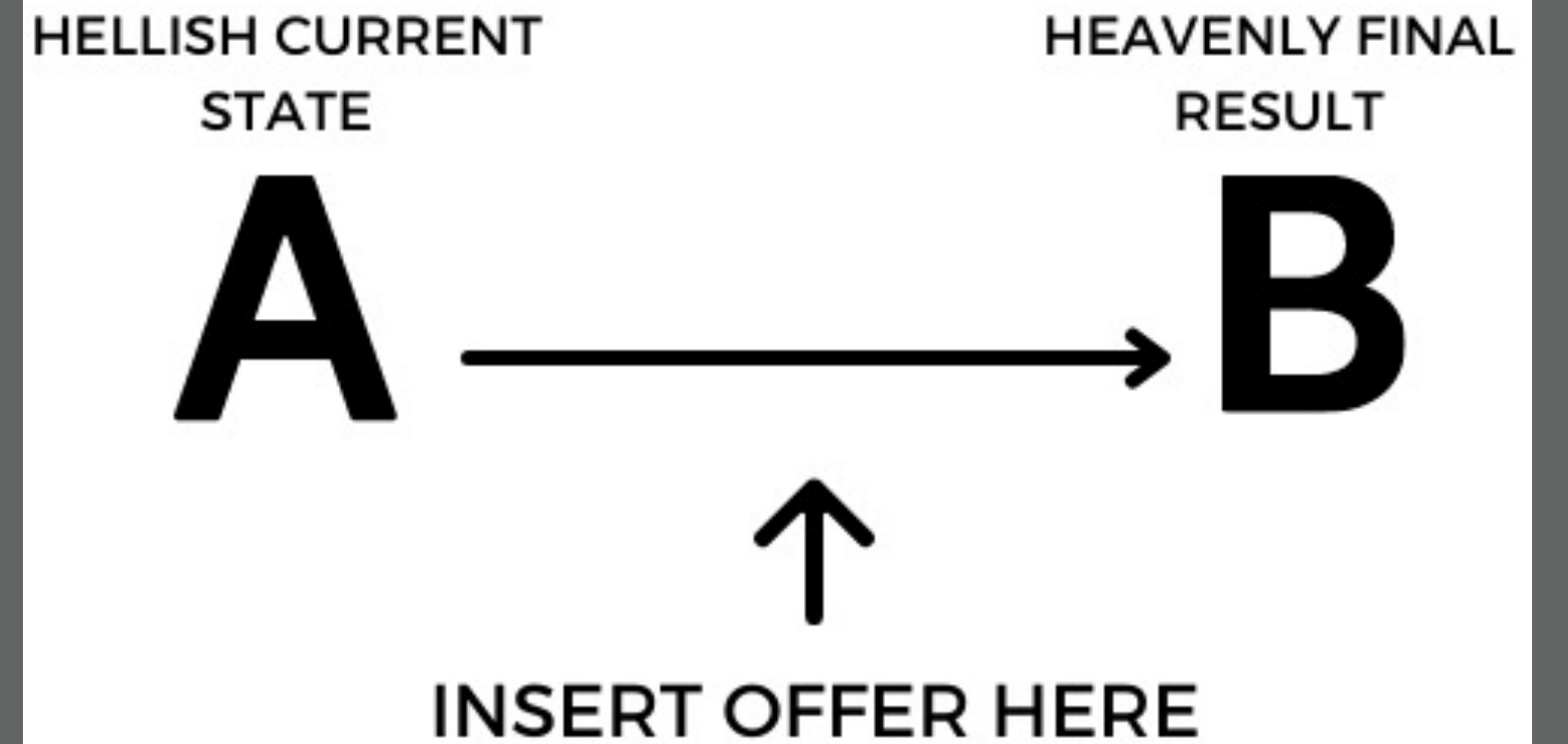
the tasks and deliverables
completed

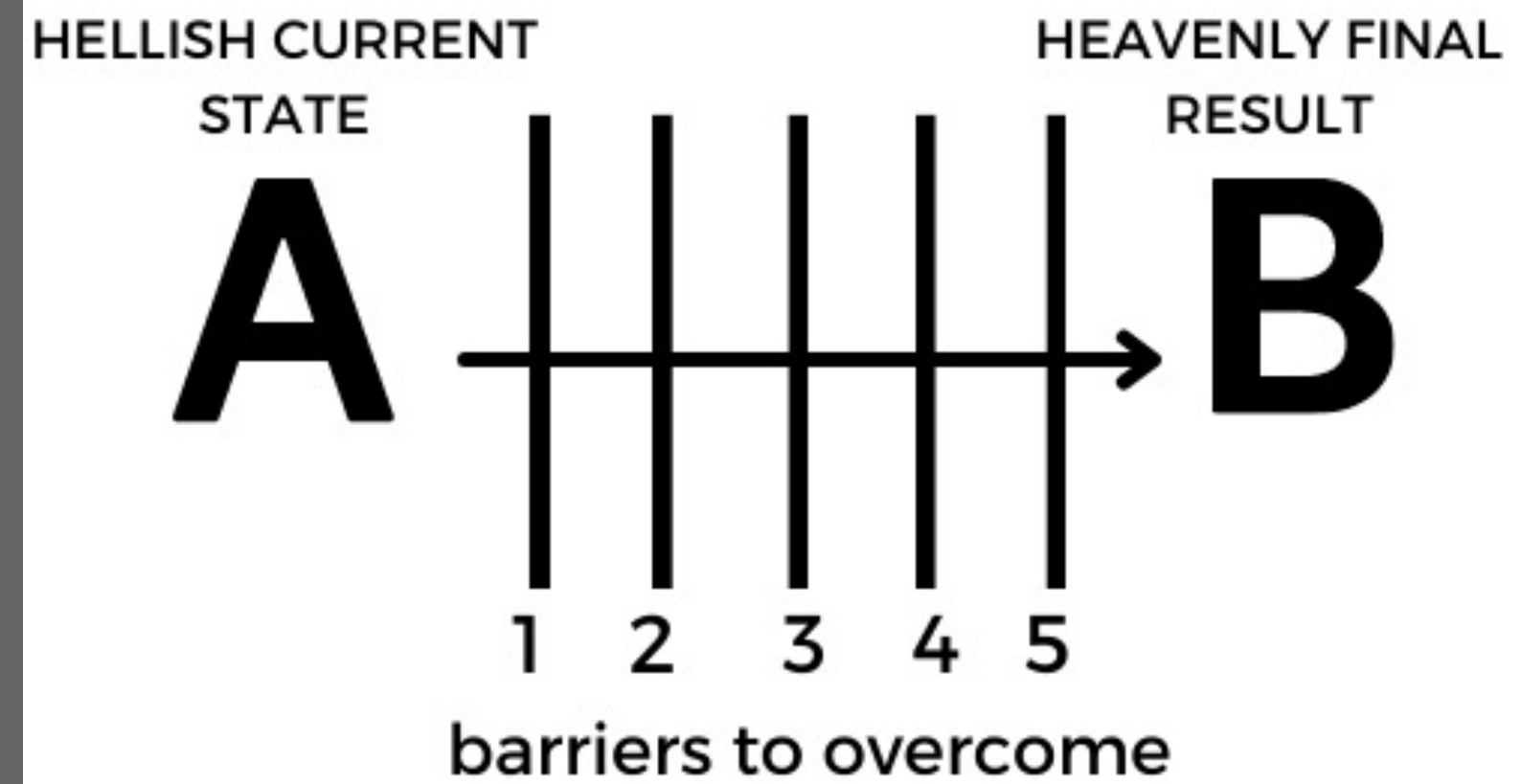
Offer

the process that delivers a result



Developing an offer.





Visibility

A receptive network is an interested network.



Visibility vs. Marketing



A PhD
without a
self-brand is a
dinosaur.



Profile

how you help; soft skills;
aesthetic

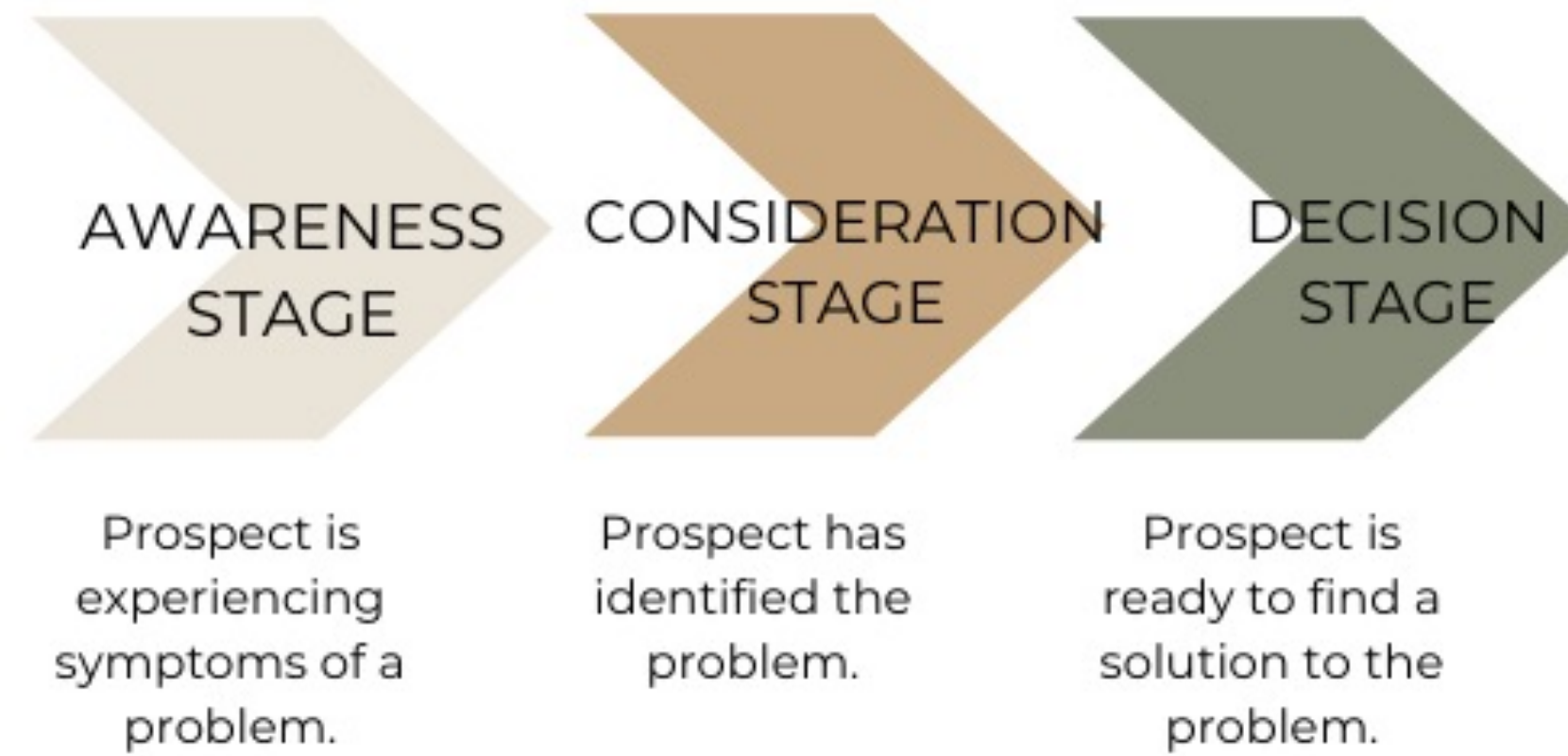
Relationships

long-term, leveraged connections

Content

consistent and value-specific





Your content must help people at each stage keep moving to the right where your solution lives.



Marketing

One. Marketing. Strategy.



Their trainwreck

Build a big website
Publish on every social platform
Start a podcast
Blog !!!
Start an email newsletter
Try paid ads
!!!
Start a Facebook Group
Start a weekly Zoom call
Create free content for opt-ins
Build a sales funnel
Blog some more !!!



Your marketing strategy



Prospect
finds you
on
LinkedIn.



She visits
your
website.



She books
a call to
learn more.



You control the ROI of
your PhD.



The Overeducated Academy
www.overeducated.academy

elizabeth@overeducated.academy

