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.
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?
Business Pre-Design

Common Mistakes & Misconceptions

4 Key Components

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

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.

<table>
<thead>
<tr>
<th>Flexible</th>
<th>Enormously impactful</th>
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<tbody>
<tr>
<td>Low expenses</td>
<td>Leverage PhD soft skills</td>
</tr>
<tr>
<td>Immediately profitable</td>
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Design vs. Start
Translate human needs into business goals

Sync with lifestyle goals
Pre-design
On Academic Guilt
Goalpost
Mentality

THES ARE THE GOALPOSTS
WATCH THEM MOVE FOR NO APPARENT REASON
G.U.I.L.T.

WHO'S THE GUILTY ONE?
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!
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.
Energy & Movement
Money
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
Fears & Anxieties

Pain Points & Problems

Lexicon & Terms

Hell to Heaven Scenario
Offer

The business offer is the business.
Service vs. Offer
the tasks and deliverables completed

the process that delivers a result
Developing an offer.
HELLISH CURRENT STATE

A

1 2 3 4 5

HEAVENLY FINAL RESULT

B

barriers to overcome
Visibility

A receptive network is an interested network.
Visibility vs. Marketing
A PhD without a self-brand is a dinosaur.
<table>
<thead>
<tr>
<th>Profile</th>
<th>how you help; soft skills; aesthetic</th>
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<tbody>
<tr>
<td>Relationships</td>
<td>long-term, leveraged connections</td>
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<tr>
<td>Content</td>
<td>consistent and value-specific</td>
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</table>
Your content must help people at each stage keep moving to the right where your solution lives.
Marketing

Their trainwreck

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