



How to Run Your Online Coaching Business

for less than \$75 a month

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So you're wanting to cut costs? Or you're ready to dive into what you need to successfully and cost-effectively run your online business? Either way, my friend, both reasons are worth celebrating!

I've had a lot of people shocked that I run my online coaching business for less than \$75 a month. It didn't happen overnight and it wasn't easy to figure out.

A little background on how I whittled it down to the final products I'm sharing with you today.

When I first decided to get into the online scene, there was a lot I didn't know.

Although I had earned a bachelor's degree, worked in corporate, and sold millions of dollars worth of products in the private education sector, the concept of building an online platform, or online business for that matter, was an entirely different ball game.

And while I saw it was being done, I knew I would greatly benefit from a trusted friend or mentor in the industry to guide me. I was nervous about who to trust through the onslaught of questions and to help me think through the things I didn't even know I would need.

It didn't take long for me to discover the overwhelming number of gurus and business experts that specialize in countless areas of the online business-building sector. Fancy and advanced "how-to's" for the most part, which was way beyond my amateur skill set.

Like many of us in the beginning, I needed simple and basic.

Unfortunately, because my trusted friends were not in the online business segment, what I quickly came to learn was that in order to obtain these simple industry secrets it often cost an arm and a leg.

For a "small" investment of \$2,500 + for a mastermind, \$500 + for an hour, or \$1,500 for the weekend - I could have an online business up and running.

And although there is a huge benefit to investing in the community and insider secrets, I also believe there is plenty of room to generously share and welcome our new and seasoned fellow business friends with support and a hug.

What I share with you here, took me a lot of time, money, and energy to figure out and I am so very happy to hand it over to you today, for FREE!

I have kept my online business alive at literally \$45 (believe it or not there was once upon a time you could use ZOOM for 45 minutes with a client - sadly, that day has ended) a month in operating costs for the last three years. Before that, it was under \$30. And while there may be ways you can cut costs even lower, I want to give room for a few items that help add that special touch, especially if you're already branded with custom fonts, colors, and a logo.

Are you ready for the goods? I'm so excited! Let's Dive In...

Here are the fifteen main accounts I currently use to run my online business.

1. Canva Pro - \$12.95 per month
2. Flowdesk (email marketing) - \$19.00 per month
3. Acuity Scheduling \$15.00 per month
4. Paypal - 2.9% of every transaction
5. Business bank account - Free
6. ZOOM - \$12.49
7. LOOM - Free version
8. FB Business page - Free
9. Instagram Business Account - Free
10. Trello - Free version
11. Voxer - Free version
12. Linktr.ee - Free version
13. Grammarly - Free version
14. Google Docs - Free
15. Google Calendar - Free

As you can see, some of these accounts have recurring monthly expenses, while some I am using the free version.

I do not have a signed contract or yearly agreement with any of the companies mentioned above. These are all month-to-month with the ability to easily cancel at any time.

If you're just starting out, or you're not familiar with the services I've mentioned, I recommend sorting through each and begin researching them and their competitors. I've done a bit of the leg work for you and listed the main categories, as well as options, below.

1. Email marketing - Mailchimp, ConvertKit, Flodesk, MailerLite, Hubspot
2. Design - Canva, Figma, VistaCreate, Crello, Vectr
3. Appointment scheduling - Acuity, Calendly, Setmore, 10to8, Zoho Bookings, just to name a few

I did not check all, but I believe most of the services I mentioned above offer a free version with regards to Flodesk, which only offers a 30-day free trial.

Please note - I have the expense of web hosting, website URL, and one or two plug-ins. I pay those on a yearly, or every 3-year, basis. For the purpose of this resource, I've not built that cost into these monthly fees. I'm assuming you have already purchased these or, at this time, it's not something you need to invest in. You may simply want to know how to get up and running and in that case, you could use a Facebook Business page (FREE) or any other social media free platform to sell along with an email marketing tool that offers landing pages.

From one online business friend to another, I'm totally cheering you on!

Cassie