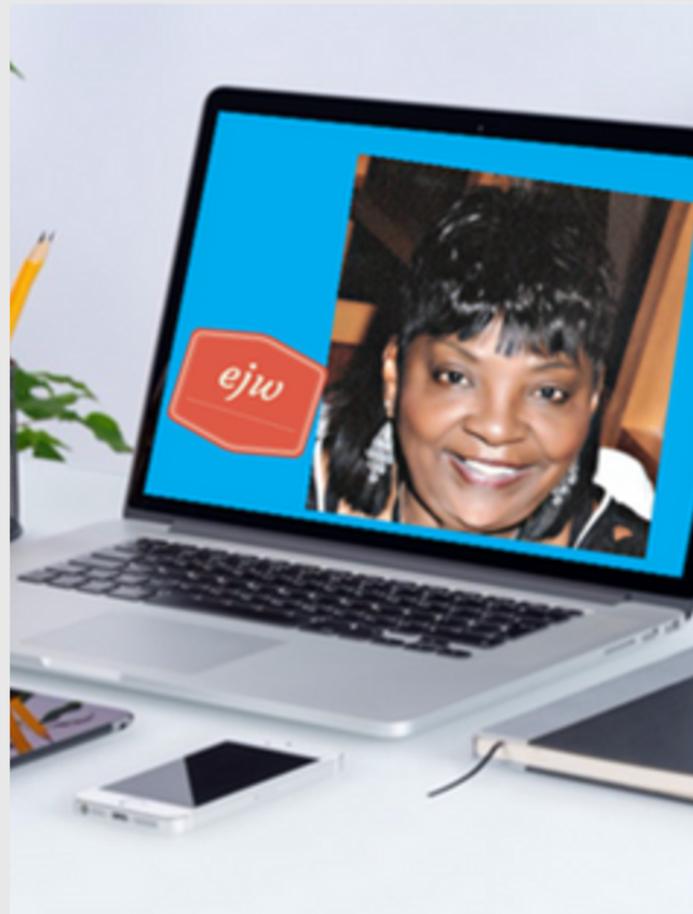


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BY: ETHEL J WASHINGTON

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# 10 Steps to Start a Purpose-Driven Business from Home



*Build income, impact, and independence—right  
from where you are.*

[www.etheljwashington.com](http://www.etheljwashington.com)

# Welcome

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## ***Welcome, Beautiful Visionary!***

*I'm so glad you're here. If you're reading this, you're likely ready to do something more meaningful, more flexible, and more aligned with who you are today—not who you were 20 years ago.*

*Starting a business from home can be one of the most fulfilling choices you make, especially when it's driven by purpose, not just profit. This guide will walk you through 10 simple steps to get started without the overwhelm.*

*Let's do this together—because it's your time.*



# Our Team

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## **Margaret B Thomas**

### **Retired Budget Analyst**

*Detail-driven Budget Analyst with expertise in forecasting, financial modeling, and cost analysis. Supports smart spending strategies and helps organizations stay on track with budgeting and resource allocation.*



## **Quencelia Goins**

### **Accountant**

*Reliable Accountant with a strong focus on accurate reporting, compliance, and internal controls. Experienced in maintaining general ledgers, reconciling accounts, and ensuring financial transparency and audit readiness.*



## **Shenita Ramsey**

### **Cybersecurity Consultant**

*Cybersecurity Consultant helping organizations identify risks, implement safeguards, and stay compliant. Specializes in threat prevention, data protection, and creating practical security solutions tailored to each business's needs.*

# The 10 Steps (Part 1)

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## **Step 1: Clarify Your Purpose**

Ask yourself: "Why now?" Your purpose is your anchor. Is it to make a difference? Create income with flexibility? Fulfill a lifelong dream?

2

## **Step 2: Choose a Profitable Niche**

Pick a niche that intersects passion and profit. Consider wellness, coaching, digital products, or service-based consulting—especially if you have life experience others can learn from.

3

## **Step 3: Identify Your Ideal Audience**

Who are you here to help? Women in midlife? Busy moms? Health-conscious professionals? Be specific—it helps everything else fall into place.

4

## **Step 4: Validate the Idea**

Before investing time or money, test your concept. Ask your audience. Start conversations. Is there a demand for what you want to offer?

5

## **Step 5: Choose a Simple Business Model**

Don't complicate it. Start with one clear offer: affiliate marketing, coaching, online courses, or physical products—whatever aligns with your strengths and lifestyle.

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# The 10 Steps (Part 2)

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## **Step 6: Set Up a Simple Online Presence**

You don't need a fancy website right away. A clean landing page with your free offer (like this one!) is often enough to get started.

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## **Step 7: Build an Email List**

Your list is your business's heartbeat. Use a tool like AWeber to collect emails and nurture your audience with regular, helpful content.

8

## **Step 8: Create a Signature Freebie**

Lead magnets (like this guide!) help you attract the right people and show your value. Make it irresistible and relevant to your ideal customer.

9

## **Step 9: Develop a Discovery Call or Starter Offer**

Offer a low-pressure way for people to connect or try your service. A short call or a mini-product can be a great trust builder.

10

## **Step 10: Show Up Consistently**

Consistency beats perfection. Choose 1–2 platforms (like Facebook or Instagram), share value, and be authentic. You don't need to be everywhere—just be present where it counts.

# What's Next?

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## **Now that you have the steps—what will you do first?**

Here's how I can help you go even further:

- Book a free 15-minute Discovery Call with me to map out your business idea.
- Explore my free resources designed for women just like you.
- Get insider tips, tools, and encouragement delivered to your inbox every week.

## **Let's stay connected:**

Website: <https://etheljwashington.com>

Facebook: <https://www.facebook.com.etheljwashington>

**BONUS:** Need help turning your idea into income? Grab the Home-Based Business Essential Guide on my Free Resources page!