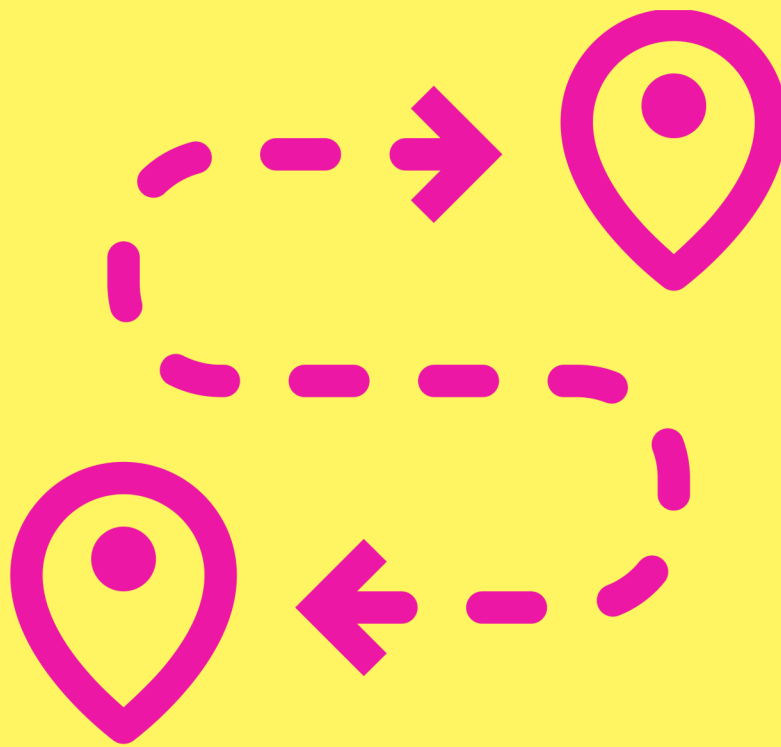




# THE TC BUSINESS LAUNCH ROADMAP



Maybe you've been THINKING about launching a TC Business...but you're not sure if it's right for you.

OR

Maybe you already HAVE a TC Business, but things aren't working out very well. (i.e. having trouble finding consistent clients, lack of systems causing burnout, etc.)

Either way, The TC Business Launch Roadmap will help.

TRUTH TIME: When I first launched my TC Business, in 2017 I had NO CLUE what I was doing.

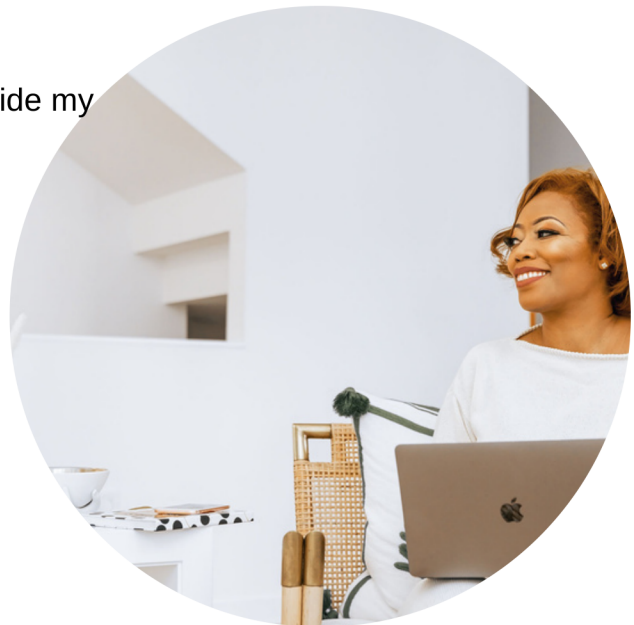
I made mistakes by not setting boundaries with clients, not legitimizing my business with my state for tax purposes, not having a clear and concise brand message just to name a few!  
\*sigh\*

A LOT has changed since then and now my business speaks for itself. Because I have clear standard operating procedures, I am highly confident in the service I provide which in turn makes potential clients confident in the service as well!

This roadmap will walk you through the first steps towards launching your own profitable TC Business.

If you have any questions, make sure to ask inside my Facebook group,  
[#THEWORKFROMANYWHERE MOVEMENT](#).

**XO,**  
**Courtney**  
*Creator of The TC Playbook*



## STEP ONE

### BRAND your biz

- ✓ Business Name
- ✓ Brand Colors
- ✓ Brand Personality

## STEP TWO:

### Legitimize your biz

- ✓ Business Structure
- ✓ Register with state
- ✓ Apply for EIN

## STEP FOUR: LEARN the biz

- ✓ Understand the terms included in a real estate contract.
- ✓ Learn to speak the language of real estate.
- ✓ Learn the Contract to Close process

## STEP THREE MIND your biz

- ✓ Shift your mind from empl. to biz owner
- ✓ Get clear on your vision and set S.M.A.R.T goals

## STEP FIVE:

### SYSTEMIZE your biz

- ✓ Establish your C.A.S.T
- ✓ Establish your TMS
- ✓ Client Management



## MISTAKES TO AVOID

### **Mistake #1: Thinking you need to obtain a real estate license before launching your TC Business.**

While having some real estate experience is ideal, it is NOT impossible to launch your TC business without a real estate license or experience. I have had students that had absolutely no real estate experience to not only successfully launch their TC Business, but using the techniques learned through my mentorship, land clients and close deals within the first 2 months of completing the course. HOWEVER, results like these don't "just happen" without the proper mindset and strategy in place.

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### **Mistake #2: Analysis Paralysis.**

It is possible to find most of what you need to know by researching online, piece-mealing all of the information, however, that is the quickest way to mental burnout and procrastination. You may find yourself in a constant state of information gathering versus getting to the execution stage. It is also very difficult to be confident that the information you are gathering is relevant and timely. Working with a mentor is a great way to give you confidence that the information you are learning is actually useful.

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### **Mistake #3: Waiting for the "perfect time" to launch your TC Business.**

Most people believe they need to start their business at the mythical "right time." That is incorrect. The only time that will ever be right is NOW. I started one of my businesses during a world pandemic while my kids were attending virtual school. Talk about "bad timing"! Personally, I was concerned, but then I had to learn the timing will never be RIGHT. Just do it!

## MISTAKES TO AVOID

### **Mistake #4: Not establishing SYSTEMS and STANDARD Procedures in your business.**

Systems are the key to controlling your work flow. I personally like to have as many automated systems possible to help save time and increase productivity. I have a system for how a client can reach me, how a client can work with me. I also have systems in place for coordinating the transaction and finally, a system for how a client can pay me. I believe in establishing systems that can be duplicated. A smart business owner starts their business with the end goal in mind. My end goal is to hire other TC's so that they can do what I do. You must have a system to scale.

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### **Mistake #5: Not establishing boundaries.**

this is a big one. When setting boundaries it's important to be uber-clear about your expectations UP FRONT as well as understand the client's expectations. So in my TC Business, I bring up any boundaries I may have as apart of explaining my procedures. For instance, my company is open M-F 9-6. Although this is also in my service agreement, I make sure I mention this on the initial call. No one likes surprises so I like to communicate my expectations up front.

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### **Mistake #6: Not seeking help.**

A major mistake many business owners make is thinking they should operate alone without wise counsel. Sure you can figure things out yourself but the internet is a BIG rabbit hole. You could reach your goals much quicker by enlisting trustworthy, seasoned advisors to brainstorm, encourage and strategize with you to reach your goals.

Despite the pandemic, the real estate industry is BOOMING. Real Estate professionals are literally seeking out the services of Transaction Coordinators to help them leverage their time. You don't need to know EVERYTHING, you don't need a huge social media following, not even a PERFECT brand. What you will need is a high level of "figure-it-outness", CONFIDENCE and a general idea of how the contract to close process works.

# PSSST!

It is NOT TOO LATE to get serious about your TC Business and turn it into a Work From Anywhere LIFESTYLE. My premium program, The TC Playbook, is open for enrollment [HERE](#)... The Work From Anywhere Movement is a Force! You can also check out the [Facebook group](#) for more info. See you inside!

[CLICK HERE](#)

*to join me and other TC's in the free #theworkfromanywheremovement*