

OkDork by
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4 Steps to Start a Business



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I was employee #30 at Facebook, employee #4 at Mint.com — and I've started multiple 7+ figure businesses. Here are my business tips.

Step 1: Commit to something you're passionate about

Starting a business isn't always as glamorous as you read about online. There are lots more ups-and-downs, and the behind-the-scenes work is incredibly time-consuming.

The bottom line is, if you're not passionate about the business you're planning to start, you'll probably quit when it gets tough.

If you're going to start a business, do it not just for the money. Do it because the idea, product, or service EXCITES you.

Step 2: Vision your success

I used to think visioning was super weird and didn't do anything. But, I now think it's one of the biggest factors in success.



Setting a vision and putting it on your fridge, as your phone's background, or placing it where you see it every day can help you stay focused on your business vision.

Step 3: Create goals you can win

Big goals can seem unattainable and overwhelming.

This is why I recommend you break your BIG goals into quarterly, monthly, weekly, and even daily goals. (Then, put them in your calendar). For example, getting 30 new customers this month could mean getting one new customer per day. From there, you can guess how many people you have to email.

Step 4: Get accountability

As often as you can, you should check in with someone who holds you accountable for hitting your goals. Personally, I like to do this daily.

Some accountability approaches:

- Daily morning texts with friends
- Weekly email check-ins with your "mastermind" group
- Weekly Meetup for people in your industry to hold you accountable

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On my podcast, I talk about strategies to build a business — and interview successful entrepreneurs who have done it.

Get tips from people like myself (I built Sumo into an 8-figure business), Neville Medhora (who runs a 6-figure copywriting online program), Brian Dean (the founder of Backlinko), and more.

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