

IS B-SCHOOL RIGHT FOR YOU?

[11 Questions you should ask yourself to figure it out](#)

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BUSINESS

Do you already have business? (or at least an idea for it)

B-School is not going to help you figuring out what business you should start, so if you have no idea of what should you be doing, it might not be the right tool for you.

Unless... you know you have an entrepreneur soul and want to learn now, to be ready for when your time comes.

If you already have a business, then B-School can help you getting a clearer idea of where your money comes from, who is your ideal customer, and how can you transform it to it becomes the business of your dreams. And of course, it'll teach you how to make more money!

WEBSITE

Do you already have a website? (or plan on getting one)

B-School is oriented at teaching you how to take the most out of your website, so you can attract the right customers, sell better and more. And feel great doing it!

So if you don't have a website and you aren't planning to get one any soon, then B-School is probably not for you at this point.

If you don't have it, but you are planning to get one in the near future, GREAT NEWS! B-School can guide you deciding exactly how to design it, so it really converts visitors into paying customers. Even if you are considering hiring someone to do it for you, very rarely programmers or designers know about marketing. So if YOU can guide them adding the items B-School has taught you about, then your new website will really rock it.

If you already have a website, ask yourself: is it converting enough? Could it be better? If your website hasn't reached its full potential yet, B-School might be the way to get crucial ideas to improve it (whether you do it yourself, or you hiring someone to implement the changes for you).

TIME

Do you have the time?

B-School is NOT a magic solution: there is a lot of content that you'll need to study, adapt to your business and implement. Then test, and learn new things, and keep making changes. And all this takes TIME.

Do you have the time to do all this? I'm not asking you if you'll have an hour a day during 8 weeks to work on the materials (although it'd be a start).

What I mean is: are you ready to dedicate as much time as you need to your business, during and specially AFTER B-School is over?

Do you have the patience to wait for results to arrive?

If that doesn't scare you, then keep reading.

EMOTIONS

Can you connect with people?

Marie Forleo is a master working with people emotions, and she teaches you how to figure out your clients needs and most intimate fears and wishes, and how to translate them into copy for your website and communications, so you connect with your customer, create a trust relationship and get to make better sales.

If you are not an empathic person and you aren't interested in emotions at all, then probably part of the materials will be difficult for you.

Instead, if emotions and connection are words that inspire you, Marie's marketing style will definitely seduce you.

EXCELLENCE

How demanding are you with yourself?

Marie encourages you to go for PREMIUM services: she doesn't want you to be cheap (in price, or quality). High quality is where the money is.

But creating high quality products, services and content requires time, dedication and commitment. If that sounds like an exciting challenge, you have what it takes for B-School.

If you'd rather work less and stay small, if you don't believe in upgrading what you do... Then B-School might not be your thing.

CONSISTENCY

Do you start things and then drop them?

The program lasts for 8 weeks. So before investing a considerable amount of money in B-School, if you know you tend to quit things half-way, maybe you should consider if you are ready to commit.

But it's not just about being consistent during the program: it's about being consistent with the quality of your products, with your communications with your client, with your business in general.

One thing Marie strongly believes in, publishing a blog. But the best results come when you consistently deliver your content regularly (every day, every week, every 15 days... you choose the frequency). Can you commit to keep that happening for the sake of your business success?

Now you are starting to see that B-School is not just a training: it can really change your life for good. And yes, it can involve a lot of work at the beginning, but little by little you will be able to start outsourcing some of it, and just be the boss to ensure such consistency stays.

WRITTING

How good is your copy?

There is copy in your website, in your newsletters, in the emails you sent to your clients, in your launch campaigns...

And the words you chose for them are highly responsible for the success you get.

It's not about a grammatically correct text. It's about marketing.

So do you know what words and strategies make you sell better? If you've never considered that, B-School will open a new world for you.

ETHICS

Are you honest with your clients?

Marie is very strict on using ethical marketing. She won't teach you how to cheat to get sales. She wants you to be honest and truthful.

B-School will give you ideas about what should be your customer service standards, why you should include policies and warranties in your website, and how to communicate with integrity.

If these were not your values, I'd be surprised that you'd have read all the way to here. So if you are reading me now, I can at least tell you that you'll feel totally comfortable with Marie's business style.

PASSION

How passionate are you?

Marie wants you to change the world with your gifts.

Passion is key. Passion for your products and services, passion for learning, passion for making things better...

Do you have it?

THE OTHERS

Who is there to support you?

You are going to need support during the training: it's hard to focus on learning if you have family or roommates complaining around you.

But that's not all: do you have people around you that understand when you talk to them about campaigns, products and other business issues? Most of my friends look at me like I'm speaking another language when I share details about my business projects...

If that's your case, too, in B-School you'll find a huge community of other like-minded people that speak your talk. You'll be able to connect with them using your favorite means: Facebook, website comments... even Skype calls and in-person meetings once you start making your own connections inside the big community.

COMMITMENT

Are you a go-getter?

I've been purposely giving you a lot to think about, because the last thing I'd want is that you sign up for B-School and then come back to me saying that I lied to you and I told you it was something different.

No, I'm telling you what it takes to make it, and I've shared the values and personality profiles that are the perfect match for it.

So now feel it inside. Is it calling you?

If it isn't. That's OK. You'll find another way that matches your life purpose.

But if you are already excited about everything you can learn and how much can your life improve, then that's a signal I might be seeing you in B-School this year!
