

A Bilingual's Business Starter Plan First, Profit After

by Shara Javier



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Introduction to building a strong business foundation as a bilingual entrepreneur

As a bilingual entrepreneur, you have a unique advantage. You can connect with more people, stand out in your niche, and even offer services in multiple languages. But before you build your website, you need a solid business foundation. Without it, your website risks becoming just another zero-click result lost in the depths of the internet (yes, there are 58.5% in the U.S. and 59.7% in the EU that result in zero clicks, according to Google.)

I get it—you might be caught up in the excitement right now (I've been there too). But take a deep breath and remember: there are no overnight results here. If you're serious about building a bilingual website that truly delivers, you'll need patience, consistency, and a goal-getter mindset. You've got this!

So in this module, you'll:

- ✓ Define your skills and services that people will pay for
- ✓ Identify your dream clients and what they are looking for
- ✓ Unleash your calling and uncover your niche
- ✓ Plan your website goals
- ✓ Craft a strong brand message

Starting a business isn't just about building a website and figuring things out along the way—it's about having a clear plan for what you offer, who you serve, and how your website will help you achieve your goals.

💡 To get this dream into a reality, here you'll find "[A Bilingual's Business Clarity Worksheet](#)", your companion to this guide. It includes step-by-step exercises designed to walk you through the entire process. Be sure to save it somewhere convenient, whether that's on your computer, in cloud storage, or printed out if you enjoy working by hand. (I highly recommend printing it. There's something powerful about mapping out your journey on paper.)

By the end of this module, you'll have a roadmap to confidently move forward with your website and business with much clarity.

But, before we officially dive in, I created something special for you

- Your ✨ **Bilingual Business Builder Manifesto** ✨

This isn't just a feel-good note. It's a mindset anchor. It's here to remind you why you started, what you're building, and that you're in it for the long haul, even on the days when it feels tough or confusing.

Print it out or save it somewhere you'll see often – on your wall, your fridge, or even as your phone wallpaper. [Click here to download the Bilingual Business Builder Manifesto](#)

✨ *Bilingual Business Builder Manifesto Contract*

I, _____, am stepping into a new chapter where my skills, experiences, and bilingual superpower will work for me—not against me.

I am not just building a website.

I am building a life of freedom, purpose, and possibility.

A life where I can earn on my terms and spend more time with the people I love.

From this day forward, I commit to showing up—not perfectly, but consistently.

I commit to building a solid foundation that aligns with who I am and who I want to serve.

By signing this, I agree to:

- ✓ Believe in progress over perfection
- ✓ Use my bilingual abilities as a strength, not an obstacle
- ✓ Follow the steps with intention, even when I feel unsure
- ✓ Take action instead of waiting for the "right" time
- ✓ Avoid letting this project consume every corner of my life—I still have a life to live, moments to enjoy, and people to care for
- ✓ Keep my audience in mind and build for connection, not just clicks
- ✓ Ask for help when I'm stuck—instead of giving up
- ✓ Respect my time and energy as I create something meaningful
- ✓ Allow myself to grow through this journey, even if it gets uncomfortable

I understand that success doesn't come overnight.

But I also know that each step I take—no matter how small—is bringing me closer to my goals.

This is more than a checklist.

It's a promise to myself.

It's my commitment to create a business that reflects who I am, speaks to who I serve, and stands strong in two (or more) languages.

I'm in. I'm ready. Let's build this!

Signed,

Date: _____

This contract is your quiet accountability buddy. A gentle push forward. A promise to yourself. You've got this. Now let's build it together!

1.) Define your skills & services that people will pay for



◆ Discover your sellable skills

Many aspiring entrepreneurs hesitate to start a business because they underestimate the value of their own skills. The truth is, you don't need to learn something completely new.

You just need to package what you already know, what you're good at, and how you can improve people's lives into a profitable service.

But here's where many people get stuck: they try to offer too many things at once. That approach only leads to confusion, wasted time, and a business that feels more like a burden than an opportunity.

Instead, let's take a structured approach to define your strongest, most marketable & sellable skills—so you don't get lost along the way. Focus on a clear direction, and the benefits will follow.

Exercise 1:

In the Google Sheet included with this PDF, you'll have key questions to answer. (I'll use my own experience in few examples to guide you for the exercises.)

✍ What languages do I speak and their fluency level? (Your language fluency matters. Yes, you speak at least two languages—but make sure you can express yourself bilingually with context, depth, and clarity.)

Filipino & English – fluent & ready to speak to audiences in these languages

Serbian – limited proficiency so not yet ready to speak to an audience in this language

✍ What skills do I already have that people have asked for help with? (Write down your previous experiences, whether job-related or not. If you haven't worked before, list your side hustles, volunteer work, or hobbies you actively engage in.)

Job-related: Photography, graphic design, marketing, multilingual website development and design

Hobbies: Travel, languages

✍ What tasks do I find easy but others struggle with?

Creating marketing plans, organizing marketing strategies, executing organic marketing techniques, consulting, and troubleshooting tech stuff.

✍ What kind of problems can I solve using these skills?

- teach fellow business enthusiasts and visionaries how bilingual websites and marketing help generate income
- provide ready-made tracking plans to help organize long marketing processes
- share tips on optimizing bilingual and multilingual websites

◆ Are your skills profitable? - 5 Simple ways to find out

Now, before you invest time and effort into building a business around your skills, you also need to make sure there's a demand. The last thing you want is to offer a service that nobody is actively looking for and thus willing to pay for.

Here are five simple ways to check if people are searching for and buying a service like yours. Take note: do the research in the highly-fluent language you know. This is where your bilingual skills gets ultra strategic.

1. Google Autocomplete & Related Searches

Start typing your skill or service into Google. Pay attention to the suggestions and the "Related searches" section at the bottom of the results page. If Google recommends it, that means people are actively searching for it!

2. Browse Freelance Platforms

Check sites like Upwork, Fiverr, and PeoplePerHour. Are there job listings related to your skill? Look for freelancers with great reviews and steady work. Their client history is a strong sign that the demand exists—and so do paying customers.

3. Use Keyword Research Tools

Free tools like Ubersuggest or Google Keyword Planner show how many people search for specific services each month. A high search volume = high interest = potential income.

4. Explore AnswerThePublic

This tool (free & paid) gives you real questions people ask online. Type in your skill or service to uncover common concerns, needs, and search patterns. It's a goldmine for understanding what clients are actually looking for.

5. Spy on Your Competitors

Find others offering a similar service. Are they getting likes, comments, bookings, or testimonials? If they're consistently showing up and selling, it means the market is alive—and you can find your own space in it.

📺 BONUS: Check Reddit & Quora

These forums are full of real people asking real questions. Search for topics related to your skill and read what challenges or frustrations people share. This gives you insight into problems you can solve.

📌 Exercise 2

Pick at least three of these methods and do a quick check. Better yet, all of them! Write down what you find, this will help you refine your service offer with confidence!

2.) Identify your dream clients & what they are looking for



◆ Find your dream client

If you try to serve everyone, you end up helping no one.

To attract clients, you need to be clear about WHO you are helping and WHAT they need.

💡 Core criteria for identifying your ideal clients

1. Demographics

- Age range (e.g., 30–45)
- Gender (if relevant)
- Location or region (important as we're targeting bilingual markets)
- Family status (e.g., other parents, stay-at-home moms, single digital nomads)

2. Language & Culture

- What languages do they speak?
- Do they share cultural experiences with you (e.g., expat life, migration stories)?

3. Profession & Background

- What do they do for a living or want to do?
- Do they have skills they want to monetize?
- Are they in corporate, established entrepreneurs, small business owners or fresh graduates getting started?

4. Psychographics

- What are their values? (e.g., family time, freedom, flexibility)
- What motivates them? (e.g., freedom from specific tasks, earning from home)
- What are they afraid of or frustrated by? (e.g., tech overwhelm, not finding clients)

5. Needs & Pain Points

- What problem are they struggling with that you can solve?
- What's holding them back from moving forward?
- What are they actively searching for help with?

6. Goals & Dreams

- What do they want to achieve in the next 6 months to a year?
- Do they want to start a side hustle or go full-time?
- How does your offer help them get closer to that goal?

7. Budget & Buying Power

- Can they afford your service or product?
- Are they willing to invest in learning, support, or tools?
- What kind of offers are they more likely to buy—DIY, done-with-you, or done-for-you?

8. Behavioral Patterns

- Where do they hang out online? (e.g., Instagram, Facebook groups, forums, YouTube)
- What kind of content do they consume? (e.g., parenting blogs, side hustle videos)
- Are they more DIY types or do they want guidance?

Exercise 3

Create an “Dream Client Persona” using a mix of the criteria above. Give them a name like “Bilingual Parent Anna” and write out a little story. Here’s an example:

Anna is a 33-year-old bilingual mom of two living in the UK. She used to work in marketing but left her job to raise her kids. Now, she wants to turn her bilingual skills to help generate her income. She dreams of running a small online business helping others with bilingual website marketing, but she’s overwhelmed by all the tech stuff and doesn’t know where to start...

This helps you focus everything—from your website content to your emails—on real people with real problems you can solve.

3.) Unleash your calling & uncover your niche



◆ What is a Calling?

Your calling is something deeper than a career path. It's not just about skills or success—it's about meaning. It's the quiet pull in your spirit, the sense that you were made to do something that truly matters.

A calling is often felt before it's fully understood.

It shows up as:

- A repeated nudge or intuitive whisper
- A deep curiosity or passion you can't shake
- A desire to serve or uplift others in a way that feels true to who you are

Your calling is sacred. It's your inner compass, guiding you toward the kind of work that not only changes lives—but also transforms you in the process.

It's not always loud, and it may not follow a traditional path. But it's yours. And when you honor it, you step into a version of yourself that feels whole, aligned, and alive.

🎯 What is a niche (and how it supports your calling)?

If your calling is the why, your niche is the how.

Your niche is the practical expression of your calling in the world. It's how you take your inner purpose and shape it into something that serves others in a tangible way.

Your niche helps you clarify:

- Who you're here to help
- What specific transformation you offer
- How your unique gifts make that transformation possible

It can be centered around:

- A type of service – (e.g., bilingual website design)
- A specific audience – (e.g., bilingual creatives who want to build meaningful online platforms)
- A core problem you're here to solve – (e.g., helping purpose-driven parents create flexible income through digital presence)

The more clearly you define your niche, the more naturally the right people will be drawn to you—not just because of what you do, but because of who you are and why you do it.



The Ikigai formula

Ikigai (生き甲斐, literally means “a reason for being”. It’s a Japanese concept referring to what an individual defines to be the meaning of their life.

Ikigai is one of the best ways to help you reconnect with your calling and uncover your niche.

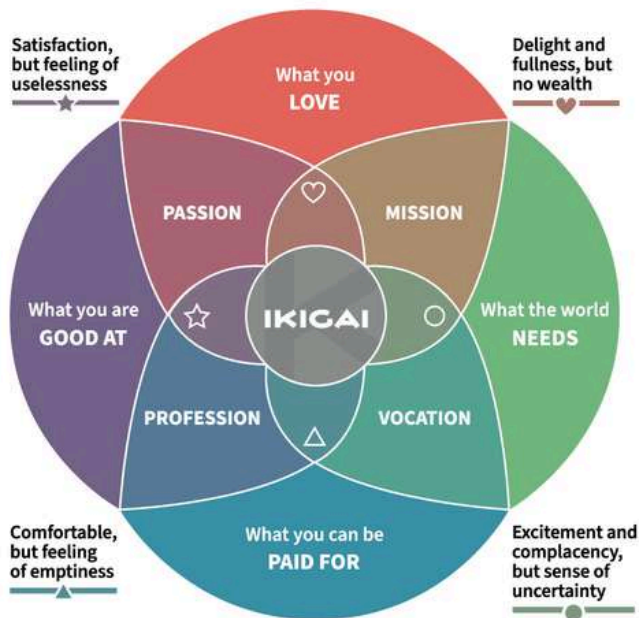
It often lives at the intersection of:

- ✓ What you love
- ✓ What you’re good at
- ✓ What the world needs
- ✓ What you can be paid for

💡 Where these four intersect is where your calling begins to take form—and where your niche is born.

IKIGAI

A Japanese Concept That Means, “A Reason for Being”





Exercise 4: Turn your calling into a Clear Positioning Statement

Let's bring your inner purpose into clear language the world can recognize.

Use this structure:

I help [specific people] do/achieve [specific result or solution] by using [your unique method, skill, or approach], especially through [your bilingual edge].



Example 1 (for a bilingual website strategist):

"I help bilingual individuals turn their existing skills into a profitable online business by guiding them through clear business foundations and strategic website planning, leveraging their bilingual advantage to connect with more clients in the languages they use."



Why this matters

When you align your niche with your calling, your work becomes more than a job—it becomes an offering.

You're no longer just building a brand. You're building a life that's guided by purpose, grounded in service, and rich in meaning.

And when your message is aligned with your truth, people feel it. They're drawn to your energy, your clarity, your intention. So take a moment to tune in.

- What has life been gently preparing you for?
- What gifts have been waiting, patiently, to be shared?

The clearer you are on your calling, the more effortlessly your niche will reveal itself—and the more powerful your impact will be.



4.) Plan & align your website & business goals



Many people treat their website like a static brochure or online gallery, something that looks nice but isn't designed to convert.

A website is more than just a digital brochure, it's your 24/7 business partner. It works while you sleep, connects with potential clients, and helps build your credibility online—if done right.

So before you dive into designing one, get clear on its purpose. What do you want your website to do for you? And just as importantly, what do you not want it to become?

Common website goals for service-based businesses:

- ✓ Attract leads using a comprehensive e-book, checklist, or mini course in an affordable value
- ✓ Sign-up to your newsletter and turn into retained, happy customers
- ✓ Clearly showcase your services and expertise to get qualified customers/clients
- ✓ Make it easy for potential clients to book a call or consultation
- ✓ Invite to join your community/group
- ✓ Build trust and social proof by displaying testimonials
- ✓ Establish credibility in your industry by providing helpful, SEO-optimized blog content to get found on Google

6 misconceptions about what a website should be:

If you want to start driving income using your website, whether monolingual or bilingual, it should guide your visitors toward taking action, and not just presenting a website with pretty pages.

Here are some common website mistakes that hold results back:

🖼 Treating your site like a portfolio/CV only – just images, past work or biography, with no explanation of how you can help clients

✗ No clear call-to-action (CTA) – visitors don't know what to do next: book, download, sign up, or that's it, say hi and bye!

📝 Lack of persuasive copywriting – your website talks about you, but not how you solve problems for them.

🌐 Too many pages or scattered content – no clear journey or focus, which leads to confusion or drop-offs

⚙ Trying to serve "everyone" – instead of speaking directly to your ideal client, the message gets watered down

🔍 No Search Engine Optimization practices or content strategy – your site looks great but doesn't show up on Google or bring in traffic

💡 Example: *A bilingual website creator might think she needs a site that highlights her experience and includes only a contact form. Instead, a smarter strategy would be to sell a super valuable yet comprehensive guide, advertise it on Instagram, collect email addresses, and guide visitors through a value-packed email sequence, ultimately leading them to sign up for premium courses.*

Business Goals - Aligning your website with what you want to achieve

Whether you're just starting out or you already have a website and are expanding into a bilingual model, your website should align with your business goals.

For beginners, this means building your site from the ground up with a clear focus on what you want to achieve. For those with an existing website in one language, it's about refining and expanding your strategy to cater to new markets and customers.

Here are three sample business goals and how to transform them into website actions. (Note: If you already have recorded metrics from your existing website, those numbers will help target your goals.)

1.) Generate leads and build your email list

- Goal: Build an engaged audience who is interested in your services or products.
- Website Action: Offer a freebie, like a simple checklist or guide, in exchange for email sign-ups. Place opt-in forms throughout your website to capture potential client details. Aiming for at least 35 sign-ups per week can be a good target.

2.) Start earning money (even in small ways)

- Goal: Begin generating income from your website with passive income streams.
- Website Action: Utilize affiliate marketing to recommend tools or resources (like SEO tools or software) through your blog or dedicated recommendation pages. This is an easy way to start earning without additional overhead. An extra \$320 from affiliate links is ideal.

3.) Get found on Google

- Goal: Drive traffic to your website within the first quarter.
- Website Action: Implement basic SEO strategies from the start. Use tools like Google Analytics, Google Search Console, and Ubersuggest to track the keywords that drive traffic and conversions. Establishing a solid SEO strategy will ensure long-term traffic growth.

5. Wrapping Up Your Roadmap



The Final Wrap-Up - Let's Establish Your Roadmap

Congratulations, you've reach to the end of A Bilingual's Business Starter. Now that you've completed this entire module, you have a solid, serious foundation for your business.

Let's summarize.

- ✓ Your skills & services = What you offer
- ✓ Your dream client = Who you help
- ✓ Your calling & niche = How you stand out and be led by purpose
- ✓ Your website goals = What your website's mission is

Moving Forward with Purpose

By aligning your website with your business goals, you're setting yourself up for success. Whether you're building your site from scratch or refining an existing one, every decision you make should bring you closer to achieving the results you want.

Remember, your website is not just a digital presence—it's your 24/7 business partner. It can attract leads, showcase your expertise, help you start earning money, and get you found on Google.

As you work through each of the steps, stay focused on the goals that matter most to you and measure your progress along the way. Your website is a powerful tool, and when used with purpose, it can help you grow your business and reach the people who need your services. Keep refining, keep optimizing, and watch your results grow while turning your life with freedom you've never thought would be this possible!

Who am I?

Hi, I'm Shara Javier!

At 21, I packed a bag on a whim and took a three-day backpacking trip to Ho Chi Minh City. I had no big plan, just curiosity. But that quick escape changed everything. It opened my eyes to the richness of languages and cultures and planted a seed that would shape the rest of my journey.

Not long after, I landed a job on cruise ships, where my multicultural adventure truly began. I worked as a photographer and assistant sales manager, learning firsthand how language bridges worlds, from warm customer service to sales and marketing.

And then, life took another turn. I met my soulmate on board, and love brought me to his home country, Serbia. That's where I found something deeper. As an expat, I entered the world of localization and translation. And that's when it hit me: bilingualism wasn't just a skill, it was my superpower.

It transformed how I live, work, and connect with people from all walks of life. And now, it's the foundation of the business I've built, a business that lets me stay close to my kids while helping others do the same.

This guide is here to help you tap into your own potential, your story, your skills, and your bilingual edge, and turn it into an income stream, a flexible lifestyle, and a business that feels like home. ❤️❤️❤️



*Your ultimate bilingual business supporter,
Shara*