

# 13 Steps to a Successful Online Business

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## Step 1

# Decide on a direction and a strategy

Discover what you like, what you're good at, and what you know or would like to know.

Decide how you want to earn money

**From affiliate marketing**

**From your products or services**

Decide if your business should be based on your name, your topic, or a brand name

Choose a business model and register the name of your business; if you need legal advice, contracts, etc., contact a lawyer

P.S. I specialize in helping experts use email to get their online products and courses to people around the world.



## Step 2

# Research keywords and niches

Find what there's a need for by researching keywords

Also look in social media groups and do a survey

Choose a topic/niche and a number of keywords and keyword phrases

### Step 3

## Choose a domain name and web host

Research possible domain names and web hosts



Choose one and register the domain name and purchase web hosting



I use [NameCheap](#) to register domain names and [A2 Hosting](#) as my web host





## Step 4

# Set up a website with WordPress

Install WordPress and choose a theme and page builder



Decide on the structure of your website

4 main pages: Home, Blog, About, Contact

Additional pages, such as opt-in and sales pages



Add Google Analytics, an SEO plug-in, a security plug-in, and other plug-ins



Start creating the website—add content to pages and write posts

P.S. It's often a good idea to outsource this step. Contact me if you would like some recommendations.



Step 5

## Decide on a marketing strategy

Decide how to roll out your content and how to let people know about it



Write out a workflow that includes blog posts, e-mail, and your choice of 2-3 social media platforms



Use your research to decide on the keywords you want to focus on



Step 6

## Set up an email service and web form

Sign up for an online email service



Create a list and web form



Add the form to your homepage and blog



Create a free informational download (freebie) to get people to sign up for your e-mail list

I use [BirdSend](#) for my email service

I also use [MailerLite](#)

Step 7

## Set up social media accounts

Set up your social media accounts



Create a Facebook page



Start creating content and put your marketing strategy into place! (be sure to promote your freebie!)



Step 8

## Create your product or service

Create your product/service

E-products

Services

Set a price

Plan a range of products/services using  
varying formats and prices





Step 9

## Write a sales page & add it to your site

Write a great heading and then write the rest of the page



Create an irresistible offer



Add bonuses, discounts, a guarantee, and testimonials



I use [OptimizePress](#) to design beautiful sales pages and opt-in forms

## Step 10

# Set up an online sales system

Choose a shopping cart

Choose a gateway/merchant account (I use PayPal)

Learn about and set up your shopping cart/purchasing system

Create a Buy Now button for your product and test it

 ThriveCart

I use [ThriveCart](#) for my shopping cart

## Step 11

# Create your first campaign

Create a campaign that includes blog posts, social media posts, YouTube, and email



Start by marketing your free download



Then move on to marketing your products/services



## Step 12

# Continue to promote

Stay in touch with your subscribers with regular emails



Post on other blogs/groups



Speak on podcasts



Partner with other bloggers, friends, or colleagues



Do free webinars



Create videos, events, contests, and giveaways



Repeat until you succeed!

## Step 13

# Analyze and continue to learn

Analyze conversion rates and make adjustments



Learn advanced tools

Pay Per Click or Facebook ads

LinkedIn & Facebook groups

Product launches

Joint ventures



Use offline techniques

Speaking

Writing a book

Going to conferences

Networking locally



Learn about outsourcing and automating your business



Click here to check out business coaching and get expert, personalized advice

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