13 Steps to a Successful **Online Business**

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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

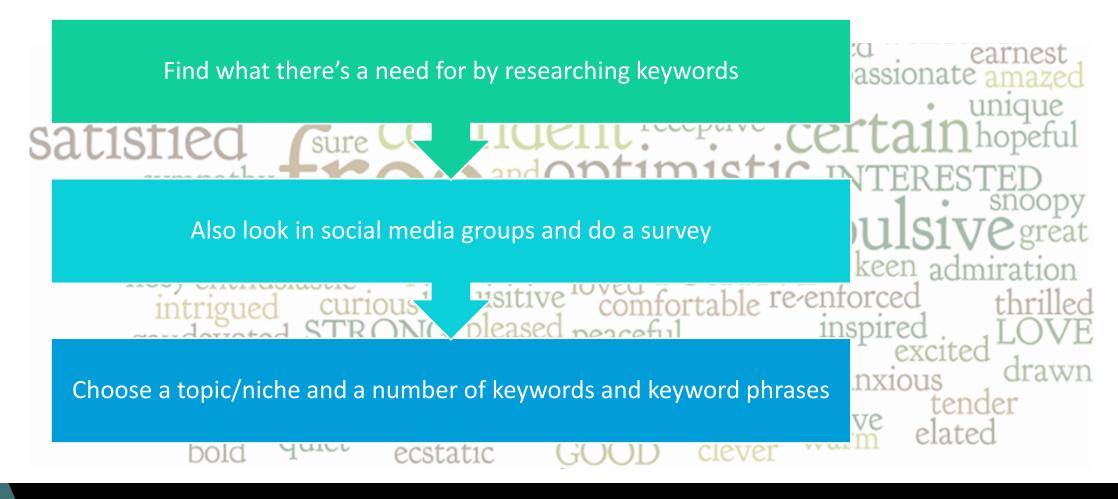
Decide if your business should be based on your name, your topic, or a brand name

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.



Research keywords and niches





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



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.

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, email, and your choice of 2-3 social media platforms

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

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

use <u>BirdSend</u> for my email service

I also use MailerLite



Set up social media accounts

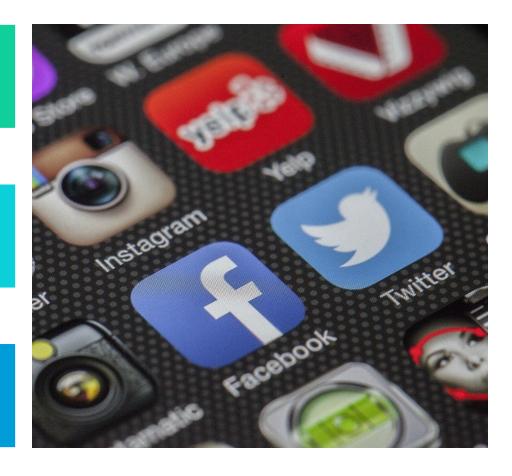
Set up your social media accounts



Create a Facebook page



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



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





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

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



I use <u>ThriveCart</u> for my shopping cart



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





Continue to promote

Stay in touch with your subscribers with regular emails

Post on other blogs/groups

Speak on podcasts

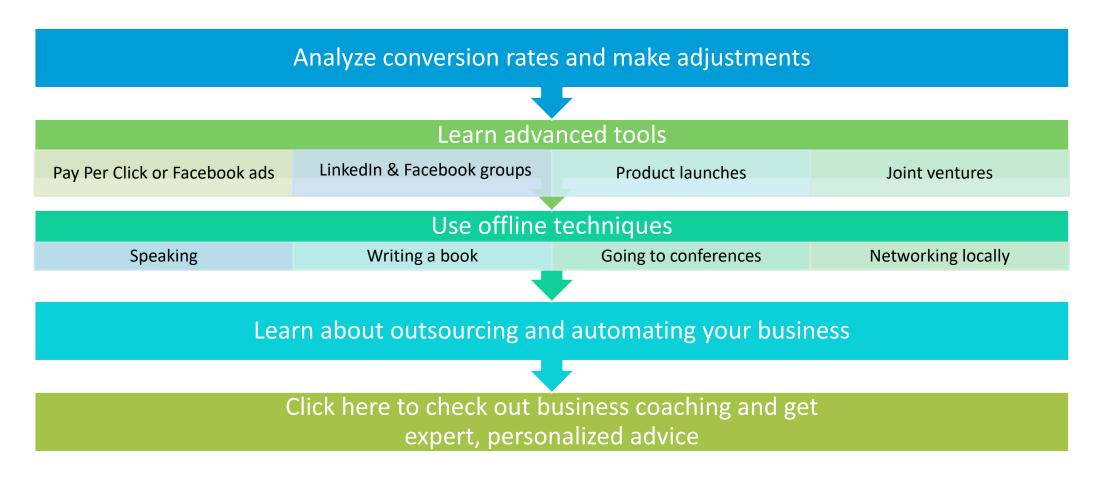
Partner with other bloggers, friends, or colleagues

Do free webinars

Create videos, events, contests, and giveaways

Repeat until you succeed!

Analyze and continue to learn



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