



# BUILD YOUR BIZ ONLINE

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brainstorm every aspect of your  
biz to bring it alive online

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HAYLEY HOBSON



# Road Map to Success

This workbook is intended to help you create the online biz of your dreams. To get the most out of it, work through each section sequentially. This will ensure you have a firm biz foundation in place – as each section builds upon the other.

The thing with online business is... you can start with an idea. But you need a system to bring that idea to life.

This system is called a “marketing funnel” – a fancy term that simply means a series of steps that moves someone from finding you to ultimately buying from you.

Once you do this consistently & effectively enough, you’ll have a profitable business.

This workbook will help you – even if your current biz is in-person, via referral or word-of-mouth, or from networking. Even if you’ve tried taking your biz online before. Even if you have no idea what an online biz looks like or means. It’s for you if you want a way to bring in consistent money... while still having a life & being present for your family.

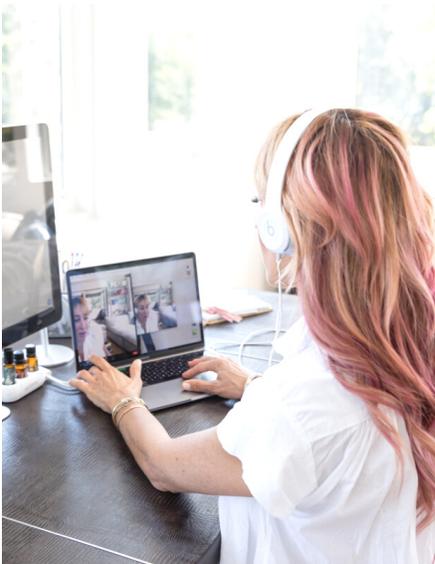
Whatever stage you’re at...whatever your reason for desiring an online business... I want you to know: I’ve got you.

You don’t have to try to figure all this out on your own. You’ll be right by my side as I show you exactly how I created a profitable online biz I actually enjoy. And you can too.

# Road Map to Success, continued

By the end of this workbook, you'll have your own complete plan mapped out. Including a clear visual that's easy to follow as you develop each step.

This workbook isn't going to do the work for you.



## *remember*

Commitment, vision & consistency is how I've been able to create a business I love – one that lets me take off when I want to. And deliver the financial abundance I desire.

So give yourself a sense of urgency around this by creating time in your schedule. Assign deadlines. Commit. Show up. Put in the effort. Believe that this business is real. And that you're steps away from it changing your life.

There's only so far you can go alone. That's why I'm going to be with you every step of the way. So let's do it. Let's put your dreams on paper & turn your passion into a practical reality.

XO,  
Hayley

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Your marketing funnel. This is a visual that pulls everything from the workbook together to help you see how to bring your online biz to life.





# Your Values & Beliefs

Your values & beliefs are what set you apart from the crowd. This is ultimately who YOU are to your ideal client.

Here are some values & beliefs from my own brand: showcasing a healthy lifestyle, productivity, wellness and determination.

What specific parts of your personality would you like to be known for? What are your core beliefs & values?

For example, do you believe in honesty, transparency & accountability in your biz? Are innovation, creativity & curiosity core to who you are & what you (& your biz) stand for?

If you're stuck, think of how others view you. You can even interview customers or clients (or those you have worked with in the past) & ask for some words to describe you. This can help kickstart your values & beliefs exercise.

Use the space below to brainstorm your values & beliefs. Then circle 3-4 that best describe the ones you will convey in your brand.

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# Your Ideal Client

Who do you serve with excellence? What qualities does your dream client have?

If you're stuck, oftentimes your ideal client is who you were at the start of your journey. Or it's someone you've worked with in the past & absolutely LOVED.

My ICA is named Zoe:

- She's 38 and lives in an urban area like Boulder, CO, San Diego, CA, Austin TX, or Nashville TN.
- She has two children.
- She makes about \$70k a year (but chooses to invest in herself). She attends yoga and HIIT classes at a local, boutique studio (not a "gym").
- She eats healthy – and makes healthy meals for her family... but yeah, sometimes they'll splurge and hit McDonalds for the fries. #obviously
- She thinks an expensive bottle of wine is 12 bucks.

Use the space below to create a full profile of your ideal customer or client (ICA). Get super specific: gender, age, city, marriage status, parental status, interests, hobbies & current job. You can even give her a name!

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# Your Ideal Client, continued

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What does this person want that she doesn't have now? What's her biggest desire in life? Go deeper than "she wants new jeans" – how will she feel when she achieves her greatest dream/desire?

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# Your Ideal Client, continued

What transformation does your business offer your ICA? Think about the journey she will go through – from where she is now... to where she wants to be. What desired outcome will your product, service, or offer give her? Get specific. And be sure to write down 3 of her current challenges as well as how your biz helps her overcome them.

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Why is she willing to pay money for this transformation? What is it about the transformation that's irresistible to her?

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# Your Offer

Your "offer" is the solution you provide to your ideal client. It could be a physical or digital product or a service.

For example, I offer holistic wellness & lifestyle products through my doTERRA network marketing biz. And I also offer online education for the entrepreneur who is looking to build her own biz in the holistic wellness space. Under each of those, I have specific products, services, promotions, and membership programs that serve my ICA.

The key to creating a super compelling, no-brainer offer is to know your ideal client inside & out. From what motivates her to the challenges she is experiencing. That's why your ICA work is so important.

In this section, you'll get clear about the specific steps you want your ideal client to take in order to do business with you.

Use the space below to describe the specific solution you offer your ideal client. Go beyond the surface level ("I sell holistic wellness products" or "I offer coaching") & focus on the transformation, personal benefits & emotional experiences working with you brings.

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# Your Offer, continued

What does your ideal client have to believe in order to buy into your offer? Describe the thoughts & beliefs she must have.

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How does your ideal client buy your offer? Walk through her journey. For example, does she begin with your website? A phone call? Is there an application or a form? Map out all the actions she must take to go from finding you & your offer to completing the purchase transaction.

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## Your Copy, continued

Your copy should accomplish 1 of 3 biz goals:

- Building awareness of you & your biz (AKA getting her to know you).
- Relationship-building (AKA getting her to like & trust you).
- Selling your offer.

*remember:*

You'll find it difficult to sell your offer if you do not establish a relationship or connect authentically with your ICA

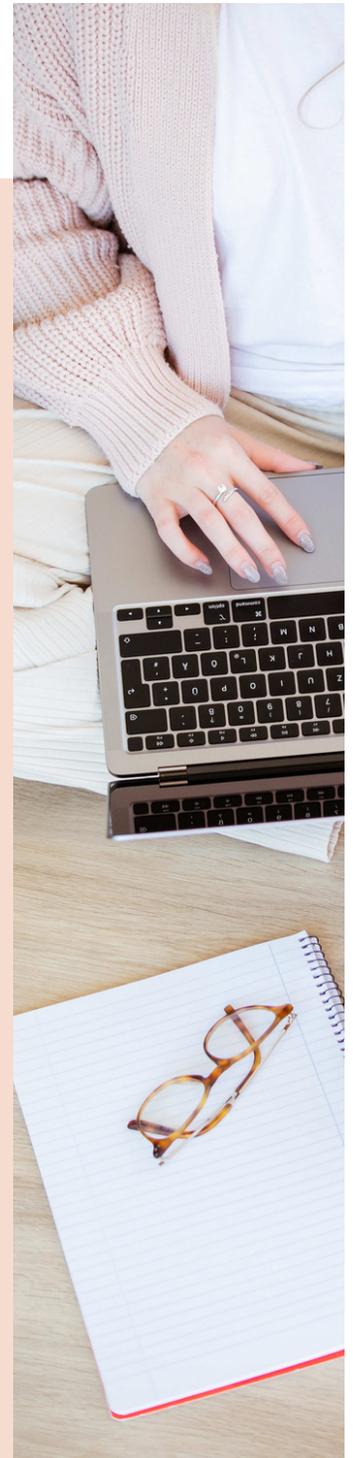
1. “Awareness” content – includes topics or ideas that share your values & beliefs. These are ways you can stand out online –, by differentiating yourself. Your ideal client who resonates with you will find that content & be interested in what you do. My [Instagram Stories](#) are an example of this.
2. “Relationship-building” content – is where you share your expertise. This is about breaking down ideas or concepts around your business & what you do. Think of things you find very easy when it comes to what you sell or offer. Chances are your ideal client finds those confusing. These are great opportunities for content. [Read this blog for an example.](#)

# Your Copy, continued

3. “Selling” content – is where you share what it’s like to work with you. You can talk about the products or services you offer. But you should also talk about the experience. This means sharing testimonials, mentions, or other good words you receive. It also means talking about the transformation your product or service provides. [Here's an example.](#)

You will often have a mix of awareness, relationship-building & selling content across your online channels: social media, website & email as examples. It’s important to note that how your ICA responds to you will likely be different based on your biz. Keep a learner’s mindset as you go through your own online biz journey & expect to make mistakes! It happens to all of us – even me & I’ve had an online biz 10+ years!

Of the ideas you noted on the previous page, break them down into awareness, relationship-building, or selling. Where do they fit? How can you accomplish these goals with your content ideas?





# Your Website

Your website is where your ideal client goes to learn about you. It should clearly show who you are (including showing your face!), why you're an authority (ideally backed up by others via testimonials, quotes, or videos) & a way to learn more about your solution.

The first place someone lands is your Home Page. This is the "front door" of your business – so keep it clean & simple! [Here's my home page so you can see an example.](#)

Your home page should have your picture, a brief bio & what you offer or do (remember: in your copy, focus on benefits & solutions – not features). It should also have a simple way to join your email list or connect with you directly. You can also provide additional links for your visitor to click to learn more about specific aspects of your business (i.e. blog, podcast, store, free resources).

Outline what your homepage will have on it below.

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# Your Website, continued

The "About Me" page is another page that is helpful if you have a personal brand. This is where you can share more about your story & how it's led you to the solution you offer. [Here's my About Me page so you can see an example.](#)

Use your about page to communicate your values/beliefs, your authority & "social proof" – which simply means testimonials from others. What does your ideal client need to know about you to know, like & trust you?

Outline your "About Me" page copy below. You may also jot down any notes you have about photos you wish to use, a general vibe, or testimonials you can use (or even who you can ask for one!)

Pro tip: if you are brand new to business & don't have client testimonials yet, you can use positive comments about you from your LinkedIn or your previous work – so long as it is relevant to your ideal client.

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# Your Email List

Your email list is your money-maker! It's literally your most valuable resource to grow your biz & ultimately sell your offer.

One of the best ways to get your ideal client to hand over her email address is by having a "freebie" – or a piece of content she really wants. And can have... in exchange for her email.

Freebies can take many forms, such as a discount, an ebook, a downloadable checklist, or access to a special event – like a Summit, free online challenge, or webinar training. This workbook is an example of a freebie I offer in my biz!

Your freebie should offer a "quick win" for your ideal client. It should provide enough value to provide value & establish your authority – but not completely solve her problem. Your freebie should be designed to tell her **WHAT** the solution is. Your paid offer shows her **HOW**. Use the space below to brainstorm what type of freebie would appeal to your ideal client.

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## Your Email List, continued

The next thing you'll want to do is choose an email marketing platform. This allows you to automatically collect & manage your email subscribers 24/7 – as well as automate the majority of your communication. AKA: the relationship-building phase!

Remember, you will not be able to sell your offer well if you skip this phase. So an email marketing system allows you to create these relationship-building emails ONCE & deploy them automatically – over & over again!

There are many email marketing platforms out there. You can totally do your own research – or you can go with my recommendation, which is [Wavoto](#).

Think of email marketing as dating. This is your courtship phase!

Use the space below to brainstorm common things you get asked in your business, challenges your clients commonly experience, or stories you could share about others who have been in the same early-stages as your ideal client. These are all great ideas for automated emails you can write & deploy once you choose your email marketing platform.

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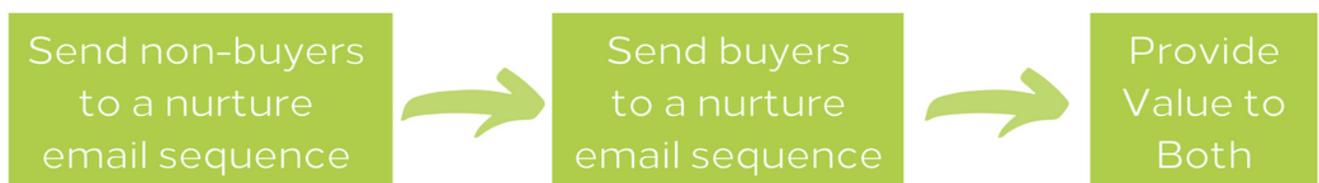


# Your Marketing Funnel

A marketing funnel is simply a phrase to describe the journey your ideal client goes through – from finding you, to building a relationship, to ultimately buying from you.

Below is a visual representation of what this looks like.

Use the remaining pages in this workbook to outline the specific steps you should take in order to bring this funnel to life.









## BUILD YOUR BIZ ONLINE

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