DECIDE ON YOUR NICHE

- Who will you create for?
- What will you create?
- What problem will you solve?
- Be specific

START CREATING CONTENT

- Social Media (choose one major platform)
- Blogs (your own, medium. Reddit. etc.)
- Magazines
- Newsletters
- Groups (e.g. Facebook create your own or share on other peoples' groups, with permission)

GROW YOUR AUDIENCE

 Share free content to collect names and emails from your audience

GENERATING PRODUCT IDEAS

- What problems does your audience have?
- Can you solve them?

CREATE MORE **PRODUCTS**

You got this!

- Online courses
- Paid podcasts
- Memberships
- More ebooks and pdfs

AND **CONGRATULATIONS!** YOU'RE AN

ONLINE BUSINESS OWNER



STAGES OF CREATING YOUR ONLINE BUSINESS

- 1. IDEATION
- 2. CREATION
- 3. GROWTH
- 4. EXPANSION

GET FEEDBACK ON IDEAS

- Be transparent about what you are creating
- Ask your audience for feedback
- LISTEN!!!

KEEP GROWING YOUR **AUDIENCE** **KEEP CREATING** CONTENT AND **SOLVING MORE PROBLEMS**

MARKET AND SELL YOUR FIRST PRODUCT

NETWORK

- Collaborate
- Find Influencers
- Affiliates

CREATE YOUR FIRST PRODUCT

- Low ticket product (\$5 - \$27)
- Easy to create
- Low cost to create
- Best example: Ebook Click here to get my step by step course on how to create an ebook

EXPANSION