

HOW TO LAUNCH A SUCCESSFUL ONLINE BUSINESS

1. PLAN YOUR STORE

Define your:

1. Niche
2. Business Name
3. Brand Colors & Aesthetic
4. Target Audience (*age, interests, and pain points*)
5. Product Offering (*generally, start with 1-3 products*)
6. Offers & Promotions (*2 to 4 on a monthly rotation*)
7. Initial Marketing Plan (*cold outreach, SEO, paid ads*)

2. REGISTER ON A PLATFORM

With the details you've gathered above, choose a platform that best supports your business requirements.

Now, register your business URL. We recommend: [GoDaddy.com](https://www.godaddy.com)

Here are our top choices for: the most powerful, no-code, website builders:

- [Shopify.ca / Shopify.com](https://www.shopify.com)
- [Weblow.io](https://www.weblow.io)
- [Squarespace.com](https://www.squarespace.com)
- [Bubble.io](https://www.bubble.io) (for dynamic websites & apps)



3. CREATE YOUR STORE

With the brand colors and aesthetic, pick a great-looking template and model your website with it.

To stay in line with regulations, standards, and show transparency, implement the following:

a) Define a clear path for your customers, keep your layout simple and remove any sections that may cause confusion.

b) Optimize for mobile. Google reported nearly 50% of all web traffic comes from mobile devices. Our top web platforms mentioned in step 2 gives you the option to modify the mobile version of your website & web applications too.

c) Display your products & services. You can find amazing stock photos using [Pexels.com](https://www.pexels.com) and [Unsplash.com](https://www.unsplash.com) to start. For tangible products, we suggest [Booth.ai](https://www.booth.ai).

d) Set up your payment account. All of the above-mentioned platforms let you integrate payment platforms to take payments directly from your store. For brick-and-mortar, SaaS, e-commerce, and service-based businesses, we highly recommend: [Square.com](https://www.squareup.com)

e) Create a Blog. Customers are more inquisitive than ever, and displaying your expertise through helpful content will increase the rate of clients who sign up or buy from your business.

Post case studies, informational articles, and other resourceful content relevant to your industry.

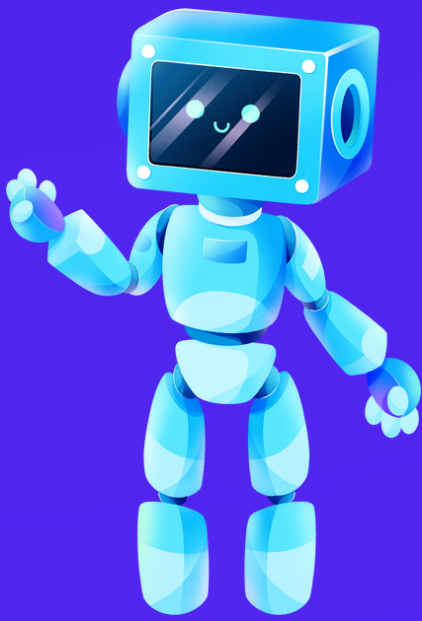
4. CREATE YOUR SOCIAL MEDIA PROFILES

Similar to posting articles on your business' website; Social media, is a drastically underestimated marketing stream that yields many benefits:

- a) Drastically increased customer reach
- b) Extensive increase in marketing spend efficiency and Return On Investment.
- c) Displays that your organization is active, socially responsible, and credible.

We recommend posting daily.

To consistently and easily create pieces of content, we recommend: [Canva.com](https://canva.com).



BUSINESSES WHO CONSISTENTLY
POST ON SOCIAL MEDIA
INCREASE ADVERTISING ROI BY:

31%

5. CREATING YOUR OFFER

You must create an offer before creating any advertisements or making any phone calls.

An offer is an additional value proposition you'd provide to your clients. In the form of either:

- a) For product businesses: Discounts for bundled orders, free shipping on larger order amounts, or if items are ordered on a subscription.
- b) For services: additional value items such as digital resources, a free consultation, or referral discounts.

1. Offer & Structure – Identifying Problems: To create a powerful offer, you need a strong structure. To figure out how you want to structure your offer, you need to know what pain points are in your market.

First start by listing all of the different problems people have within your industry, make it wide, and make it incredibly detailed. You'll end up with a very large list, and that's okay! The more problems you can list out, the more problems you can solve.

2. Identifying Solutions: Now that you have your huge list of problems, here comes the fun part - solving them all!

On top of those possible problems, each one can be solved in many different ways. This is where you want to let your creativity shine.

Figuring out **HOW** your business solves problems is one of the highest ROI activities you can put your time in.

For example, if you're running a restaurant chain - you could be faced with the most common problem. Cleaning the floors. You can solve this problem by either:

1. Hiring an additional staff member that only takes care of cleaning the floors
2. Buy a cleaning robot that automatically takes cleans the floors for your business every 2 hours.
3. Install new, futuristic self-cleaning tiles that break down dirt and grime to easily be cleaned off with water! (this actually exists)



If you like your industry, you'll really enjoy finishing this last part.

As you can see, you can run wild and really discover new & creative ways to solve problems. This is where you make your value proposition to your market, and that's how it's validated.

The next step is to calculate which solutions are viable, based on: a) Profitability, b) Complexity, and c) Level of benefit to your customers.

You want to prioritize all of the activities that fit in these 2 categories:

- **High Profitability & High Level of Customer Benefit (low complexity):**

This could be a re-usable piece of software you develop, that would take a larger up-front investment and then provide indefinite value for very little cost there-after! **Low overall Cost, High Benefit.**

- **Low Profitability & High Level of Customer Benefit (higher complexity)**

This could be a hiring a customer success manager for your software company to always communicate, guide, and voice the concerns of your clients back to your team for improved customer success metrics and experience! **High cost, High Benefit.**

3. Putting It All Together: Now that you have your prioritized product and/or services in place, here comes time to putting all into an offer.

Form both physical products and services, you need to present your solution in the order of issues your clients go through.

For healthcare products, you can be targeting people with dry skin. You can start with talking about how to treat dry skin issues, and sell the solution for that. Then what would the next follow-up problem/solution be? Daily moisturizing to keep the dry skin from coming back, which will be the next problem your customer will need resolved. Thus begins the problem/solution cycle your business will solve.

5. ADVERTISING & CUSTOMER ACQUISITION

Now that you have a set of offers & value propositions we can now spread the word. There are many methods to advertise your product or service, and some channels are better for certain industries and services.



For physical products, the best methods to gain clients for your business include:

- a) Cold outreach** (by phone and email) to retailers.
- b) Paid advertising** on social media channels.
- c) Word of mouth.** Word of mouth is the most powerful customer acquisition factor for business growth.

If an advertising campaign brings in 100 new customers, and those subsequent customers bring in 20 of their friends to buy from your business, you have effectively **tripled your advertising ROI.**

All fast-growing companies use this principle. Here are the main factors in influencing word of mouth with your product:

- i)** The product itself is **unique**, or extensively different than what's available on the market.
- ii)** Your **customer service** and **customer experiences** should be your top priority. Ensuring customer success, that their needs are met, and your product/service quality. Make it an enjoyable process working or ordering with you.
- iii) Incentives.** Incentives can be structured in the form of providing cash or other rewards within affiliates & referral programs, leaving customer reviews, and loyalty programs to name a few.

Implement one principle at a time, adding more as your business grows.

d) Search Engine Optimization (SEO). SEO is an integral part of your online marketing strategy, which yields compounding results over time.

SEO brings in search traffic to your business' webpages, from sources such as Google search, Bing, Alexa voice search, and Apple's Siri voice search results.



There are hundreds of SEO metrics that these Search Engines gauge when looking at understanding your business. Gaining results from SEO also takes quite some time, but is well worth the effort.

Your efforts are amplified using your website's Blog/Article section.

All of the content you've created will be available online, however, keep in mind that the top 3 results on Google get ~55% of all search traffic. If you get there, that opens your business up to **tens of thousands of visits per day.**