

Launching Your Business Online

Business Plan

- What's your why?
 - Who do you serve?
 - How do you make money?
 - Income targets
 - GAP analysis
 - What's your offer?
 - Scale
 - Customer Lifetime Value
 - Average cost/sale
- Money
- Time
 - Energy
- No Such Thing as a Free Customer
 - Lead Generation

Marketing

- Marketing Questions
 - Can you reach them affordably?
 - Who is your ideal prospect?
 - Why should they buy from you?
 - Where do they "hang out"?
 - What is their biggest problem you can solve?
 - Will they pay for your solution?
- Marketing Channels
 - Online
 - SEO/Google
 - Youtube
 - Social Media
 - Forums/Groups
 - Blogs
 - Email
 - Marketing Channels
 - Offline
 - Newspapers/Trade Publications
 - TV
 - Radio
 - Flyers
 - Events

Website

- Why?
- Specifics
 - Domain name
 - .com
 - .net
 - .ca (if Canadian)
 - Seo-friendly URLs (permalinks)
 - Platform/CMS
 - Unlimited pages & posts
 - User Friendly (DIY Updates)
 - Recommendation
 - Wordpress (self-hosted)
 - Free
 - Few limitations
 - Tons of options free/paid
 - Hosting
 - Shared hosting
 - Recommendation
 - Hostgator
 - Backups/Security
 - Outsource for no worries
 - Some hosts provide this service as well (check)
 - DIY options
 - Automated
 - Manual

Tracking

- Website Metrics
 - Overall traffic
 - Subscribers
 - Contact Form/Quote Request
 - Sales
 - Resources
 - Google Analytics
 - Google Webmaster Tools
- Business Metrics
 - Cash flow
 - Earnings
 - Expenses
 - Projections/Targets

Content Plan

- Serve Your Audience
- Add Value
- Go To Them

