

SETTING UP AN INTERNET BUSINESS.

After you have read this E-Book, you will be better prepared, and more confident to apply your business thoughts via the medium of the Internet.

SETTING UP AN INTERNET BUSINESS -- INTRODUCTION

SIX MAJOR STEPPING STONES:

- 1) **Products for a Hungry Market**
- 2) **Develop an automated Online Store**
- 3) **Attract Buyers to your Online Store**
- 4) **Expand Products and Services**
- 5) **Attract more buyers**
- 6) **Continuously Fine Tune your operations**



By Nick Thorne (Infopreneur)

SETTING UP AN INTERNET BUSINESS -- INTRODUCTION.

Paul was a hard worker. He started out uncertain about his future career because he found a lot of different things fascinated him.

After three years at university he joined the Army and became a computer operations supervisor. After leaving the Army he moved into adult teaching, something he enjoyed.

He worked hard, and built up his experience and qualifications, both practical and academic. He progressed to a Senior Lectureship in Information and Communication Technology (ICT) at a university.

Unfortunately the university went through a period of retrenchment, and drastically cut their ICT courses. Paul, along with others, was made redundant.

He was shocked to discover that it wasn't easy to find reasonable employment at his age. He was highly skilled in a specialised area but he found his best asset was his heavy-vehicle driver's licence. Driving proved boring and lacked security.

He decided that he should use his skills as a training course writer, and he thought *"Why not sell my training courses to clients around the world? Why not set up an internet business?"*

So with limited resources, that's what he did.

More and more people are using the internet and doing business online.

If Paul can do it, why not you?



Starting an Internet Business?

An Internet Business involves:

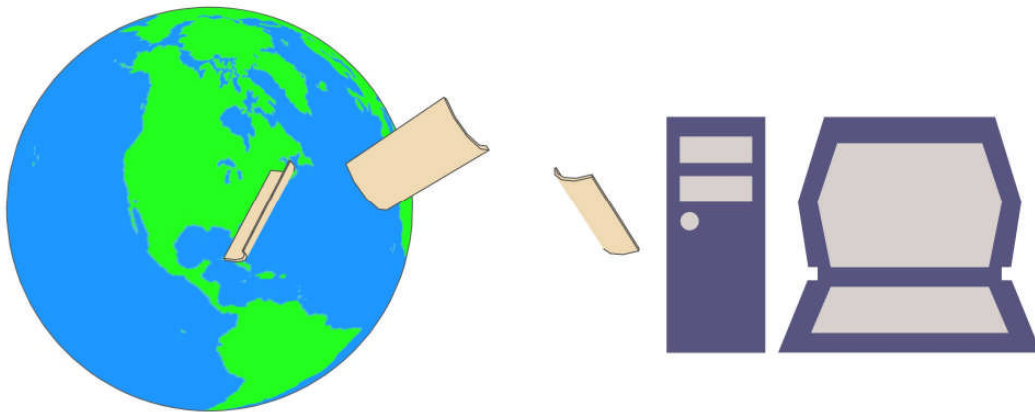
- 1) Setting up a Web Site to display your product or products
- 2) Allowing clients to view your products via the Internet
- 3) Developing a system for your clients to pay for your products
- 4) Planning a Distribution System to deliver your products

Why set up an Internet Based business?

Reasons could include:

- You can start with a small investment of time and money
- You can choose your own working hours
- There is a virtually unlimited number of people using the Internet
- You don't have to do face-to-face selling
- You can spend more time with your family (and your family could help you)
- There is minimum risk on your investment
- Internet based business can be set up to run on "autopilot", an automated operation to maximize profits while you sleep
- You decide what you want to sell
- You decide if your operation is part-time or full-time

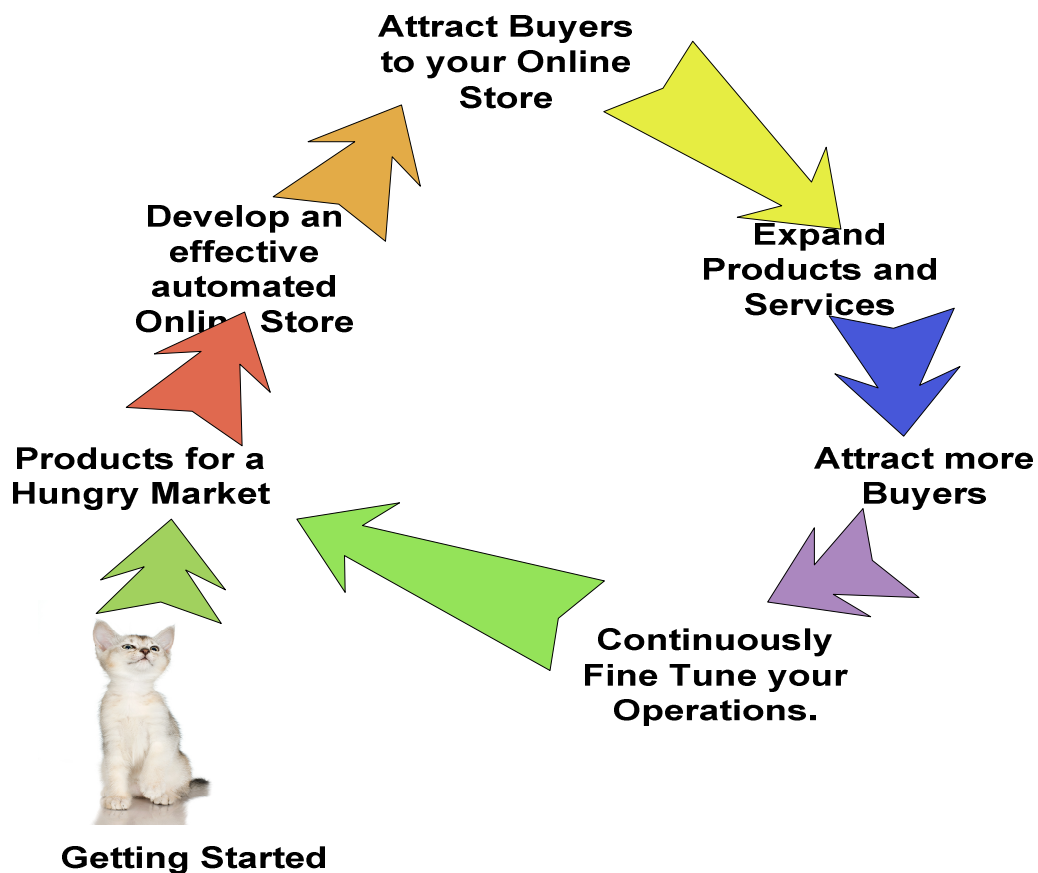
"Nothing ventured, nothing gained."



Six Major Stepping Stones

There are six main stepping stones to set up an Internet-based Business, but they must be made as clear and as simple as possible.

- 1) Products for a Hungry Market.
- 2) Develop an effective automated Online Store.
- 3) Attract buyers to your Online Store.
- 4) Expand Products and Services.
- 5) Attract more Buyers.
- 6) Continuously Fine Tune your Operations.



The cyclical process of an Internet Business.

1. Products for a Hungry Market.

Find a market of “hungry buyers”
– and products that people want.

To make money, sell to a niche market.

First, clearly identify who you are going to sell to. Select your niche market, then select something specific about that market.

Aim in your client’s minds for something very specific within that niche. For example, if you are targeting tennis players, they are likely to spend money on tennis lessons, tennis rackets and tennis shoes. If you consider the game of tennis, there are several dimensions. There is serving, volleying, backhands, forehands and footwork, for example.

Don’t write a book such as “How to Become a Better Tennis Player”. Instead, approach it from a different angle. For example:

- “How to have a more powerful and overwhelming serve” or
- “How to hit more aces in a set than most people do in a match”

Here’s how it looks:

- ✓ **Market** Sports
- ✓ **Niche** Tennis
- ✓ **Micro Niche** Serving

When you find your market, you need to find something very specific. There are unlimited niche markets available. Find one you are interested in, or have a passion for. Pick something very specific about that niche market.

Pick a niche market, and when you pick that niche, pick something very, very specific about that niche market. This is what is called a micro-niche

Exercise:

Consider the gardening market. There are all kinds of gardens eg Water gardens, Japanese gardens, organic vegetable gardens.

A. Name 12 types of gardens

.....
.....
.....
.....
.....
.....

B. Choose a Niche market

.....

C. Now choose a Micro Niche market

.....

How do you discover what people want online?

There are many ways to do comprehensive market research. Here is a 3 step process to quickly discover online interest:

Step One: Go to <http://freekeywords.wordtracker.com>

Step Two: Type in each on the following “trigger words” individually in the keyword search box. Then click on the “Hit Me” button

Play	Learn
How To	Instruction
Help	Training
Order	Tutorial
Buy	Tip

Step Three: Write down the search phrases that match something of interest to you personally or professionally. Using the “trigger words”, here are some examples of results

Learn	– Learn to play guitar
Instructions	– Origami instructions
Training	– Dog training
Tutorial	– Photoshop tutorial
Tip	– Photography tips

With this, you have the beginnings of making money on the Internet. For example, you can make real money on the Internet by:

- Selling online guitar lessons with streaming video and audio
- Sell electric guitars as an affiliate of a guitar store
- Sell lessons on reading guitar tabs

Other tips:

Go to www.amazon.com and look at their top best seller's list for DVDs, Books,, whatever

Also go to <http://pulse.ebay.com>

Start making a list, combined with what you have an interest in.

Do you have products?

There is one undeniable common denominator about becoming prosperous. It is **creating value** (anything a person will take action to obtain or keep)

A good Internet-based product is in the form of text, audio, video or software, and it solves a problem.

In the particular niche market, ask:

- What do people need?
- What do people want?
- What do people wish for?

Be sure:

- You are focused when you look at a niche market
- We identify a problem people have
- We develop a solution to solve that problem

There are 3 ways to deliver value in the form of information products:

- **Digital** – online delivery in the form of E-Books, Streaming videos, Downloadable MP3 audios, Downloadable pictures, etc
- **Physical** – articles shipped to a physical location eg Amazon.com
- **Experiential** – live workshops, seminars, teleseminars, webinars, conference calls, etc

There are 5 specific ways that you can do it:

1. **Create it** – Create it yourself, or get resale rights to an existing product that will suit potential clients' needs
2. **Resell it / Rebrand it** – you can get free rebrand rights to a product you can start selling now. Buy in bulk and repackage into a useful container is an example
3. **Private label it** – effectively, this means you put your name to a product.
4. **Public Domain it** – taking material that has lost its copyright, and repurpose it as your own. For example, "Think and Grow Rich" by Napoleon Hill.
5. **Ghostwrite it** – Pay a ghostwriter to research and develop a product line for you.

You can also be an affiliate of another person's product. Go online and sign on as an affiliate. For example, www.Amazon.com --- they have 350,000 or more affiliates selling online for them. Becoming an affiliate is a very powerful and efficient way to make money on the Internet. See 3. "Drive Buyers to your Online Store" for more information.

To find different products for affiliation

You can go to www.google.com, and type in the keyword for your search. For example, "keyword" + "e-book" e.g. "golfing" + "e-book" for E-Books on golfing. From if they:

- Have an affiliate program?
- Offer resale rights to their E-Books? What E-Books come up first in the Google Search Engine?

Do this with several sites, and see how many different results you obtain.

Try also:

- "keyword" + "affiliate"
- "keyword" + "associate program"
- "keyword" + "reseller"
- "keyword" + "rebrand rights"

This is a very fast way to create a list of possible products that you can sell.

The Perfect Business.

Marketing and selling information products on the Internet can provide good profit margins. Here are some information products:

E-Book

If you are selling a digital E-Book and someone downloads it, you obviate printing, binding and shipping costs. Apart from the cost of creating the product, and hosting it, the product is free for you to deliver.

You are giving your customer valuable information. Questions you might ask include:

- a) Does it contribute to the client's priorities?
- b) Does it allow them to accomplish what they are seeking?

Audio

You can create audio CDs that can be physically shipped, or you can produce MP3s that clients can download. You could also include E-Books with audio --- "talking books".

Audio products can be produced by using a USB port based microphone on your computer (these are better than a good quality microphone plugged into an audio port).

Videos

With video, like audio, you can stream it online. You can also make it available in MP4 format for download, or press it onto a DVD.

Other information formats include:

- Reports are often given away free as a marketing offer)
- Home Study courses
- Free products
- Sample books
- Quotes

By setting up all of your marketing on auto pilot, you can make money while you sleep. Your sales vehicle is working 24 hours per day, 7 days per week and 365 days per year

2. Develop an effective automated Online Store

Web site with simple design, easy navigation and automated customer service.

After you have sorted out your niche market, and you have products that people are interested in, where can they obtain your products? How do they buy your products?

The principles here are no different from selling at your corner store. Set up a website that customers can come to. This site does not have to be an expensive – it needs to be easy for people to visit, look around and make purchases from.

Do not distract visitors from your sales message by using flashing banners, fancy images or videos that detract from your main purpose.

Purchasing a Domain Name.

One of the first steps when designing and building a web site is choosing and registering a domain name – like [www.\[YourSite\].com](http://www.[YourSite].com) – for your business. Registering a domain name is easy. Choosing a name that works takes more consideration.

Your domain name will be your “business address” on the Internet. It must be unique ie it cannot conflict with an existing name – but above all, it **must attract customers** to your “business”.

Keep your name short and memorable. Consider using keywords that your potential customers may be searching for. For example, www.findapicture.com might be quickly listed by a Search Engine such as Google (www.google.com) when someone types in “Find a picture” in the search field.

Avoid free domains – they have restrictions and performance issues for a serious business.

If possible, register a .com name – they are more easily remembered, they are not restricted to a particular country and most web browsers will default to .com. However, the .com names are also the most popular.

Choosing a Web Host.

Here is a story from a very productive Internet Business:

“It all started on a Friday afternoon a few years ago ... The weather for the coming weekend was beautiful, so the office had emptied at 5:00pm in anticipation of much needed rest and relaxation. Shortly after the doors were locked, our web site went down”

“It remained down for the entire weekend, and no one noticed until Sunday evening. We lost \$22,134 and a lot of credibility – all because we had made a poor choice of Web Host!”

Your Web Host is an essential business partner responsible for ensuring that your web site is always available and running at top speed. You cannot afford to do business with an unprofessional web hosting company.

Considerations when choosing your web-host

- Secure server capabilities
- Fast servers
- How much space they provide
- Web based administration
- Access to raw server logs (to analyse your traffic)
- Full E-Mail services
- Power and Daily Server backups
- No minimum contracts
- What is their downtime?
- How long have they been in business?
- Good technical support
- Good services such as merchant account setup and shopping cart software

The 10 second rule

If you want to be successful online, your web site must be user-friendly and easily understood. Web sites have to work – it is no good dazzling people if they leave without purchasing!

According to market research from Gartner Group, more than 50% of Web sales are lost because visitors cannot find what they are looking for. You have 10 seconds (or less) to grab your visitor's attention before your chances of making a sale self-destruct and your first-time visitor is lost forever.

Your first screen of your web site (the Home Page) must grab attention and promise a product or service that is hard to resist.

What to include

You need to make a list of all the content, products and images you want to have on your site. If in doubt, browse other sites for ideas.

Don't forget standard pages that visitors expect:

- FAQ (Frequently Asked Questions)
- Privacy statement
- Terms of Service
- About us (very important)
- Opt-in offer
- Testimonials
- Shopping cart

Site Navigation

Navigation must be well planned, and lead visitors to the action the web site owner wants. It will be easier if you follow basic rules and conventions that people are accustomed to. For example:

- Keep your navigation consistent
- Keep your navigation in one place. Place your navigation in an easy location (usually horizontally along the top of the page or vertically along the left side of the page)
- Decide what your navigation will look like e.g. tabs, drop down menus
- Clearly name your navigation links
- Don't have too many buttons

Every aspect of your web site should contribute to your goal -- to sell, to inform or to entertain.

To build your site?

You can build your own web site. It is a lot of fun to learn about web design, but if you can afford it, hire a professional web designer to build the initial template.

If possible, do the updates and maintenance yourself. **Your website is your shop window, so keep it up-to-date at all times.**

Your site must accept credit cards

Unless your site accepts credit cards, your business will suffer. You could lose 80% or more of your potential business.

Customers on the Internet tend to be impulsive, and want solutions immediately. If they have to phone or write out a cheque, fill in an order form, address an envelope and post the letter, you will lose them

Make it easy for people to order

The ordering process needs to be simple and easy for local or foreign shoppers. This means accepting credit cards online. Accepting credit cards gives your business credibility.

The main steps involved in setting up your web site to accept credit cards:

- You need to be able to process transactions over a secure server, and you need to set up a merchant account (see your Bank to do this).
- A very good alternative is to use PayPal (or Paymate), which allows you to accept credit cards. This is probably the easiest option. Setting up a PayPal (or Paymate) account saves a lot of trouble, and saves you fees too. For further details, go to www.PayPal.com or www.PayMate.com

Shopping Cart

Adding a “*shopping cart*” to your web site streamlines your ordering process. The right shopping cart can more than double your sales. It is critical that you choose a user-friendly shopping cart that welcomes buyers and promotes your business.

A virtual shopping cart is like a metal one at the supermarket – it collects products that visitors are interested in purchasing. Shoppers can add or remove items as they please.

The virtual cart also performs the “*checkout functions*”, calculating the order’s total, and then passing the payment information over a secure “*payment gateway*” for approval, generating receipts and recording order details.

To deliver your products

The delivery process must be as labour efficient and as economic as possible, so consider the following:

- Doing it yourself via Courier, FedEx or post
- Using a drop shipper as your supplier and shipper
- Using a third-party fulfillment house
- Delivering products electronically (where appropriate) – a good way to do business

The option(s) will depend on your product, business model and shipping requirements.

Make your customers feel comfortable

Make visitors to your site comfortable – make them want to buy from you! This is no different to walking into a traditional shop.

Always come across as professional, helpful and trustworthy. Include “Help files” and “Frequently Asked Questions” (FAQs). Inspire confidence and reduce any fears buyers might have.

Automate your Customer Service

Research shows 15% of customers expect a response to their E-Mails within one hour and only 30% of online businesses are achieving this.

Your ability to automate many routine aspects of your online business is a huge plus. You save time and resources (your skills can be better used in other areas) and the Online Business can be working and earning for you while you sleep.

You can achieve many things with only a few hours of effort, simply by putting a few simple auto responders in place. For example, they can:

- Anticipate and instantly respond to common questions
- Give potential customers exact information on the spot
- Capture the E-Mail addresses of visitors
- Increase the perceived value of your site by offering free reports or articles via E-Mail
- Allow you time to grow your business rather being trapped by time wasting daily chores
- Capitalise on repeat business from your existing clients
- Automate your Customer follow-up following sales or expressions of interest

“The scarcest resource you have is your own time.”



There are basically 4 different ways to set up your autoresponders:

- Your Web Host
- Autoresponders with rotating ads
- Paid autoresponder services
- Unlimited autoresponders with Mailloop, AWeber, Hegabots or similar E-Mail management software

3. ATTRACT BUYERS TO YOUR ONLINE STORE

Smoothly lead your visitors to become paying customers. Look to good sales copy, Search Engines and targeted Marketing.

How do you attract visitors to your site, and how do you turn them into paying customers?

Every Internet Business needs good sales copy

The only contact you have with most of your potential customers is through the text on your web site -- your sales copy. Your sales copy acts as “the salesperson”, helping customers with questions, explaining the benefits of your product, and convincing to buy.

Your sales copy must:

- Entices the reader with exciting benefits
- Draws the reader toward the sale and invite them to take immediate action
- Explain why the reader needs your product
- Direct visitors through the sales process in a way that encourages maximum sales

A customer needs to know “*what’s in it for them*” and be convinced of the merit of your offer before they will purchase.

You can write your own sales copy. Be enthusiastic – your sales copy (whether it is done by you or someone else) should prove that you passionately believe in your product.

Compelling sales copy can more than double your profits:

- You must decide how you will write your sales copy
- You must strategically price your products and services
- Your copy must motivate your prospective customers to take immediate action

Search Engines

You must attract visitors to your website and the key is your search engine.

With more than a billion web users and billions of searches every day, most web searchers never look beyond the first two pages of their search, and many stop reading after the first 10 results. It is important your web site consistently appears in the top 20 search results, and preferably in the top 10.

Search Engines are a Business

Search Engines generate huge income from advertising – and they are in constant competition with each other to attract the maximum number of searchers. Search Engines are not a public service.

They work hard to provide up to date, relevant search results. This is called Search Engine Optimisation (SEO). Learn about it so you can get your site near the top of the search results.

The major Search Engines

Over half of all purchases made over the Internet are due to people finding products or services through search engines.

The major search engines are:

- Google (Number One – and likely to stay there for a little while)
- Yahoo
- Windows Live Search (formerly MSN Search)

These three account for the majority of Internet searchers. www.ask.com (formerly AskJeeves.com) is also worth considering

Paid or “sponsored” listings

Many successful site owners use a combination of SEO and paid advertising (or “pay-per-click”) (PPC) strategies to generate traffic. Each major search engines has it’s own PPC program:

- Google: Google AdWords
- Yahoo: Yahoo Search Marketing
- Windows Live Search (formerly MSN Search): Microsoft adCentre

The advantages of using PPC are:

- You can get your site listed in the top search results in about 15 minutes
- It is an inexpensive way to advertise
- You pay only for the advertising that works.
- You can see the results seen almost immediately

Implement a linking strategy

One of the quickest, easiest and cheapest ways to drive traffic to your site is to find other sites targeting the same market as you are, and ask them to post a link from their site back to yours.

Links establish credibility, and can increase the likelihood of visitors buying. Here's why: *Garry arrives at his favourite web site and notices they have added a link to your site. Garry knows and trusts his favourite site, so he assumes, because they have linked to you, that your business must be credible too.*

The ultimate linking strategy –affiliate programs

Affiliate marketing is a form of online marketing where one website drives traffic to another. The business rewards affiliates for each customer who buys as a result.

Imagine thousands linked to your web site and promoting your product or service – and it doesn't cost a cent unless they make a sale for you. It also helps to improve your search engine ranking.

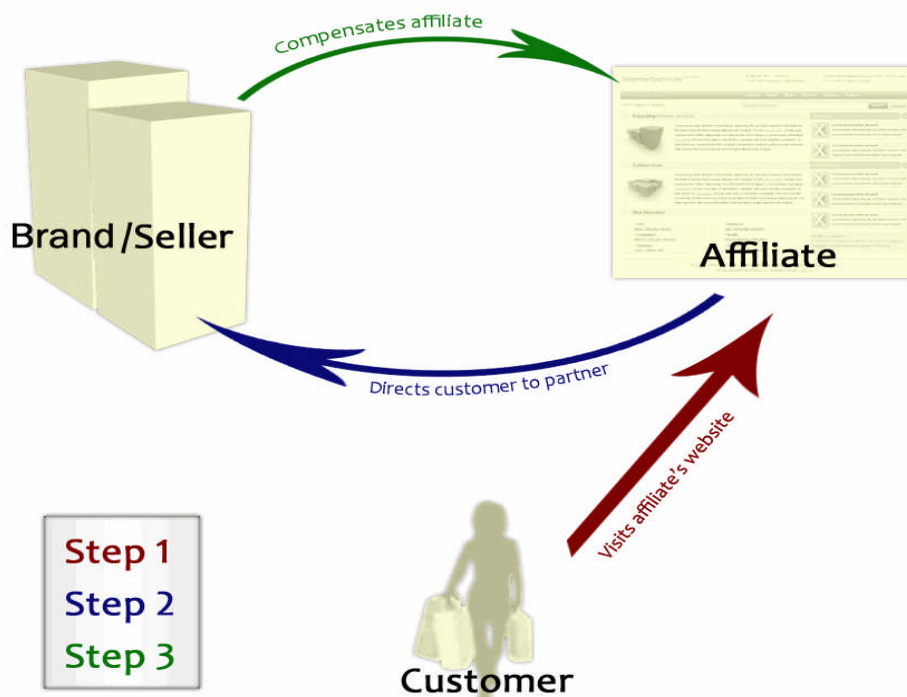


Diagram showing Affiliate Marketing.

Get free advertising by supplying free expert content

One of the best ways to build credibility, establish good online reputation and drive a steady stream of customers to your site is by writing informative articles and letting others use them without charge. This will encourage people to visit your site to look for further information. Managers of websites are keen to have good information and resources to encourage people to use their site.

Make sure the information you provide is thought provoking, new, relevant and is readable. Include a brief "About the Author" statement at the end of your article, with a link to your site to attract traffic.

Another strategy is to post your article on a few content syndication sites which provide content to other sites on the Internet. These sites don't pay you for your articles, and some even charge to post your articles. Many content syndication sites provide articles to thousands of other sites, it is well worth having them pick your article.

Viral Marketing

Viral marketing allows you to increase your online visibility by putting your network of clients and newsletter subscribers into a huge word-of-mouth referral system. Clients and subscribers can dramatically increase the awareness of your business.

Microsoft's Hotmail is a very good example of viral marketing. Its success is based on the tactic of adding a small advertisement at the bottom of every E-Mail sent. HotMail built their business in 12 months by out performing other free E-Mail providers. Viral marketing was their main tool.

Advantages of viral marketing:

- It increases visibility
- It can increase credibility and build trust
- It compels people to interact with your marketing message
- It can keep your advertising costs down
- It maintains the integrity of your marketing message

BlueMountain (www.BlueMountain.com) is a competitive E-Card business. In 1994, they basically invented viral marketing.

By sending a friend an E-Card from BlueMountain.com, they will receive an announcement that a special E-Card has been prepared for them, and is located at the BlueMountain URL. The friend will view their card, and will see a button at the bottom of the page asking if they would like to send a card to someone else. So the cycle perpetuates.

Unless you have developed a product such as HotMail or Blue Mountain, it will be difficult to have similar success. However, there are ways for you to add viral aspects to your marketing campaign, and dramatically increase your exposure and sales.

Ways to increase your exposure and sales:

- Give away free article that contains valuable information – and includes a “pass it on” link at the bottom
- Give away free demo versions of your products
- Write a viral E-Book
- Hold a contest to collect information from your website, or design a survey to collect information. Participants all go into a draw for a prize
- Start your own affiliate program

Be an “active expert” in popular forums

Online forums are places where people with common interests share ideas. There are masses of people participating in these worldwide forums, and there are many topics, so there is bound to be a choice that fits your niche areas.

Forums can be a great place to:

- Kick-start your sales campaign
- Develop a reputation as an “expert”

Here are two American forum sites to start with:

- www.Big-Boards.com
- www.ForumVirus.com

Helpful hints to promote your business using forums:

- Focus on “relationship selling”
- Get to know people before you get committed to supply them
- Attach your “signature” file to your postings
- Focus on promotions in forums that don’t accept advertising
- Gather feedback for your web site
- Post informative articles
- Offer a free article via autoresponder
- Post issues of your newsletter that include invitations to subscribe
- Follow good netiquette
 - Avoid profanity
 - Ignore flames (nasty messages etc)
 - Don’t post messages in capital letters
 - Avoid sarcastic remarks
 - Respect other forum dwellers
 - Avoid the “know-it-all” approach
 - Don’t spam

When used properly, forums are a valuable marketing tool.

“To sell well, tell well.”

4. EXPAND PRODUCTS AND SERVICES

Satisfy more needs or greeds, and create streams of income.

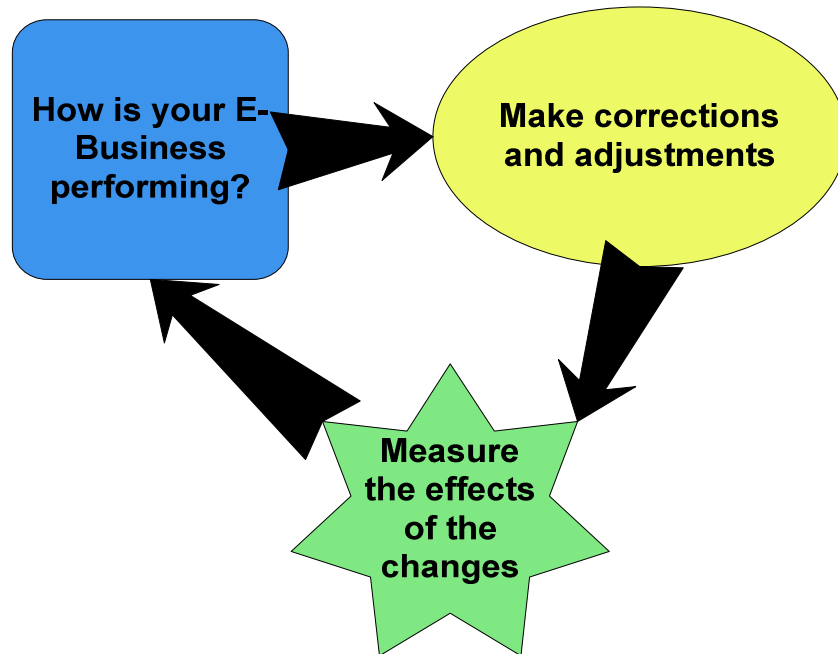


Diagram of Action Research

1. How is your E-Business performing?

Make a preliminary diagnosis, gather useful data, get feedback of results and analyse the results:

- What is going well? Why?
- What can be improved? Why?
- What needs changing? Why?

2. Make corrections and adjustments if they are needed

Make changes that you think are needed. Test any changes you make. They might work well, or they might not.

3. Measure the effects of changes

How well did the change work? If it worked well, adopt it. Constantly collect data to determine progress and make adjustments where necessary. Don't expect to get things 100% correct at the start. Keep measuring and making adjustments.

“Success means growth, and growth means change.”

If your E-Business is performing well, plan to expand your business.

- Are there extra products you can add?
- Are there extra services you can add?
- Revisit 1. "Products for a Hungry Market".
- Are these additional products and services complementary to what we have?
- Will these new products and services enhance your Internet Business?

Be sure to measure the effects of these extra products and services. Be prepared to make adjustments.



5. ATTRACT MORE BUYERS

Increase your Income and position your Business for Growth

Have another read of the Heading 3. "Drive Buyers to your Online Store". Ask:

- What are you currently doing well?
- What can you do better?
- What steps can you do to attract more buyers?
- What steps can you take to get your customers buying more if you expanded your products and services?

Measure the effects of these extra steps to attract more buyers. Make adjustments if required.

Research has shown you can boost your revenue an extra 30% to 50% by following up with your customers!

Your e-business can track which customers are repeat customers. At least 35% of people who have purchased from you once will buy again if you follow up with them. About one third of your customers are waiting for you to offer them something new!

Following up

Too many Internet marketers focus on income from the sale of a single product or service. They are limited by the lack of new clients. It's harder and **more** costly to acquire new customers than to follow up your existing ones, as your existing customers are your best source of income. When a customer trusts you and likes your products, they will buy from you again and again. Your existing market is four to five times more likely to buy from you than a "cold" market. The "lifetime value" of your regular customers is one of your business's greatest assets

If you have a relationship with your customers, focus your attention on them. Offer your appreciation, and give them special incentives. Send them "Thank you" messages, renewal notices and free information. Reward their loyalty.

Look for natural opportunities to contact the people on your client list. Examples include:

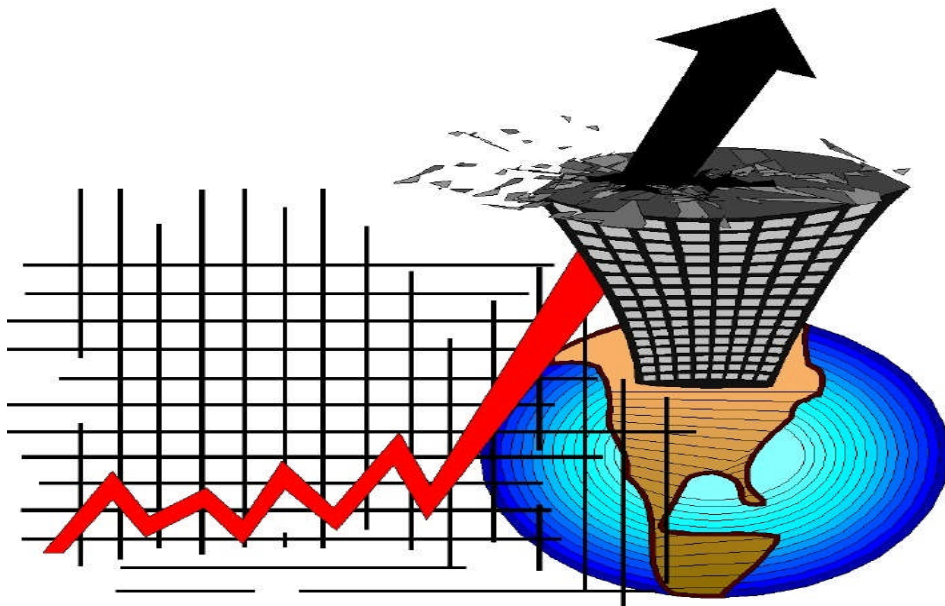
- Follow up after a subscription request
- Follow up after a purchase
- Follow up on a purchase anniversary
- Use your creative imagination
- **Automate this follow up process by using autoresponders**

What to sell when you think you have nothing left

The real value of your business lies in the relationship you have built with your customers. However, how can a site that has built its business selling a specialized product, such as a Cookery Book, move into other marketplaces?

Once your customer trusts you, it is easy to sell to them. You must make sure that your offer is something your customer base is actually interested in. Consider the following ideas:

- Offer products that complement your initial product
- Sell more of the same product at a discounted price – upgrades, refills, newer versions, add-ons, improved models, etc
- Newsletter subscriptions
- Splitting your current products – for example, chapters on different topics for your book for \$5 each, a full book for \$20
- Write a new book or create a video
- Offer someone else's product



6. CONTINUOUSLY FINE TUNE YOUR OPERATIONS

Optimize revenue; seek new streams;
be inspired by the success of others.

Things change – customer needs, the way search engines work and competition increases. Lots of things change.

Read this publication again. Can any part of your business be improved?

Seek information about successful Internet Businesses. Your local library and the Internet are good places to start. Can you apply any of the good ideas to your business?

Answer the questions below:

A. PRODUCTS FOR A HUNGRY MARKET

What are you currently doing?

What are you doing well?

What areas need to me improved?

What should I do next?

B. DEVELOP AN EFFECTIVE AUTOMATED ONLINE STORE

What are you currently doing?

What is doing well?

What areas need to me improved?

What should I do next?

C. DRIVE BUYERS TO YOUR ONLINE STORE

What are you currently doing?

What are you doing well?

What areas need to me improved?

What should I do next?

D. EXPAND PRODUCTS AND SERVICES

What are you currently doing?

What is doing well?

What areas need to me improved?

What should I do next?

E. ATTRACT MORE BUYERS

What are you currently doing?

What is doing well?

What areas need to me improved?

What should I do next?

F. CONTINUOUSLY FINE TUNE YOUR OPERATIONS

What are you currently doing?

What is doing well?

What areas need to be improved?

What should I do next?

Now fine tune and improve your Business Plan.

- Always seek continuous improvement.
- Measure the effects of making changes.
- Make adjustments
- Keep seeking new ideas to improve your business



Focus on the important things, and make little positive improvements each day.

“Successful businesses are the results of courageous decisions.”