The Online Biz Tech Roadmap for the Non-Tech Savvy

The most exciting and the most "frustrating" time to build an online business.

I love this period of time and am so grateful to be living through it.

With the availability of social media, never has it been easier to get your business online and start promoting it to a "hungry crowd".

With good practises and good content you can build a thriving community of supporters.

We have available to us such a plethora of technology that is **supposed** to make our life easier but in all honesty it sometimes creates major headaches.

That is why I created this roadmap. It is designed for "newbies" to show them how to establish their foundation with the proper technology.

Once you have your foundation in place it will be so easy to get your content "out there" and start building your online business. It will also be easier to "plug in" other technologies as you progress and want to start implementing more advanced strategies.
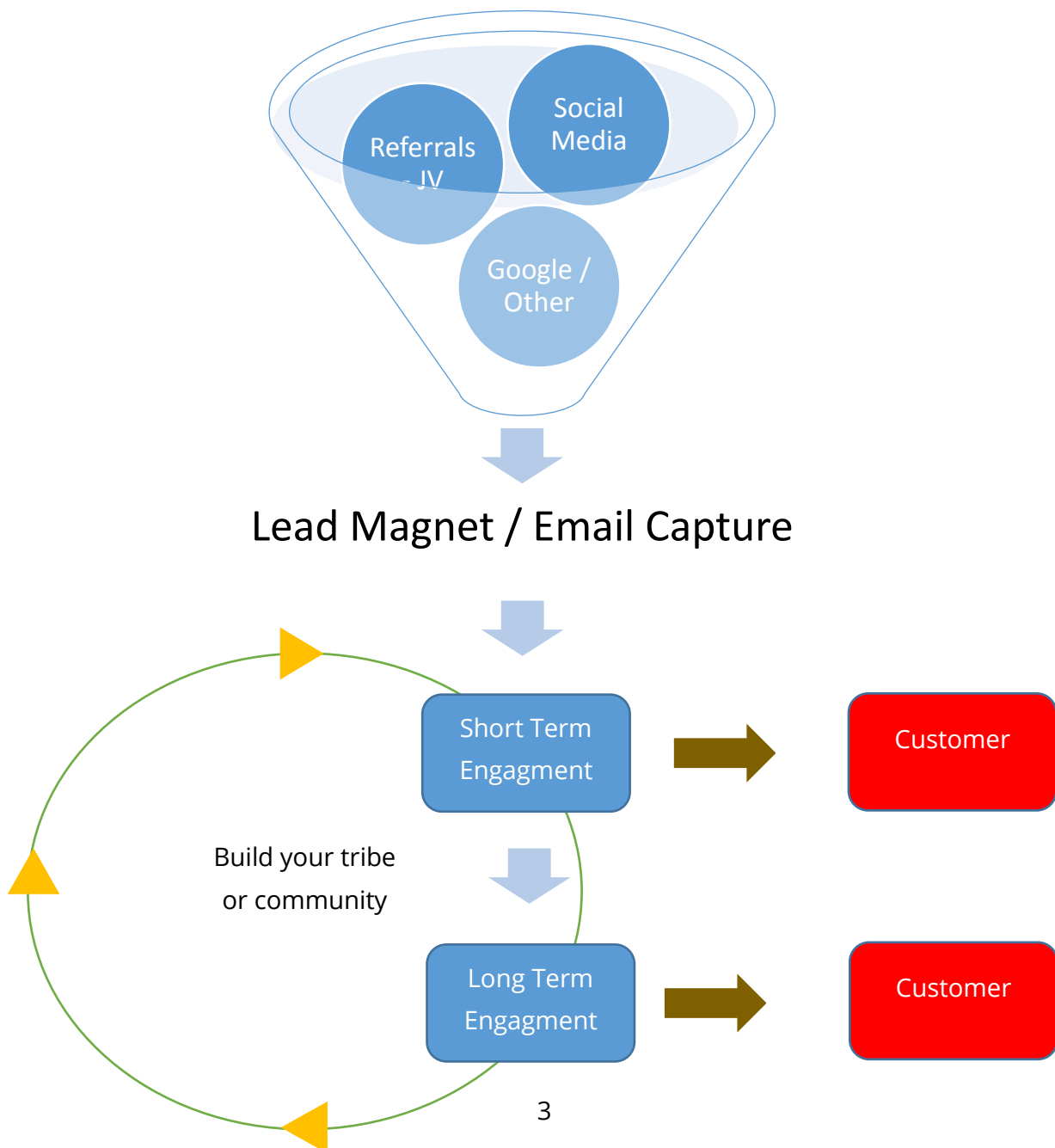
So what should the Foundation of your online business look like?

Of course there are many variations and processes, however essentially all internet marketing models have a similar foundation:

- **Build a List -** You need to get somebody to give you their email in exchange for something free ie – a report or training - this is called a Lead Magnet
  - o There are various techniques do lead people do you via paid traffic, organic social media, joint ventures with other marketers, etc.
  - o The process is simple, you identify your target, create a report or something they addresses a need / concern / pain of theirs

- **Engage Your List (build your tribe) –** there are two types of engagement – long term and short term. In amongst these there are really cool strategies with social media and paid advertising.
    - Short term – is when somebody signs up for your freebie and then you have an engagement or upsell sequence leading them to buy a product or service. This can be done via emails and webinar.
    - Long term – is when somebody gives you their email but is not ready to purchase your product or service. You still want to engage with them and allow them to "consume" you till at some point the trust is built up enough for them to want your product / service. This is usually done via blog articles, email newsletters and social media.

Here is a simple view of how it would look:

Referrals - JV

Social Media

Google / Other

Lead Magnet / Email Capture

Short Term Engagment

Customer

Build your tribe or community

Long Term Engagment

Customer

So what do I need to have the right foundation?

Ok when I am talking about foundation I am talking about your entire Online Presence. This involves you as a total entity online.

There are two parts to your "foundation" or online presence.

Part 1 – Are the Elements you own

- Your website / blog
- Your email subscriber list
- Your content
- Your Lead capture and engagement processes

Part 2 – Are the platforms that you use to engage with your people

Sorry to break it to you but although these are necessary tools to build your business you don't own anything and are subject to the ever changing decisions these companies make.   Even though you don't own them, you can still use them and it is healthy for your business that you know their rightful place.

- All Social media channels – Facebook, Twitter, Youtube, Instagram, etc
- All Audiences you build in Google and Facebook.
- Your Google Ranking

Foundation is your ONLINE PRESENCE

- Facebook, Twitter, Youtube…ALL Social Media
- Audiences – Google/Facebook

- Your Website / Blog
- Your Email List
- Lead Capture
- Your Content
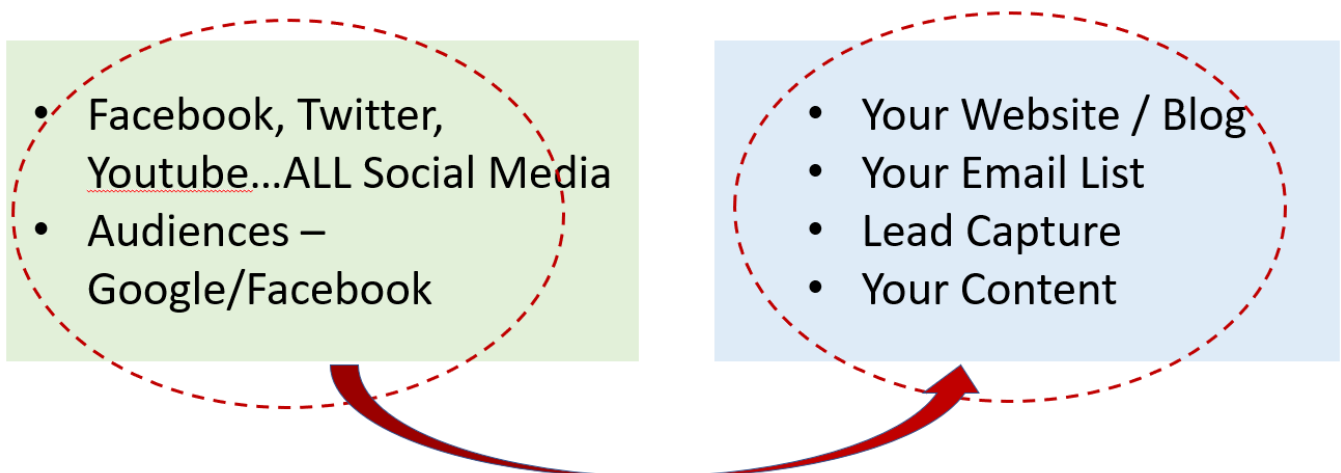
What do you need for your online foundation?

1. Domain Name

To buy a domain name you need to go through a name registrar. I recommend keeping this different to your webhost.   The registrar I use is www.namecheap.com – you can sign up for a free account and search the

2. Web Hosting

For startups there is nothing wrong with a service like Hostgator. They offer affordable hosting packages that will get you going – you have to setup your own platform and themes (see below). If you want something already done for you so Wordpress, Thrive or Divi and everything is setup have a look at my **Done For Your Webhosting Service**.

3. Platform for Your site

I remember "back in the old days" we use to have to manually code sites. Well not anymore, there are many cool platforms but my choice for an online business is Wordpress. Yes it has a lot of features but the main reason is that Google like wordpress and you have many tools as explained under Themes that you can use in your online marketing endeavours. It is the platform of choice.

4. Theme / Plugin for your site

If you choose Wordpress you have a literal endless confusing supply of themes and plugins available. My plaform of choice in this area is Thrive Themes. While I love Divi, Thrive is the best all round solution to get you going in all aspects of your business. In my audio training I discuss why Thrive is the best value for money and features in the marketplace.

It will handle your website / blog AND your lead magnet and sales pages.

Find out more about Thrive here

5. Lead Capture

These are the mechanisms that you use to capture leads on your website.   There are three fantastic tools for this:

- [Thrive Themes](#)
- [Leadpages](#)
- [Clickfunnels](#)

In my video guide to this download I elaborate on why Thrive is my favourite. All three of these are great tools each with their differences. I love Thrive because it can do your blog and website – and at the same time you can do your leadcapture.

Leadpages and Clickfunnels have a place also – and so if you already have a blog / website that you are happy with, these are a perfect compliment to create your online marketing assets.

Examples of leadcapture using Thrive:

<p align="center">A Lead Magnet Signup Page</p>

A Home Page Signup

Blog Side Bar Lead Capture

How Do I Choose A List Manager

The big question many ask. To me again there is only one answer – I told you it was a roadmap. In my video guide to this I explain this comparison chart and discuss why I believe Active Campaign is your best option unless you want Infusionsoft.

In my opinion Infusionsoft is a big outlay for a startup where as Active Campaign has all of the integrations and automations to get your business to a good level.

	Mailchimp	Aweber	Active Campaign
Free Plan	Yes	No	No
Automations	Not on Free plan	Yes	Yes
List Segmenting	Yes BUT	Yes	Yes
Broadcast Ease	Not Good	Good	Good
Sending Limits	Not Good	Good	Good
Graphical Interface	No	Not Great	Good

	Mailchimp	Aweber	Active Campaign
List 500 price comparison	$10	$19	$9

To find out more about Active Campaign click here.

Next Steps

Here at the Anti-Marketer I want people to get stuff done in their business – I want to see you implement solutions and strategies – track, improve and profit from them. The above elements are not complicated, and they don't need to be time consuming. They just require some know how and direction.

There are 2 ways to work with us –

1. **Directly** – where me and my team work with you to implement your online strategies **(note – we only work with 2 clients at a time so spots are limited)** – to book a consultation to see how we can help you make your business ZOOM [click here](#)

2. **Indirectly -** get access to me through my Online Business Breakthrough Group where I provide step to "how to" training on how to implement your online strategies – [click here to find out more](#)