

The image is a blue-tinted collage of business-related graphics. In the foreground, a laptop keyboard is visible. Behind it, there are several 3D bar charts and line graphs. A large, semi-transparent dark blue rectangle is overlaid in the center, containing the title text. The background features various business charts, including pie charts and line graphs, with some text like 'Business Plan' and 'Business Diagram' visible. The overall aesthetic is professional and data-driven.

The 7 Things You Need to Succeed Online

QUESTION: What do you think is the key to online business success ?

I remember clearly a day of heart break...the phone call.. "John we are not continuing with our business". What! Why?

I loved this client, for 3 months we had setup their website, blog got some free signups working, even created a couple of products and started to build their online presence. They now had everything they needed to get this thing going BUT did they? Well it appears they had run out of money. In those days I was not helping people plan their entire business, I was implementing online solutions. I was so angry, such potential hampered by a basic business decision – did they not plan? Did they think the same business rules that applied for hundreds of years did not apply to an online business?

My name is John and I have been working online for 15 years and with online marketers for over 10 years. In my time I have seen those who come and go, and those who make it online. I have seen video (and other trends) come in, go out only to come back in again and trends change like the fashion industry. For many years I couldn't put my finger on the magic ingredient that it took to make it online.

What made the difference?

- Was it a certain marketing strategy?
- Was it a certain type of person?
- Was it only a certain message that appealed to people?
- Was it timing ie- jumping onto twitter or facebook at the right time?

In implementing strategies from marketers large and small, young and old, I can honestly say NO to all of the above. While these things can help a business and could have contributed to some peoples' success they do not guarantee a successful sustainable business.

The answer gets back to basic business principles that existed way before the internet was around, way before phones became smart and way before I could fit more data on a little stick than a whole room filled with hard drives.

But before I get into the nitty gritty of this report let me tell you a bit about myself, because it is in my journey that I have seen first hand what works and what does not.

“Back in my day...”

When I first started work, the idea of a computer to run your business was ludicrous. I worked on a large mainframe that filled an entire super cooled room that later became replaced by a single PC.

Microsoft releases Windows and PC's started becoming items businesses could afford, which made typing letters, even doing your own promotional flyers an amazingly easy option. If you remember those fun filled days then take heart, if you don't please don't think I am a relic from the ancient world ☺

From that point it all seemed like a blur. Technology moved so fast and the internet then became the amazing conduit that revolutionized how we do business today. In this time, I always had an affinity for business and always found myself implementing “stuff”. Whether it be new software, new technology, time saving, income producing....my passion was how can we do this better and bigger.

So to conclude my “back in my day” rant, I want to tell you the ONE thing I realized after many years of doing business.

“That the basic success principles of business do not change”

You might say rubbish JD. Business has changed – and to that I would agree but the basic business principles have not.

Look how smart our cars are these days. Even an average car has more than a few computers – BUT it still has 4 wheels right? It still needs fuel right? It still has a motor right?

That is because no matter how smart our cars become - while dream about a different modes of transportation (like the DeLorean in Back to the Future) - there are some fundamental principles a car designer needs to follow and wheels are one of them!

This is the same for business and especially an online business. The methods may change, they may look faster and more modern and have some fancy “bells and whistles” strategies, but the basics principles are still the same.

So I want to share the 7 key things I believe an online business needs to succeed and be sustainable. If you build these into your business you won't need to have an online “feast / famine” model relying on a promotion for your next meal ticket. You will build an incredible sustainable long term business that will reach out and help thousands of people.

1. Have a Good Marketing Mentor / Coach

Now hang on John, you are called the Anti Marketer and now you are telling me to have a marketing coach?

That's right because I am not anti marketing, I am anti "flogging" product to unsuspecting people. I am anti "smoke and mirror" empty promises being peddled. I am anti "here is the one single thing that will double your business" type marketing.



We all need help to tune our message, to understand the fundamentals of selling from a webpage, and so whether you follow 1 or multiple marketers, it is best to get on their list and watch everything they do.

It is not a matter of just asking WHAT they do but understanding WHY they do it. There is structure and methodology to selling off a sales page and there are many talented people that can improve your results in an "authentic" way.

Questions to ask yourself:

- Do I have a preferred marketer/s that I follow?
- Do I have a swipe file or emails and pages so I can analyse what they are doing but also why they are doing something?

2. Know Your Target Market

We used to laugh at our school gardener. While trying to water the grass his sprinklers seemed to water more of the concrete surrounding the grass than the grass itself.

This is probably the biggest mistake I see marketers and businesses do. They try to sell to everyone and in the process of selling to “everyone” they end up wasting valuable time and resources “watering the concrete”.



It can also skew results, so you may think a message is not working when in fact your message is great but targeted to the wrong audience.

I remember a health practitioner I worked with. She was wonderful, had a great message and still does. I said to her “*you can’t sell everything to everyone*” – even though she could help anybody gain and keep their health and improve their energy – she needed to get clear on who would respond to *her* message the most.

The solution is to understand your market and to understand their pain points.

I have seen the result of a paid advertising promotion double by changing the targeting.

This is because more of your water is landing on the grass and not the path.

- Do I have a clear idea of my target market?
- Do I know their wants and their pains?
- Could I describe my ideal client?

3. An Eco-System



A recommended read is the book **Oversubscribed** by Daniel Priestly. He talks about building an ecosystem for your business – which is a way to reach your audience and to have people consume you. The benefits to this can be incredible. He talks about his seminars constantly being “sold out” instead of struggling to get numbers.

In our online world it is about giving great content, allowing people to “consume” you on a regular basis. With so much competition in the online marketplace, you have to build trust and credibility even more. Giving people multiple platforms to engagement with you is the secret to your business growth and will also improve the results on any promotions you do.

In a recent campaign for a client, we saw an overlap of over 20% of the touchpoints people had before they purchased.

So for example, if someone came into the promotion through a referral, they had also clicked on a paid advert at some time before they purchased. Or if someone was already on our email list, they also had click on a social media post.

This ecosystem approach will keep your people engaged but MORE IMPORTANTLY, the people who do not buy from you the first time around will be nurtured and ready the next time you may do a promotion.

Instead of focussing on numbers and sales you start focussing on your community and the needs of your ecosystem.

- How often are my tribe “talking” with me through my posts / social media and communications?
- How engaged is my audience?
- How often do I put stuff out there for them?

4. Business Plan and Budget

I don't believe in elaborate business plans but I do think a business needs one. I do love the “E-Myth” by Michael Gerber – his approach helps you to understand your needs and will help you as your business grows.

A basic business plan should have:

- Current and future structure
- Your 12 month Marketing Strategy
- Your 12 month Financial Forecast (simple money in and money out)
- A way to track how you are going monthly



Yes you can do a big elaborate life plan or multiple page encyclopedia of your 5-10-15 year plan but a business plan should be a working document. Something for you to change and tune as your business starts rolling.

If you are new to online marketing one of the most important thing you need to get clear on is your costs. An internet business can be every bit as expensive as a bricks and mortar business if you are not careful.

See “Have a Good Technology Foundation” below. It is easy to get online and spend a lot of money on tools. Be careful you don't get the “shiny new toy” syndrome where you buy tools you aren't ready for but look great.

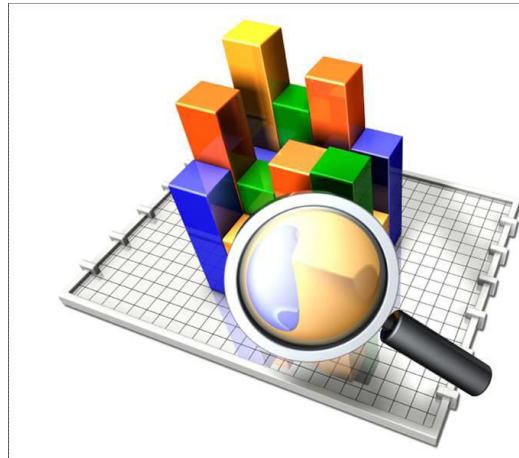
Having a budget will help this. It will focus you on implementing your strategy and get it working before you get sexy with it.

It is much easier to improve an implemented funnel instead of creating a complex elaborate one from scratch. A good clear business plan will stop you getting sidetracked and help you focus on the stuff that will make money and build your list.

5. Tracking and Stats

This does not have to be a head spin. You do not have to be a mathematical genius to understand the stats in your business.

This is what you want to know on a weekly or monthly basis. Once you start getting used to these stats you will want to grow and elaborate on these – you will start seeing trend and also this will help you to make changes in your business. Again start simple before you get sexy with it.



- Overall Business Stats
 - Site visitors
 - Length of Stay
 - What pages were visited – Home / Blog Article, etc
 - Journey (how many pages they visited), are they staying on your site.
 - Source – organic / social media / etc.
- Funnel Stats
 - Page Visits
 - Page Signups
 - Conversion %
 - Sales
 - Sales Conversion %
- Social Media Stats
 - Growth in subscribers
 - Organic Engagement of subscribers
 - Clicks / Shares / Comments, etc (depending on the platform)
 - Paid Engagement
 - This is understanding the affect of your advertising on your engagement.

Here are some tips not to get lost in your stats:

- No system is 100% accurate – don't get hung up on the minute points, google analytics or any other software is a guide only.

- Volume – don't judge a trend based on 50 visits. The best trends are seen by a minimum of 500-1000 (note when tracking paid advertising there are different rules to this).
- They key is to look for what is working, what your tribe or ecosystem is engaging with.

6. Have a Good Technology Foundation

We are spoilt for choice these days. "Back in my day" you could only code a page up. Signup forms were an artform. But now we have wordpress with every sort of integration and plugin.

There are powerful templated solutions like Leadpages and Thrive that can make the job of running your online business far less expensive than in the past.



This is not saying you won't need technical guidance, but gone are the days where you need a full "propeller head" web page designer to look good. Infact, if you have a site that has your systems integrated and talking, a VA could do most of your basic pages.

Here are some of the things you should have in your arsenal:

- A detailed document of where your domains are kept and where your site is hosted (along with passwords)
- Wordpress installed on your own .com
- Some cool free WP plugins
 - Security – Wordfence
 - Google Analyticator
 - WP Spam Blacklister
- Some cool web tools (to be chosen according to your needs)
 - Leadpages
 - Clickfunnels
 - Thrive Themes
- Some List Managers to choose from
 - Active Campaign (what I use)
 - Infusionsoft

- 1Shoppingcart
- Constant Contact
- Aweber
- Mailchimp

So once you determine what you need and have chosen a solution according to budget and your marketing plan, I would recommend you pay someone to “integrate” it.

For example you can get Leadpages talking with your Wordpress site and List Manager in quite a short time. Once they are talking with each other, you can create signup forms and have them appear on your .com very quickly and easily.

If you have been online a while and cannot setup a lead magnet capture form in 15-30 minutes, there may be a problem with your foundation.

7. Attractive Lead Magnets

Yes you are selling a wholistic solution but you need to spark their interest first through a hook. And you can only know the hook by knowing your target market. With Lead Magnets, it allows you to focus on one pain for your client or a solution.



A good lead magnet will attract people to your message and get them on your list.

This will allow you

1. Build your credibility as a trusted source of information
2. Build a relationship with them (covered in the next section)

The great thing about lead magnets is that you can target your audience very specifically. You may have 5 different lead magnets leading into the same funnel. You may have a health and wellness programme but have 5 specific lead magnets about tiredness, headaches, digestion, allergies, etc. Of course you want them on your course but you must appeal to their greatest need or pain before you give them whole solution.

A marketing coach once said to me “it is easier to sell pain killers than sell wellness”.

The lead magnet is the pain killer, your programme is the wellness.

7a. Have a Content and Engagement Strategy

I have labelled this 7a because I promised you 7 things and thought of a couple more as I was creating this ☺

Don't let a content strategy scare you. The best thing is to make sure that you reuse your content and maximise it. For example, a video on youtube can be converted to an mp3 and put into a podcast channel, and can be embedded on your blog post and can be uploaded to FB.

Whatever you choose to do, when you give people multiple touch points and multiple methods to consume you, they are more likely to open your emails and engage with you on social media.

Your engagement also needs to be driven through email. If you don't have a sales funnel, when someone signs up for one of your lead magnets, you have an ideal opportunity to engage them through your content.

Your content can seed, inspire or educate or do all of these at the same time.

Regularity is the key on social media. Give people different stuff to chew on, the purpose is to share a bit of you – just have fun with it.

I have seen people with small lists and really connected facebook following outsell people with larger unconnected lists.

7b. List Growth Strategy

When you have the above in place you can really focus on a rapid list growth strategy. Here are the methods that can supercharge your list growth:

- Joint venture with complimentary marketers
- Evergreen webinar with paid advertising
- Funnel strategy with paid advertising
- Platform building via paid advertising

IMPLEMENT

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.

If you would like to discuss any of the above areas and ways in which we can help you please contact us at info@the-anti-marketer.com.