



# How to Start Your Online Business

## Where do I start?

Sitting across from this exceptional person with my wife sharing a beer in London. He was young, talented and working for a large accounting firm. I asked him how he coped with getting on the tube everyday – squashed in like sardines. He told me sometimes he arrives at work without even know how he got there. Yes, he was on the treadmill – “doing the grind”.

Is this you? Do you have hidden talents? Are you selling your talents for an hourly rate?

I see the sparkle in his eyes when he talks about his goals and what he would do if he worked for himself. The problem is “where do I start” he laments?

That is a question I discuss daily with people I meet in my travels. In my soul I just wanted to download into them my 10+ years of helping people get their message out online - but as far as I know there is no USB connection to the human brain yet.

I resisted doing “this” – teaching people how to build an online business. Instead, I preferred to work in the background of people’s businesses, and in the process I have worked on helping people earn millions of dollars online. But I realised my 10 years of travelling and working – living the laptop lifestyle only meant I still had a boss – and that was my clients. I had not leveraged my time and utilised my skills in the online space to the full.

Every time I worked with a new client something in my soul would say *“John you have to teach this stuff”*, every time we signed off on another 6 figure launch I would say *“John you need to teach people this stuff”*.

It was not until I went to South Africa that I received a huge shakeup. It was something that I could no longer resist. It was something that made me realise that I needed to teach what I know about starting an online business.

In South Africa where there is 50% unemployment – I realised that some people do not have a choice to work harder because there is no work. Some people could not better themselves, that was not an option.

Meet Sibongile – a beautiful, spirited African girl with wisdom beyond her years. She had a vision for her people, she wanted to make Africa a better place but how could she get her message out? How could she share her vision with people?

It was at this moment that I realised what I must do. I must help people navigate their way through the huge pit of online marketing guff and hype. It’s not all rubbish, there are some very good teachers / mentors out there. But I wanted to help them get the

foundation of their business in place – get good online business practises happening so they could apply any marketing strategy they liked.

But how do they start online? How could I help them build an online business?

## The million dollar question – “How to start your online business”

It is my purpose to get you started and the important thing to understand firstly what an online business is.

An online business consists of 2 parts:

1. Building a “Tribe” or “Community” of loyal readers / subscribers.
2. Have a process to sell your knowledge or products to that community

I have family with online businesses that only have part 2. They sell using eBay or etsy, they do well, however they don't own the database, they have no “tribe”, therefore in my opinion they have no online business or asset. Ebay changes the rules and their income takes a tumble.

If you own the database, have a social media following, have people connected to you, you then can market to them anytime you like, you have a real business. You can grow and change as your client needs dictate. You have the option to sell and promote what you want whenever you want.

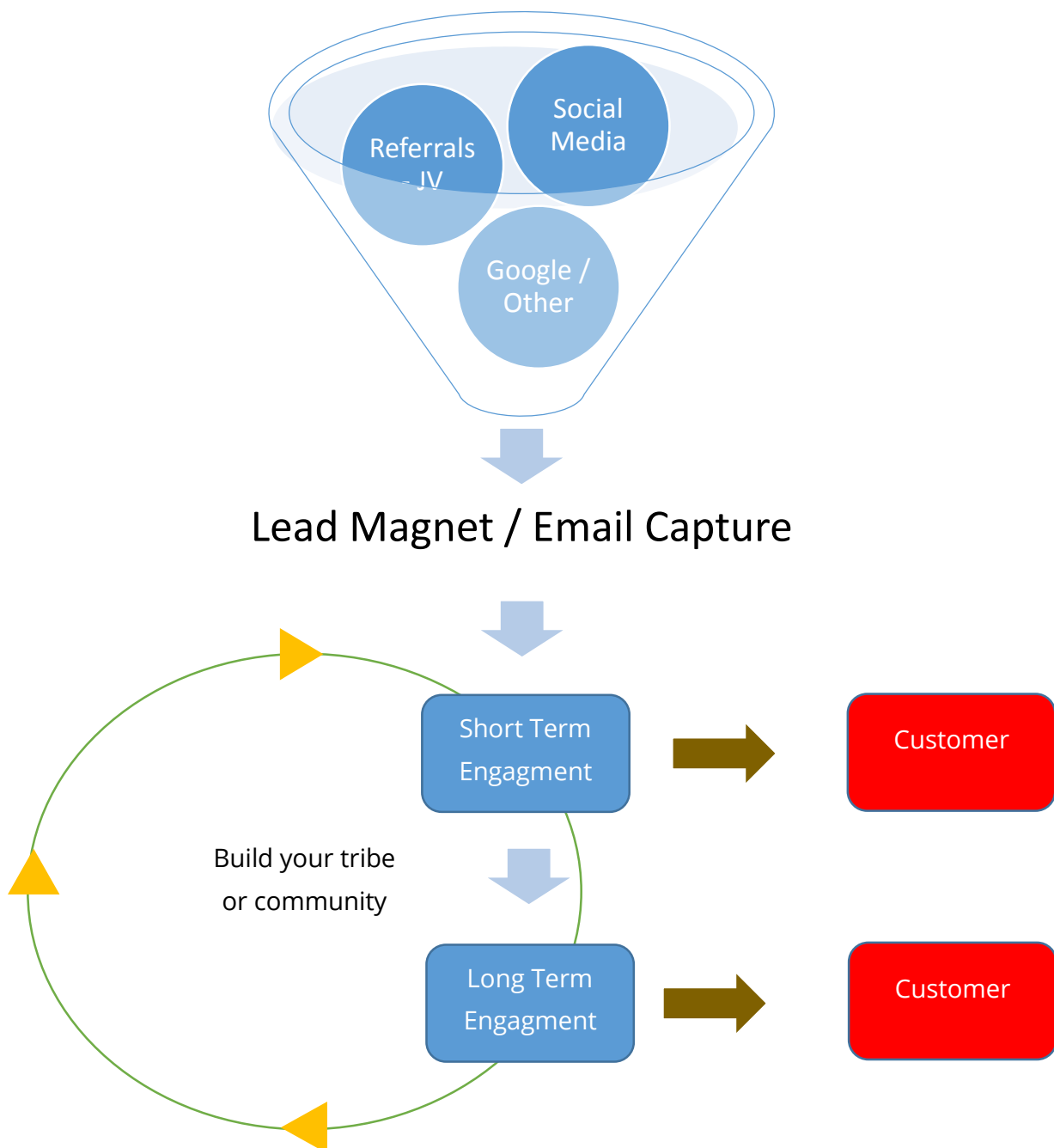
## So what does this look like?

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
  - There are various techniques do lead people do you via paid traffic, organic social media, joint ventures with other marketers, etc.
  - 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:



## So, where do I start?

You will at this point be saying – yes but what do I sell?... who would buy something from me?...will anyone be interested in what I have to say?

You need to start with yourself, when you realise you have skills and genius that you might think are easy but other people would pay for then you can begin to formulate a strategy to share your gifts.

Here are some tips to get started:

### **1. Search Yourself**

What did you want to be when you were a child? It is funny how we are told what is valued and what is not. I am not sure what it is for you, but I have never met anybody without a story or a passion that they would like to share. What is your passion, what fuels you? Open up your mind to your own potential.

### **2. Search online**

Go and find “you” online and search through google for things that you might offer and see if you can find someone doing something similar. You will find someone you can model OR a potential joint venture partner down the track.

### **3. Sign up to the list of other “coaches”**

These do not have to be in your area of knowledge, but you can see how they offer services and build their community. You may even find potential clients in those communities.

### **4. Sign up to some internet marketing coaches and watch them**

Some I can recommend are Bernadette Doyle, Amy Porterfield, Jeff Walker. There are so many – they all have different approaches which suits different people.

### **5. SWIPE**

Everybody does it, swipe whatever people are doing – not “plagiarise” but swipe. It means keeping the emails, taking snapshots of pages and social media to see “HOW” they are doing things, what sort of things do they offer, what is their methods to engage and sell. You can learn a lot about the marketing process by watching what they do.

### **6. Get Going**

In the process of steps 1-5 you will start to understand what you need. The best way to get going is to find a Marketing Coach / Mentor, get into a community or buy a programme and start working towards your dream.

## Don't feel overwhelmed!

There are so many elements to any business, and an online business is no exception. This is not meant to make you feel overwhelmed, the beauty of an online business is you can build it as fast or slow as you like. Once you have the basics in place you can have a lot of fun learning and implementing. In a relatively short period of time you will start to master the basics, build a tribe of loyal listeners and start developing your online products. Here are my 7+ Essentials to succeed online.

### 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](mailto:info@the-anti-marketer.com).