

ONLINE BUSINESS CHEAT SHEET

1. WHAT BUSINESS SHOULD YOU START?

- Think about what you're passionate about
- What are your strengths and something you KNOW you're good at
- Is there something on your heart you can't stop thinking about

2. HOW CAN YOU START A BUSINESS WHILE WORKING FULL TIME?

- Get up early before you get ready for work
- Instead of watching TV at night, devote an hour to your business
- Make a plan and set goals each week to get there

3. HOW CAN YOU VALIDATE YOUR IDEAS?

- After determining what you're passionate about, ask family, friends, colleagues who would be your ideal client about your idea
- Post a poll on Instagram or ask on social media
- Offer a free resource and people have to opt in to your email list to get it

4. IS THERE A WAY TO GET MORE TRAFFIC TO YOUR PRODUCTS, SERVICES, OR OFFERINGS?

- Post consistently to social media.
- Have an email list and grow it and communicate with the people on there consistently
- Utilize Pinterest and rank high in Google searches
- Use a blog or podcast to earn people's trust and to offer free value

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5. IS AN EMAIL LIST IMPORTANT?

- An email list is very important
- You don't own social media and your posts can get lost, but your emails show up right to people's inboxes
- By emailing your audience, you can offer free value consistently before selling anything
- You can segment your list, so you can speak to the right audience at the right time

6. SHOULD YOU INVEST IN YOUR BUSINESS?

- There are definitely start up costs, but this depends on what you're wanting to do with your business
- Keep costs as low as possible at first
- Investing in Facebook ads is not as important as you think, but there is a right way to do them

7. WHAT IF SOMEONE IS DOING WHAT YOU WANT TO DO?

- Imposter syndrome happens to all of us at some point.
- There is only one you and the world needs to hear what you have to offer
- There is always something that can set you apart

8. HOW DO I GET STARTED?

- Take it one day and one step at a time
- Write down what you want to do and go from there
- You'll need a website, social media platforms, an email provider, and much more
- Research and plan for success