

ONLINE BUSINESS FREEDOM

Checklist



Find Your Passion, Find Your Niche

- What do you dislike about your current job?
- What do you like about your current situation?
- What are your main areas of interest?
 - Books you like to read
 - Magazines you like to read
 - TV programs you watch
 - New stories you read
 - Classes you enjoyed taking
 - Activities you engage in
 - Website you like to browse
- Determine your strengths and talents
 - Activities that come naturally to you
- Determine your weaknesses
 - Things you feel less at ease with
 - Must adopt a growth mindset
 - Desire to work on your weaknesses
- What kind of personality do you have?
 - Will determine what will bring you joy
- What are your skills
 - Abilities and knowledge, you've gained through experience
- Finding your niche
 - Helps increase chances of success
 - Helps build authority
 - Helps generate revenue faster

Validating Your Business Idea

- Ensure you won't waste your time on an unprofitable business
 - Must have a market for your business
- Utilize Google Trends
 - Shows you if niche is growing or shrinking
 - Shows you seasonal trends
 - Use with Google Keyword Planner
 - Shows search volume for keywords
- Use Moz.com to research keywords
 - Streamline discovery and prioritizing of keywords
 - Shows monthly search volume
 - Gives you an idea of how hard it will be for keywords to rank
 - Provides an estimated click-through rate

- Gives a score for your potential rank
- Use Buzzsumo to see social media trends

- Find popular content by topic or website
 - Scans the social media sites for you
 - Gathers information on topic getting attention
 - Looks for influencers
 - Provides insight into what competitors are doing
- Gather Feedback
 - Conduct surveys to gauge the need, interest, and gaps

Deciding on a Business Model

- Blogging
 - Very lucrative endeavor
 - Monetize your blog
 - Google AdSense
 - Sponsored Posts
 - Affiliate Marketing
 - Sell products
- YouTube
 - Earn money through on-screen advertisements
 - The more engaging the content the more viewers
 - No need for expensive equipment
 - Don't need professional level of expertise
 - Get paid through ad revenue
 - Owned by Google
 - Pay-per-click model
 - Get paid with product placement
 - Earn through red subscription channel
- Amazon FBA
 - Sell physical products on Amazon
 - Amazon handles almost every aspect
 - Inventory storage
 - Shipping
 - Customer service
 - Variety of ways to sell on Amazon FBA
 - Retail arbitrage
 - Online arbitrage
 - Private labeling
- Online Courses
 - Create online instruction videos
 - Teach what you know
 - Graphic design
 - Playing an instrument
 - Computer programming

- Create courses with teaching platforms
 - Teachable
 - Add courses to online marketplaces
 - Udemy
 - Skillshare
 - Make sure to use illustrations, scenarios, and examples
 - Promote your course on social media
- Freelancing
 - Make a living doing what you love
 - Utilize freelancing websites to find clients
 - Fiverr
 - Upwork
 - Freelancer.com

How to Promote Your Business Online

- Google Ads
 - Show your ad to your target audience
 - Based on relevant keyword searches
 - Only pay when someone clicks on the link
- Facebook Ads
 - Photo ads
 - Video ads
 - Carousel ads
 - Slideshow ads
 - Collection ads
 - Instant experience ads
 - Lead ads
 - Dynamic ads
- Quora.com
 - Answer questions in your area of expertise
 - Often outrank bigger brands on search engines
 - Evergreen content that doesn't need to be updated
- Collaborations
 - Work with other companies to cross promote products
 - Combine marketing initiatives
 - Cut marketing costs
 - Produce more compelling content
- Face-to-Face Marketing
 - Participate in conferences
 - Join a meetup group

- Hand out your business cards

Scaling Your Business

- Increase prices
- Create an effective sales funnel
- Create an affiliate program
- Create free or paid downloads from previous blog posts

How to Work Less and Still Grow Your Business

- Outsource daily, repetitive tasks
 - IT and Tech support
 - Administrative
 - Financial
 - Marketing
- Systemize your business
 - Reduce costs
 - Increase efficiency
 - Improve performance
 - Improve business communication
 - Free up more of your time