

how to **get** started

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THE BASICS

1. tools you'll need

Starting a business online is easier than ever, to get started. Costing less than a couple hundred dollars to start, you could literally generate endless leads and increase your chances for success.

Here is the list of things needed:

- HOSTING ACCOUNT** - for your website and capture pages
- DOMAIN** - www.YOURNAME.com or company
- AUTORESPONDER** - to build a list to market to

2. identify your market

Identifying your perfect customers or prospects are the key to building a profitable business.

Start out asking yourself these questions:

- What does my product do for people?**
- Who would want my product?**
- Who would want my opportunity?**
- Who is already in my market?**
- What are they doing?**

3. create your blog

In today's world, a blog serves as a central nerve system for your business. Here you can share information, post videos, write articles and sell products and or reasons to join your opportunity.

Consider building your blog using wordpress. Most hosts make it super simple to activate a wordpress blog on your server in just a few clicks.

TIP: CONSIDER A CUSTOM BLOG THEME

4. build a list of prospects / clients

Building a list for your business based upon people who elect to hear what you have to say or offer, is the key to an online business.

It's the quickest way to make an offer to your perfect prospect and or client (see step #2).

Simply give away something of value to those who may need or want your product, service or opportunity.

Here is a list of things you could give away:

- eBook
- Secret MP3
- Training Video

5. build trust and relationships

Staying in touch with your prospects and or fans is another key point in the success of your business.

Always make sure to keep people updated using your autoresponder when building your list with the following things:

- New Blog Posts**
- Industry News**
- New Offers**
- Instructional Videos**
- Industry Training**

6. make offers and build a business

While building your list of quality prospects or clients, it's now safe to occasionally make offers that would benefit them (A Marketing Funnel).

Based upon any sales you achieve, you can now start to identify a certain value to each subscriber. This will allow you to now start to advance your marketing efforts into PPC or other advanced marketing tools.

What To Place Into Your Marketing Funnel:

- COACHING**
- TOOLS**
- YOUR PRODUCT / OPPORTUNITY**

THE SYSTEM

BUILD A LIST



BUILD OUT YOUR FUNNEL



MAKE OFFERS



INCREASE INCOME

