

Simple Business Plan

for

SUCCESSFUL

Online Marketing

of your offline business



Workbook & Checklist

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Do You Really Need An Online Business Plan?

Let's talk a little about an Online Business Plan. Would you have started your business without some ideas of what was involved, how much time you had to invest, or how much it would cost you financially? My guess to all these questions is "no".

Think about it would you go on a road trip without a map? Probably not, right? It's a good way to get lost and end up in a bad neighborhood. It's also tough to reach your destination without a map.

The same is true for your online business. In order to achieve your goals and build the online presence you want to build, you need a road map.

Your road map is your business plan and an online business is no different. Many people think you only need a plan if you are seeking funding. That's just not true. You need an online business plan to help structure your business.

An Online Business Plan Helps You:

- Create your company vision
- Identify your target audience and ideal customer
- Create your company mission
- Understand and prepare for your competition
- Create your business goals
- Identify your products and services for your model
- Outline your marketing strategy, tactics and goals
- Plan how you're going to achieve your goals including sales and profits
- Plan how you're going to grow

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Your online business plan doesn't need to be formal. However, it does need to be easy for you to access and utilize on a regular basis. You can create your business plan on your computer or with good old-fashioned pen and paper. I actually use a combination of the two – I write points down and then I keep a folder on my computer for items I find online. As you move forward you'll find which method works best for you.

Regardless, here are some items it needs to contain:

- Business vision and mission
- Niche
- Business model
- Target audience
- Supply/demand research – competitive analysis
- Strengths and weaknesses
- Unique Selling Proposition – what makes your business unique and/or different from your competition?
- Marketing strategy, goals and tactics
- Budget
- Organization chart – who is responsible for what tasks or, if you are a solopreneur, this would essentially be a time-line you plan for tasks to be completed

You'll also want to create a plan to plan your business. Experts recommend spending at least 25% of your time planning your business. You'll want your business plan handy so you can use it to plan for your future.

So, now that we have reviewed the importance of an online business plan our next step is to create one!

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Online Marketing Plan Premise

This workbook is designed to coach small business owners, entrepreneurs, and solopreneurs

Create an online marketing plan for their offline business. This plan is to be created and referred to on a regular basis. A successful marketing plan is referred to and/or modified at least once a quarter. The following are the 3 fundamentals to using this workbook to create your Online Marketing Plan.

Premise #1

This workbook is based off the premise that you already have an offline business. You may be an Interior Designer, Accountant, Realtor®, Painter, neighborhood Shop Owner etc. You have current clients/customers and you want to increase your local visibility or maybe national visibility depending on your service or product.

Premise #2

You do not have room in your budget for the \$1,000-\$2,000 a month fee that website consultants charge, so you are open to working on your online piece of real estate yourself. Let's face it you have probably done every job related to your current business anyway, so what is one more if it will save you \$1,000-\$2,000 a month.

Premise #3

You agree with the concept that a plan for any project is important and that the results might not show right away, but you know that being persistent and consistent, and patient your efforts will pay off.

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Your Goals for A Website

What do you want your website to accomplish?

What advertising you are currently doing for your “offline” business?

Do you want it to augment your current advertising?

Do you want it to be your primary advertising?

Do you want it to showcase your portfolio?

Do you want it to provide information to sell your product or service?

Do you want to create ebooks and guides around your service to sell?

What other complimentary products or services could your customers benefit from?

Your website could also accomplish multiple goals eventually. For this exercise write down your primary goal first and then write down the additional goals.

The goals of my website:

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Your Budget

When thinking about a budget, lets start with just the basics.

- **Website Name** – your ‘domain name’ (www.example.com) - about \$15.00USD per year
- **Website Hosting** – the service that provides you the ability to show your website on the internet - about \$10.00USD per month
- **An e-Mailing Service** – autoresponder service (the service which keeps all your leads and sends them messages that you create - about \$19.00USD per month

Total to start \$363.00USD per year or about \$30 per month.

Is this doable? Will you have to cut or reduce your business operating costs in another area?

How will you work in the monthly costs?

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Your Time

How much time are you willing to spend/can you spend to this project. Think about it as something you are going to do everyday. If you schedule a time everyday to building your online presence, you won't need to do a lot of work at one sitting.

As you move along you could also schedule different tasks for your website on different days of the week. This way your energy will be very focused.

Could you block off an hour in the morning, especially in the beginning of building your website? Maybe, before lunch would be better? Or maybe in the evening?

Where will you work in the additional time needed?

How often and how much time are you willing to commit to this project?

Do you have any partners who can help you with this project?

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How do you initially think tasks can be divided with your partner?

This is not something that is set right here and can't be changed, however write down a few thoughts on how you initially think responsibilities could be divided, assuming you won't be doing all the work. Is one person a good writer? Is one person good with computers? And so on.

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What is Your Niche Market?

Now that you have your foundation rolling let's move along. What is your niche market, you industry? What are your product(s) or service(s)? Also, important where is your location (city)? These are going to be the beginning of your keyword research to build your website and are crucial to getting found online. You will use these phrases when you start doing your keyword research.

Who is your target market, who are you trying to connect with?

Age, Gender, Income Level – be specific, it can't be *everyone*. Who really needs your service?

What is your industry?

What are your products or services?

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What problems will your service/product solve?

Since you have an established business already, we're going under the assumption that people care about getting this problem solved.

What actions do you want visitors to your site to take?

Not just purchasing from you, do you want them on your email list, will you offer a free tutorial you want them to enroll in, etc.

What locations do you provide your services?

How do you find/reach your market, publications, associations, conventions?

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What is Your Unique Selling Proposition?

Your unique selling proposition is going to accomplish 3 things:

- Differentiate you from your competition
- Get people talking about your service/product
- Grow your business

To build your unique selling proposition you need to take into account 3 basic items that we will develop even further: benefit, differentiation, and the “WOW” factor of your service/product.

What is the benefit of your service/product?

How is service/product different from your competitors' offering?

What makes your service/product something your customers will talk about?

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Who's Your Competition?

We will go into more depth regarding your competition as we move along. For now let's just focus on your local competition and their online presence. If they don't have a website, then do an internet search for blogs in your market that are close to your geographical area.

Who are your top 3 competitors?

It doesn't matter if they have a website or not, just list your top 3 competitors.

If your competitors have a blog, list 3 items you'd like to incorporate on yours?

If they don't have a blog, then list 3 items from other blogs you found outside your geography.



Simple Business Plan Checklist

Use this list to remind you of any section that still need to be completed. Remember you can always come back and alter the information as needed, or when new data surfaces.

- Your Goals for A Website**
- Your Budget**
- Your Time**
 - Do you have any partners for this project?
 - How do you think you could divide tasks with your partner?
- What is Your Niche Market?**
 - Who is your target market?
 - What is your industry?
 - What are your products or services?
 - What problems will your service/product solve?
 - What actions do you want visitors to your site to take?
 - What locations do you provide your services?
 - How do you find you market?
- What are Your Current Sales per Month and Year?**

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What is Your Unique Selling Proposition?

- What is the benefit of your service/product?
- How is service/product different from your competitors' offering?
- What makes your service/product something your customers will talk about?

Who is your competition?

- Who are your top 3 competitors?
- What 2 items do you like on their blogs?

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What Next?

Glad you asked! Now you are going to take this information and begin your **Keyword Research** for your website.

Just click on this link >> <http://TheresaDelgado.co>. You will go back to the site and be able to start your **Keyword Research** tutorials.

Best Regards,

Theresa Delgado

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