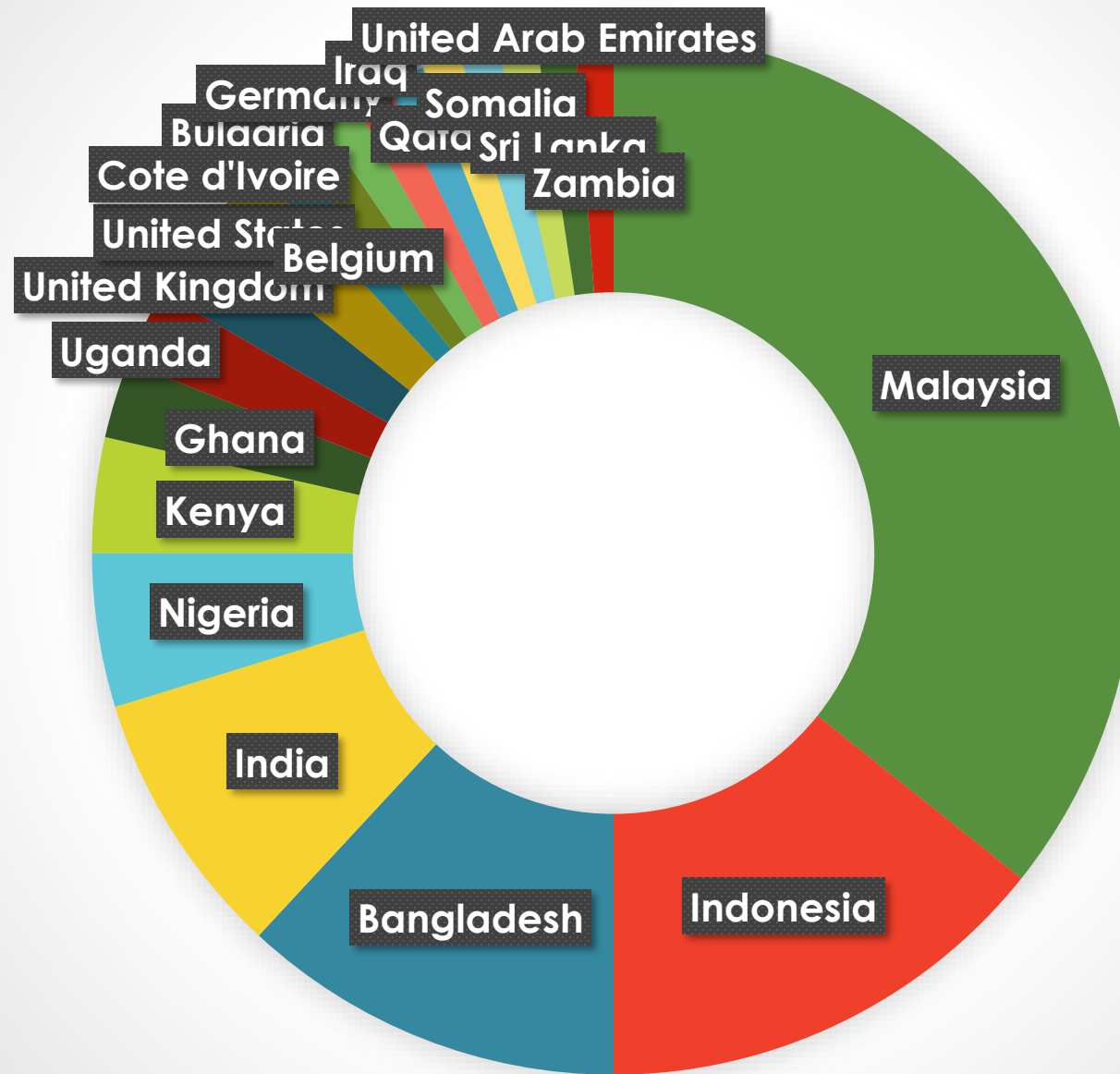
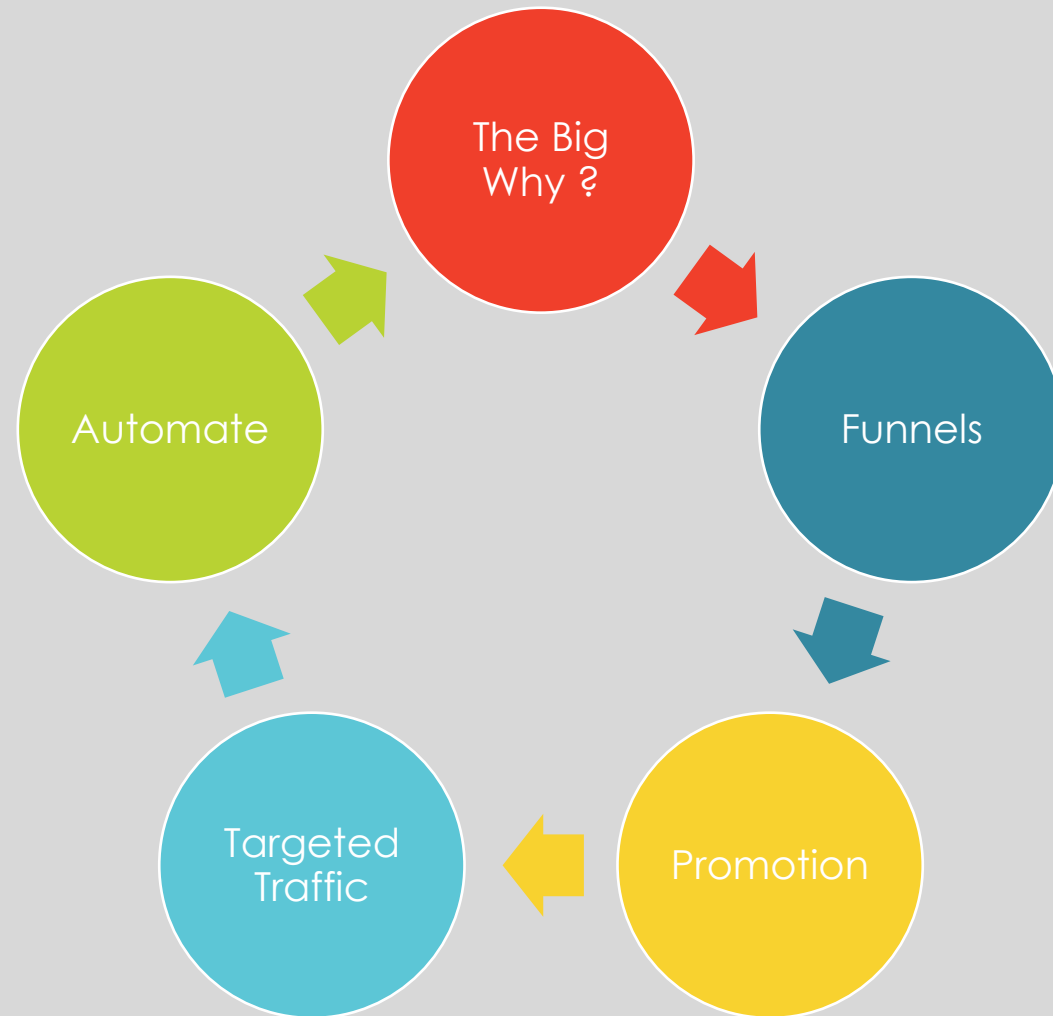


# TAKING YOUR BUSINESS ONLINE: STARTING STRONG, GROWING FAST

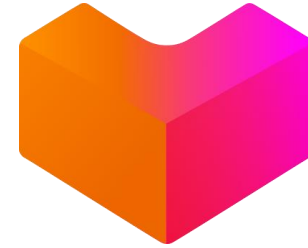
15<sup>th</sup> July 2020



# So What's The Plan ?



But before that...

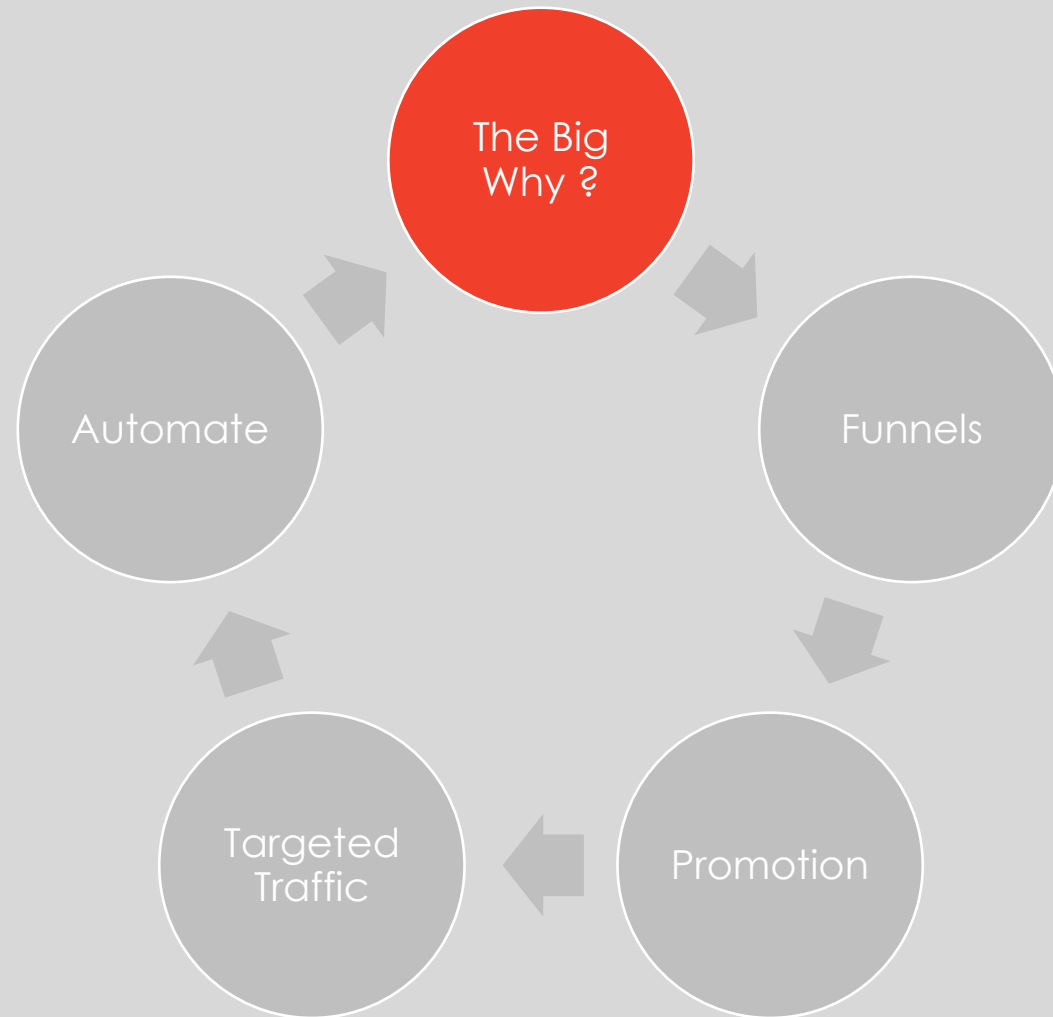


Lazada



virtusa

# Let's Get Started



# The Lean Canvas

XYZ Company

Date-Mon-2020

Iteration #1

<b>Problem</b> Top 3 problems	<b>Solution</b> Top 3 features	<b>Unique Value Proposition</b> Single, clear, compelling message that states why you are different and worth paying attention	<b>Unfair Advantage</b> Can't be easily copied or bought	<b>Customer Segments</b> Target customers
	<b>Key Metrics</b> Key activities you measure		<b>Channels</b> Path to customers	
<b>Cost Structure</b> Customer Acquisition costs Distribution costs Hosting People, etc.			<b>Revenue Streams</b> Revenue Model Life Time Value Revenue Gross Margin	

PRODUCT

MARKET

Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

# The Lean Canvas

## Cult Creative

07-14-2020

Iteration #1

<b>Problem</b>  <b>Top 3 problems</b> <ul style="list-style-type: none"> <li>- Malaysia unemployment rate increased to 5% is highest at its decade.</li> <li>- Platforms like LinkedIn, which does not properly serve the creative community and does not reflect the aspiration and personality of future-focused creative professionals. With the world being forced to move to digital and no opportunities for face-to-face networking, creative professionals need a platform to showcase their work and meet others.</li> <li>- Many creatives are also seeking to improve their skills, network or in need of other relevant resources to improve likelihood of expanding their careers.</li> </ul>	<b>Solution</b>  <b>Top 3 features</b> <ul style="list-style-type: none"> <li>- Networking app (members only) &amp; events</li> <li>- Job board</li> <li>- Premium content &amp; digital resources</li> </ul> <b>Key Metrics</b> <b>Key activities you measure</b> <ul style="list-style-type: none"> <li>- Number of sign-ups/users/followers</li> <li>- Interest from brands (advertising/sponsorship)</li> </ul>	<b>Unique Value Proposition</b> Single, clear, compelling message that states why you are different and worth paying attention  Cult Creative is a professional networking app for future-focused creatives to connect with like-minded peers and industry leaders to learn, grow, and thrive together.	<b>Unfair Advantage</b> Can't be easily copied or bought <ul style="list-style-type: none"> <li>- Current influence &amp; reach amongst the creative community.</li> <li>- trust/loyalty among key opinion leaders, brands, media and growing fanbase</li> </ul> <b>Channels</b> <b>Path to customers</b> <ul style="list-style-type: none"> <li>- Online / digital marketing</li> <li>- Key opinion leaders</li> <li>- Festival/Event brand partnerships</li> </ul>	<b>Customer Segments</b> <b>Target customers</b> <ul style="list-style-type: none"> <li>- 25-34 year olds creative professionals and entrepreneurs looking to network with industry leaders, connect with like-minded peers and find a job</li> <li>- 34-45 year olds industry leaders who want to hire, mentor and invest in new start-ups</li> <li>- 18-24 year olds fresh graduate, university students and young executives who want to build empowered connections to learn and look for job prospects</li> </ul>
<b>Cost Structure</b>  Customer Acquisition costs Distribution costs Hosting People, etc.		<b>Revenue Streams</b>  Revenue Model Revenue Gross Margin		

PRODUCT

MARKET

2. If there is one KEY takeaway or a challenge for which you need answers for? what would it be?  
(...remember it's a 1 hour workshop ☺)

*“ I'm a beginner and graphic designer though but would want to know how I can use online to help my business.” – Mr K*

*“ Will I need much funding to start an online business?” – Mr B*

*“ My Key question is how a full time traveler can be a successful entrepreneur.” - Sr S*

If you still haven't figured your Big Idea  
or niche...



INNER / CORE



EXTERNAL



HOW CAN I HELP ?

# If you still haven't figured your Big Idea or niche...



INNER / CORE

- What do you love doing? Personal interests?
  - If your friends were to ask you for advice, what would they ask?
  - What are you naturally good at ?
  - What unique experience have you had that could be of help to others?
  - What are you knowledgeable about ? Your Skills ? Learned strengths?
  - What do you want to learn more? What excites you ?
- 
- ✓ **Look at what you have so far, group them in to topics you could talk about or teach either now or in the future.**
  - ✓ **Is there a pattern ? What topics keep recurring ?**

# Consider your Inner Ideas and match with what market wants

- Health
- Wealth
- Success
- Technology
- Beauty
- Happiness
- Relationships / Intimacy
- Spirituality
- Personal Development

**Can you apply your idea(s) to a niche group or target market ?**



EXTERNAL

Important to get through the mental barrier of “What do I Sell ?”

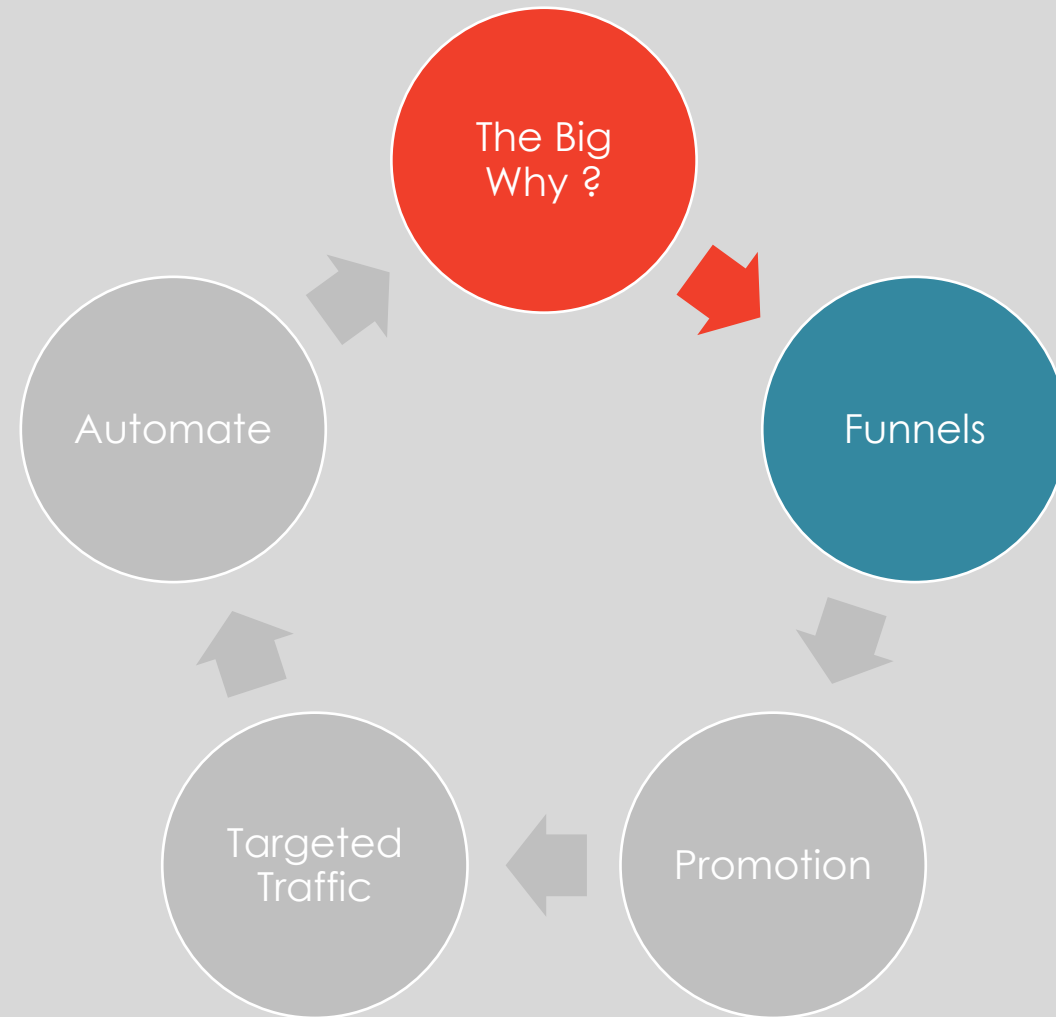
The simplest way to create a product or service is to answer this question...



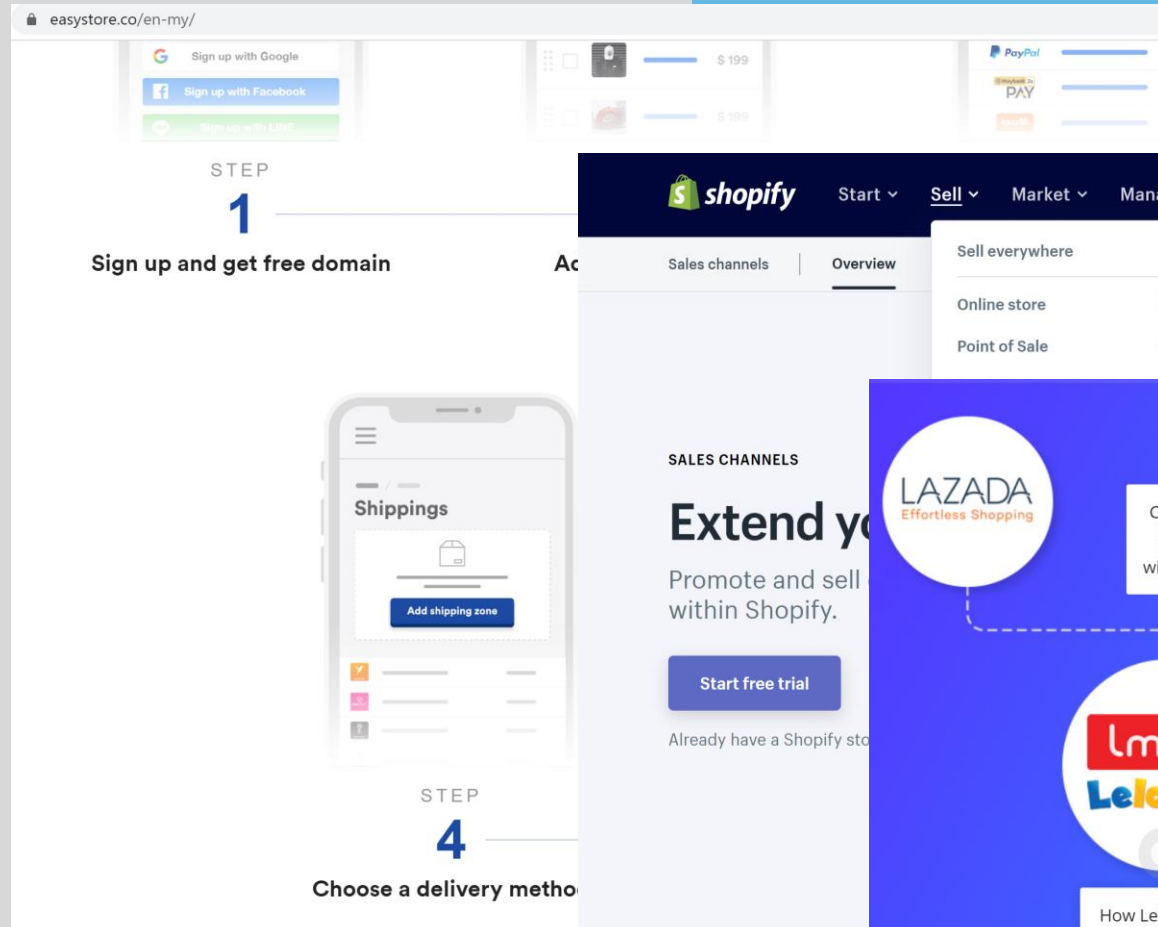
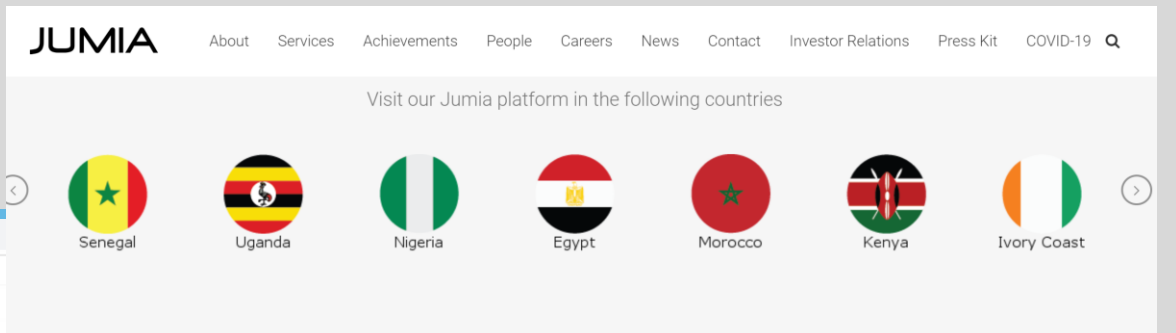
HOW CAN I HELP ?

How can I enhance their lives ?

# What's next?



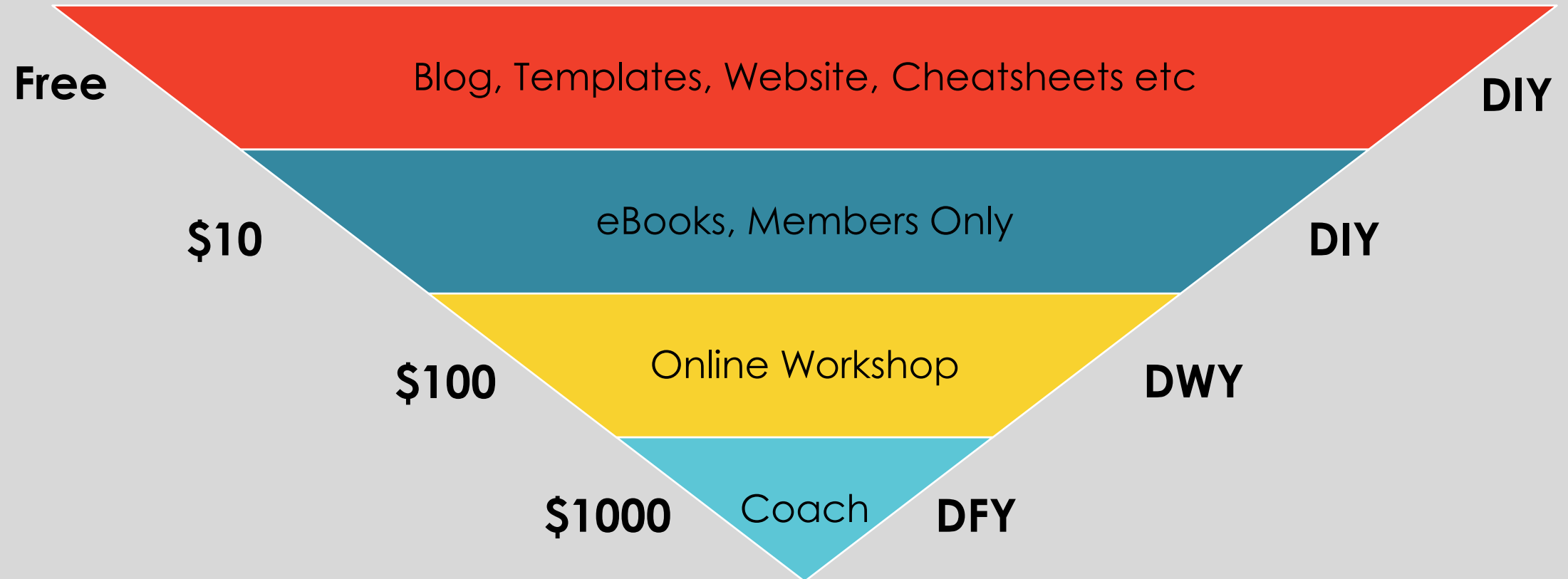
# E-commerce - Products



# Your Sales Funnel



# Your Sales Funnel





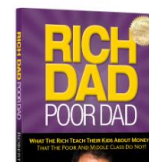
## TO ELEVATE THE FINANCIAL WELL-BEING OF HUMANITY

*Boost Your Financial IQ Here*



How Fast Can **You** Become A  
Millionaire?

Play Anytime, Anywhere  
With Up To **6 Players**

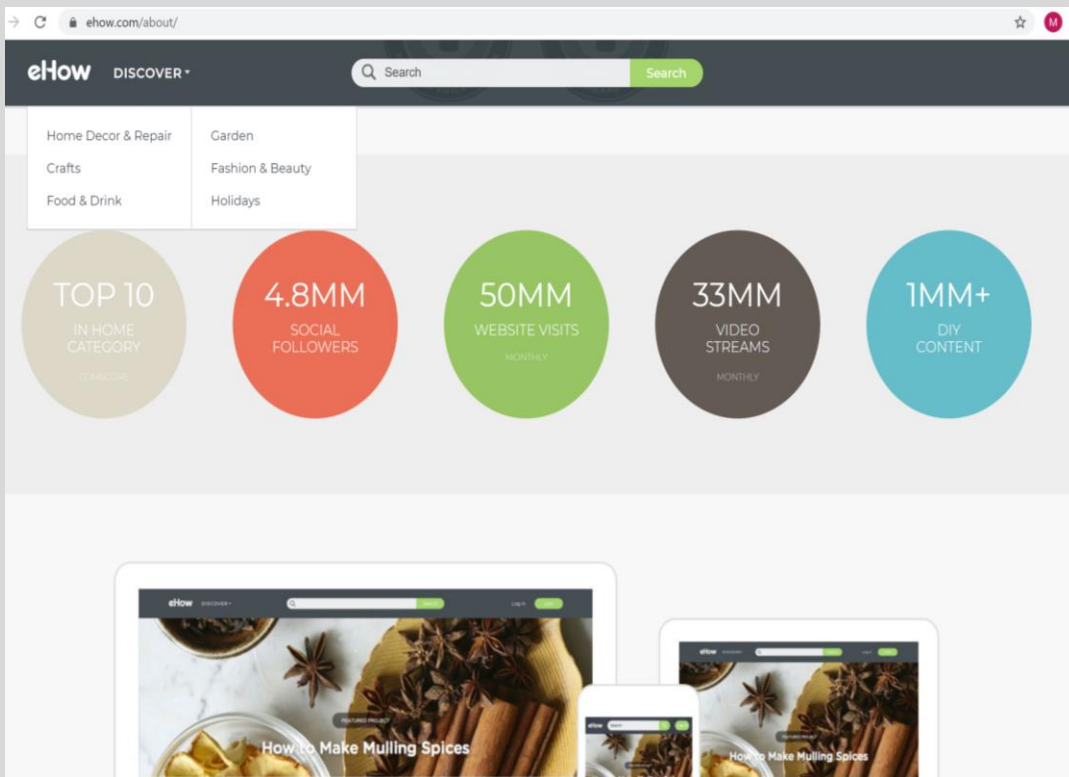


The #1 Personal Finance Book  
of All-Time

Over **30 million** copies sold...  
in over **90 countries**.

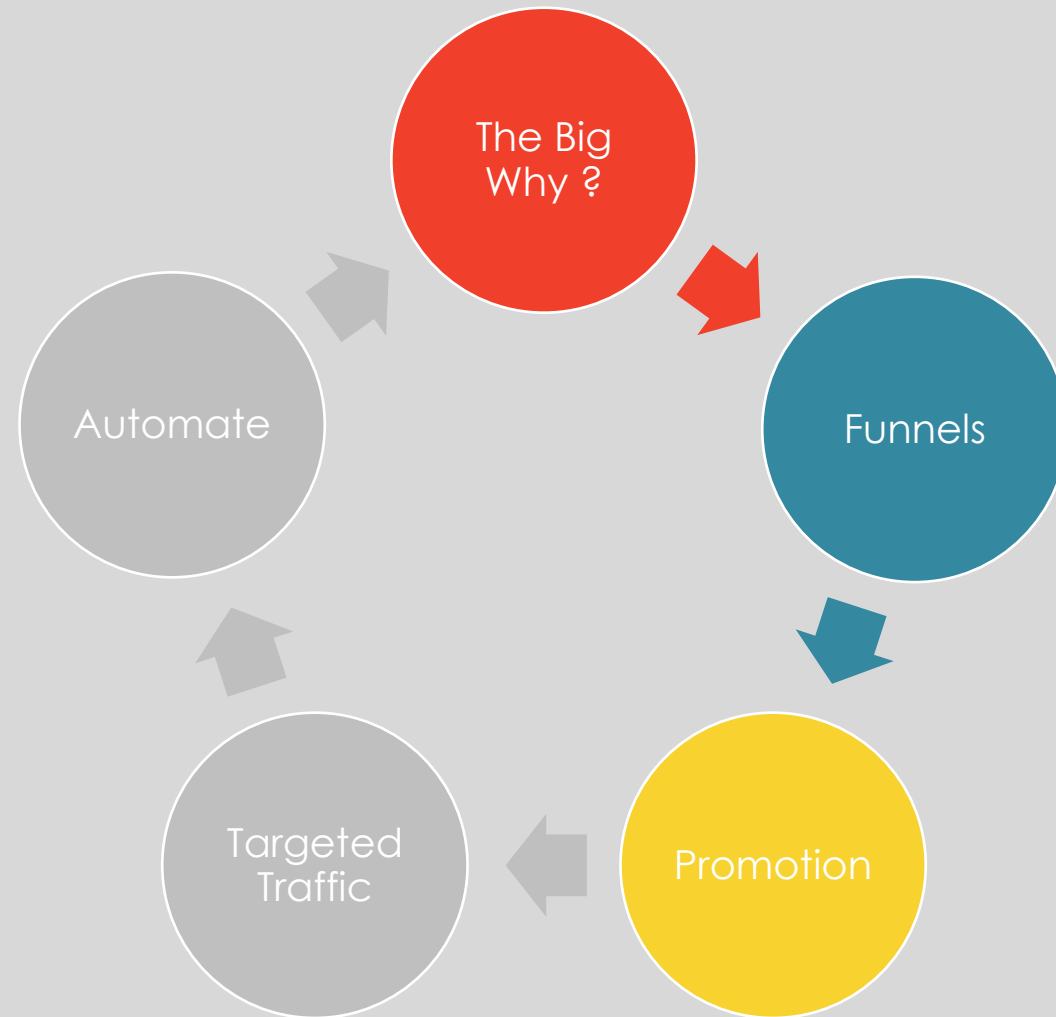
# Creating Your First Information Product

- Below are two most used resources for ideas on writing to reduce the amount of creativity required. There are amazing amounts of “How-To” guides available



A screenshot of the dotdash.com website. The header includes the dotdash logo and navigation links: 'OUR BRANDS', 'OUR WORK', 'IN THE NEWS', 'OUR TEAM', and 'CAREERS'. The main content area features a section titled 'OUR WORK' with a large headline: 'What happens when you put data science PhDs, content strategists, producers, editors, and a team of designers and developers in a room?'. Below the headline is a paragraph: 'The same people that made our brands the fastest-growing sites online are the brains behind our award-winning ad solutions. We do things smart, and we do them fast.' At the bottom, there is a black box with white text: 'We use our proprietary data and best-in-class creativity to tell brand stories, and our massive scale gets that content in front of the right audience at the exact moment that they need it. Video, custom content destinations, innovative technology, social, mobile...we do it all in-house.'

# How Will People Know?



# Promotion Channels



LinkedIn



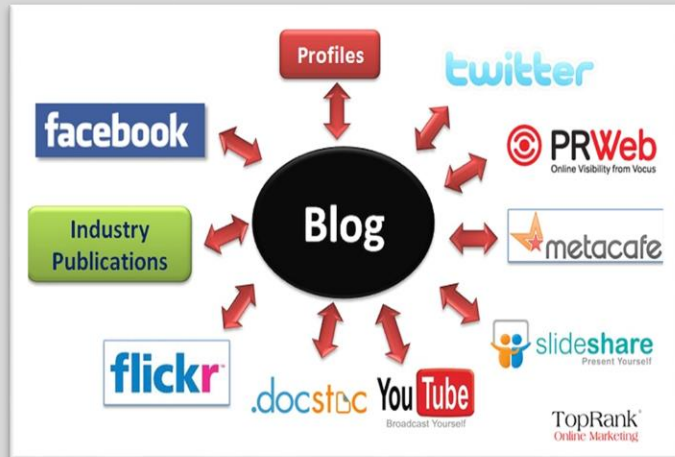
PR !

# Promotion - Emails



1. **Foundation** block for online business on your land
2. Email is **40 times more** effective at acquiring new customers than Facebook or Twitter. – [McKinsey](#)
3. **Continue to Monetize** by sending personalized offers, deals
4. **Reach** and staying power, FB, Twitter **<1% Vs 78%**
5. **Protection**, social or search disappears you can still **engage** and distribute content

# Promotion – Blog/website

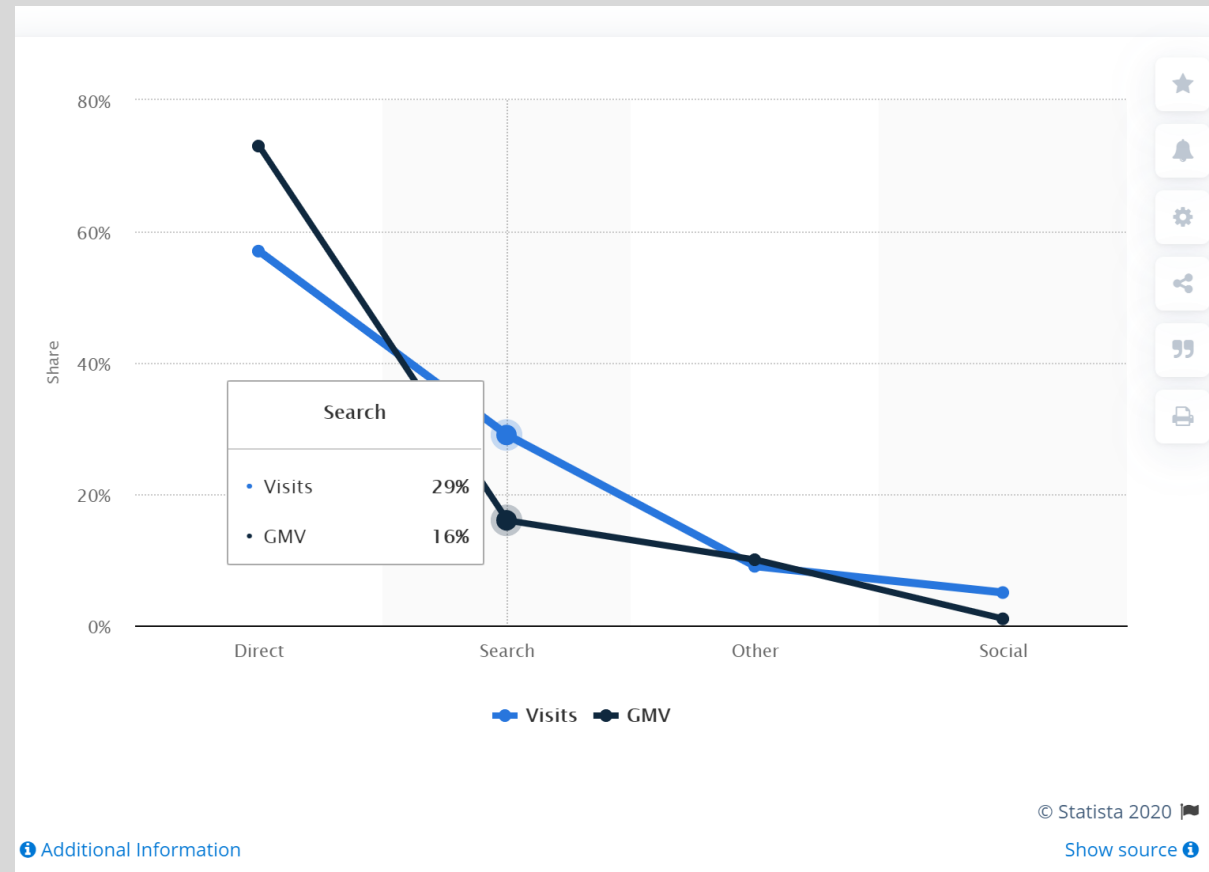


1. You need to OWN your **home**
2. **1/4<sup>th</sup>** of online websites are blogs
3. Thought Leadership and online search footprint
4. Can monetize in your niche – Ads, affiliate

Note : It's important to focus on backlink and SEO

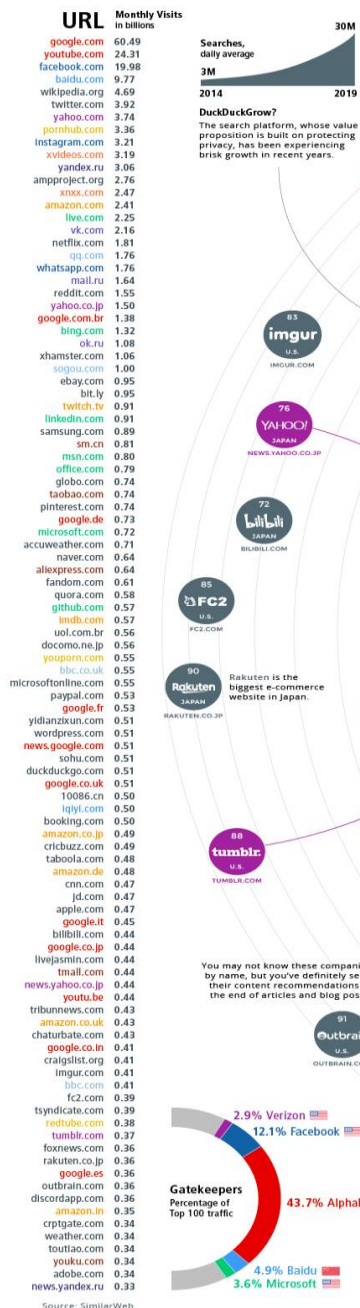
# Promotion – Search Engine Optimization

You need to OWN your **digital identity**



# TOP 100 WEBSITES

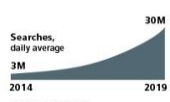
Global, June 2019



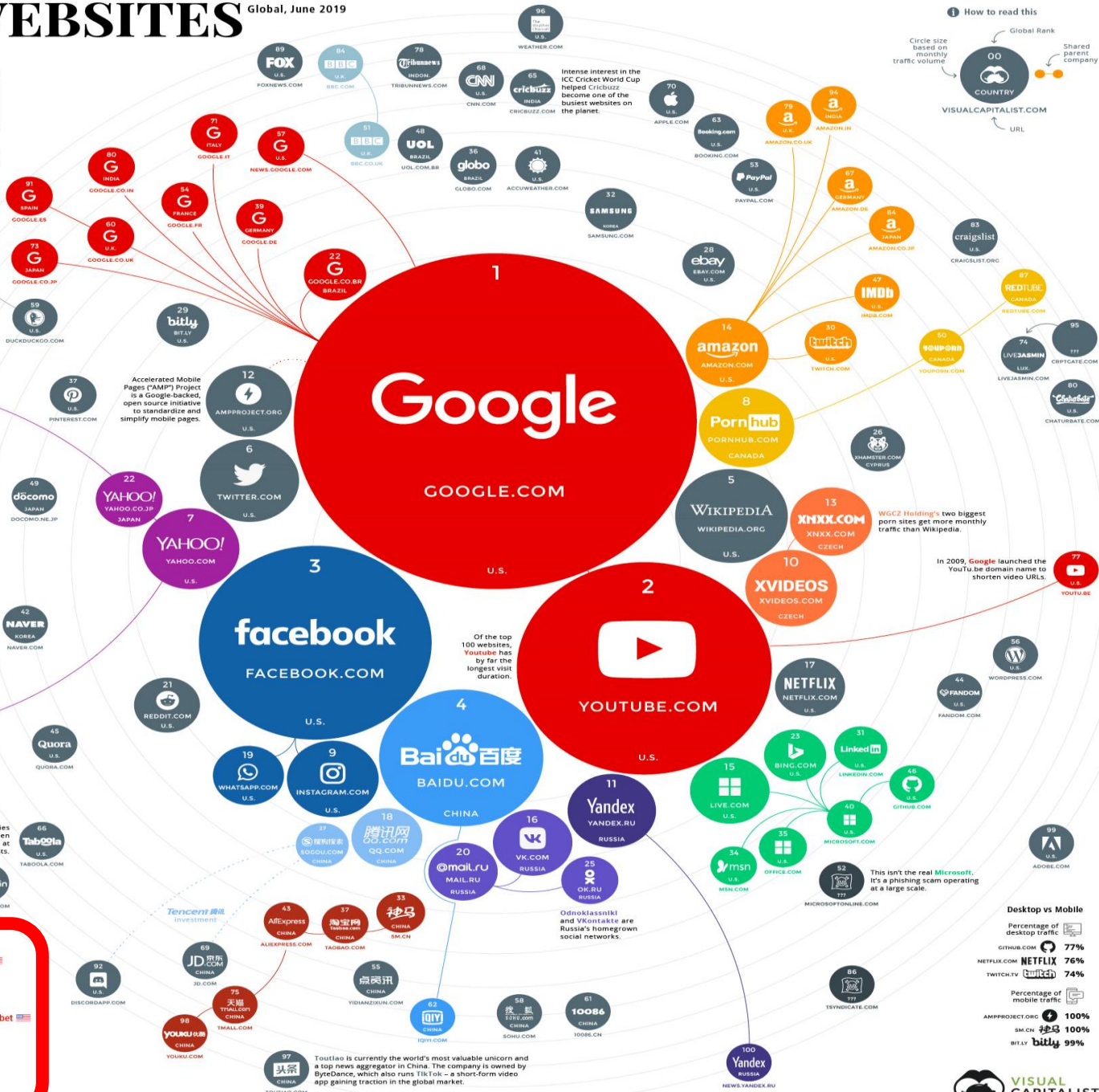
# TOP 100 WEBSITES

Global, June 2019

URL	Monthly Visits in billions
google.com	60.49
youtube.com	24.31
facebook.com	19.98
baidu.com	9.77
wikipedia.org	4.69
twitter.com	3.92
yahoo.com	3.74
pornhub.com	3.36
instagram.com	3.21
xvideos.com	3.19
yandex.ru	3.06
ampproject.org	2.76
xnxx.com	2.47
amazon.com	2.41
lbr.com	2.25
vk.com	2.16
netflix.com	1.81
qq.com	1.76
whatsapp.com	1.76
mail.ru	1.64
reddit.com	1.55
yahoo.co.jp	1.50
google.com.br	1.38
bing.com	1.32
ok.ru	1.08
xhamster.com	1.06
ebay.com	0.95
bit.ly	0.95
twitch.tv	0.91
linkedin.com	0.91
samsung.com	0.89
sm.ch	0.81
m5n.com	0.80
office.com	0.79
globo.com	0.74
taobao.com	0.74
pinterest.com	0.74
google.de	0.73
accuweather.com	0.71
naver.com	0.64
alexpress.com	0.64
fandom.com	0.61
quora.com	0.58
github.com	0.57
imdb.com	0.57
uol.com.br	0.56
docomo.ne.jp	0.56
youporn.com	0.55
bbc.co.uk	0.55
microsoftonline.com	0.55
paypal.com	0.53
google.fr	0.53
wordpress.com	0.51
news.google.com	0.51
sohu.com	0.51
duckduckgo.com	0.51
google.co.uk	0.51
10066.cn	0.50
iqiyi.com	0.50
booking.com	0.50
amazon.co.jp	0.49
cricbuzz.com	0.49
taboola.com	0.48
amazon.de	0.48
cn.com	0.47
jd.com	0.47
apple.com	0.47
google.it	0.45
bitly.com	0.44
google.co.jp	0.44
livejasmin.com	0.44
tmall.com	0.44
news.yahoo.co.jp	0.44
youtu.be	0.44
tribunnews.com	0.43
amazon.co.uk	0.43
chaturbate.com	0.43
google.co.in	0.41
craigslist.org	0.41
imgur.com	0.41
bbc.com	0.41
fc2.com	0.39
tsyndicate.com	0.39
redtube.com	0.39
tumblr.com	0.39
foxnews.com	0.39
rakuten.co.jp	0.39
google.es	0.39
outbrain.com	0.39
discordapp.com	0.39
amazon.in	0.39
crtgate.com	0.39
weather.com	0.39
toutiao.com	0.39
youku.com	0.39
adobe.com	0.39
news.yandex.ru	0.39

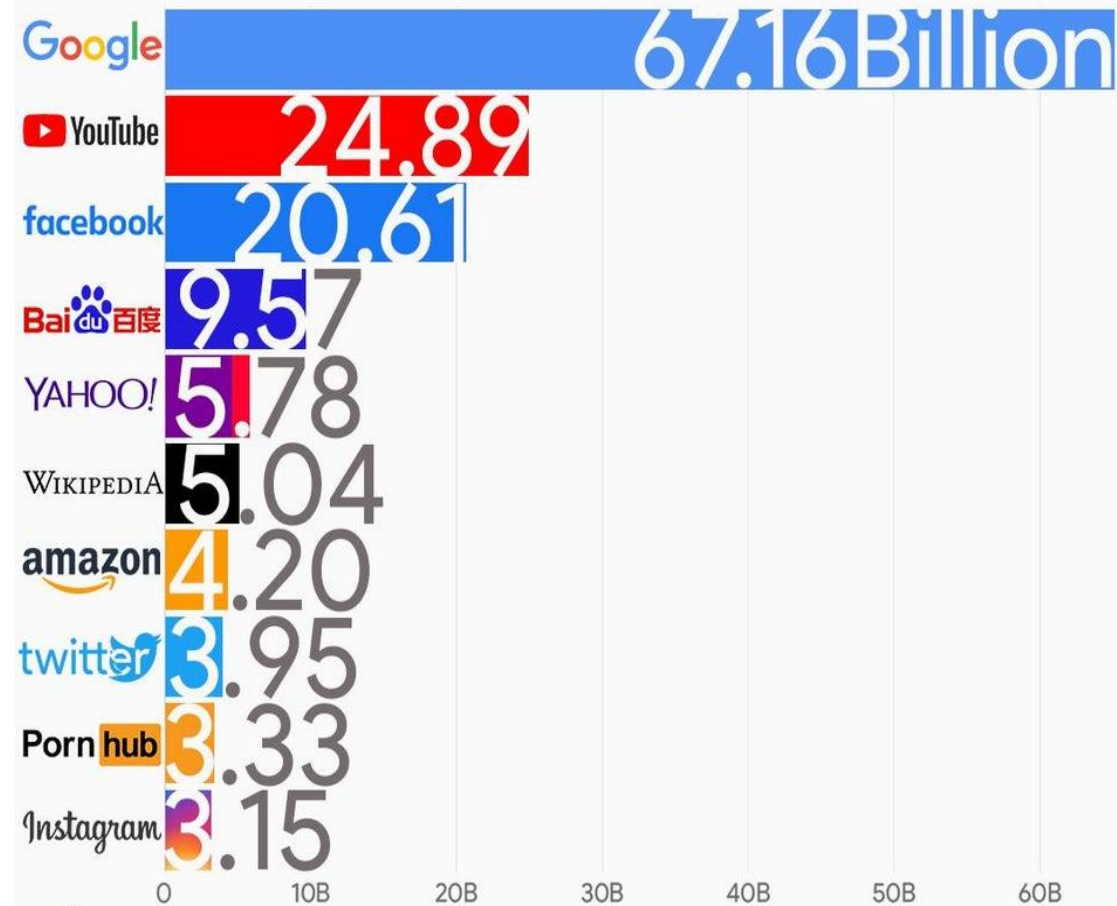


**DuckDuckGrow?**  
The search platform, whose value proposition is built on protecting privacy, has been experiencing brisk growth in recent years.





# The most visited websites worldwide

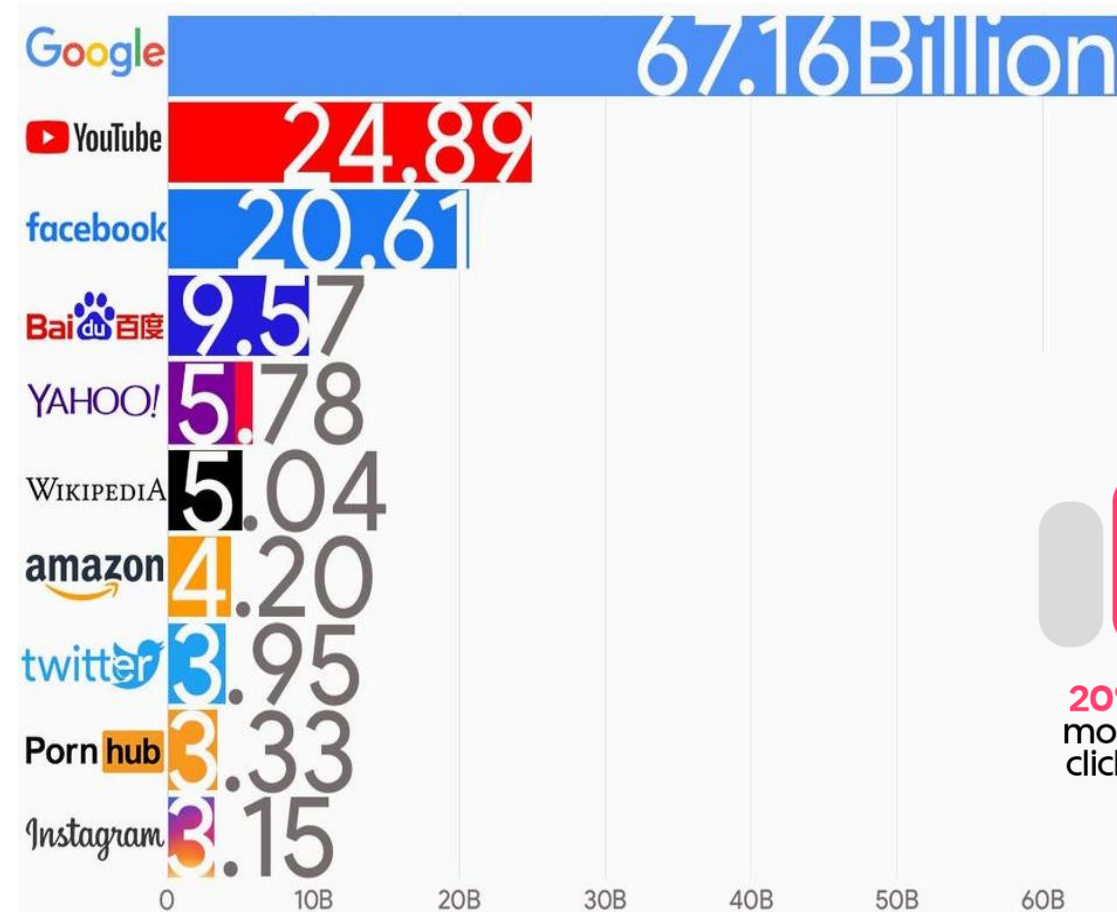


@Statistics\_Data\_Facts

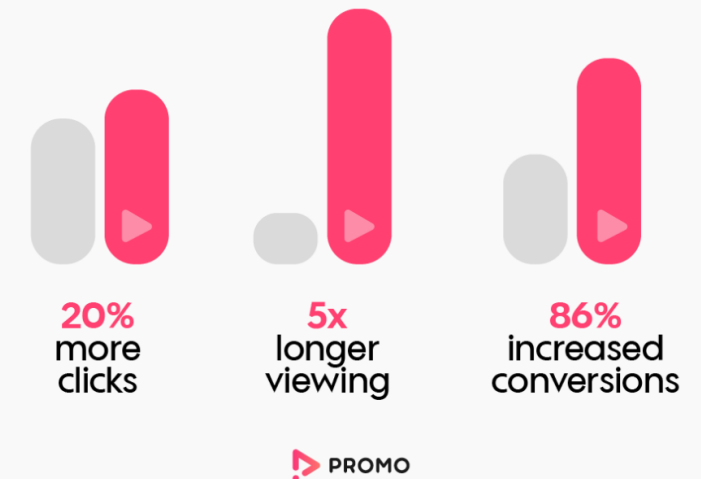
\*Sum of visits (non-unique) per month

Source: SimilarWeb.com

## 2<sup>nd</sup> Largest Search Engine in the World!



← You will also  
get ranked  
higher on  
the 1<sup>st</sup>



@Statistics\_Data\_Facts

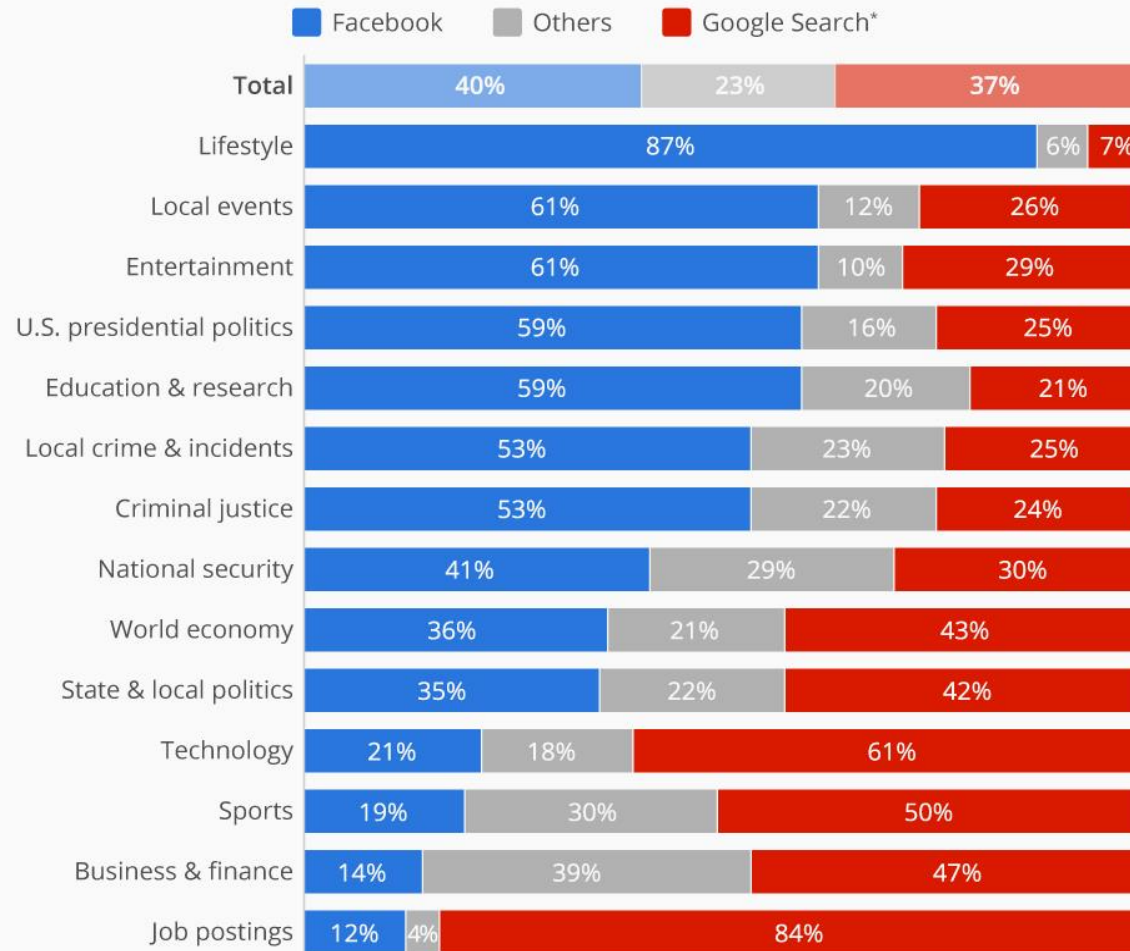
\*Sum of visits (non-unique) per month

Source: SimilarWeb.com



## Referral Traffic – Google or Facebook?

Distribution of referral traffic sources, by article topic



# Organic Reach

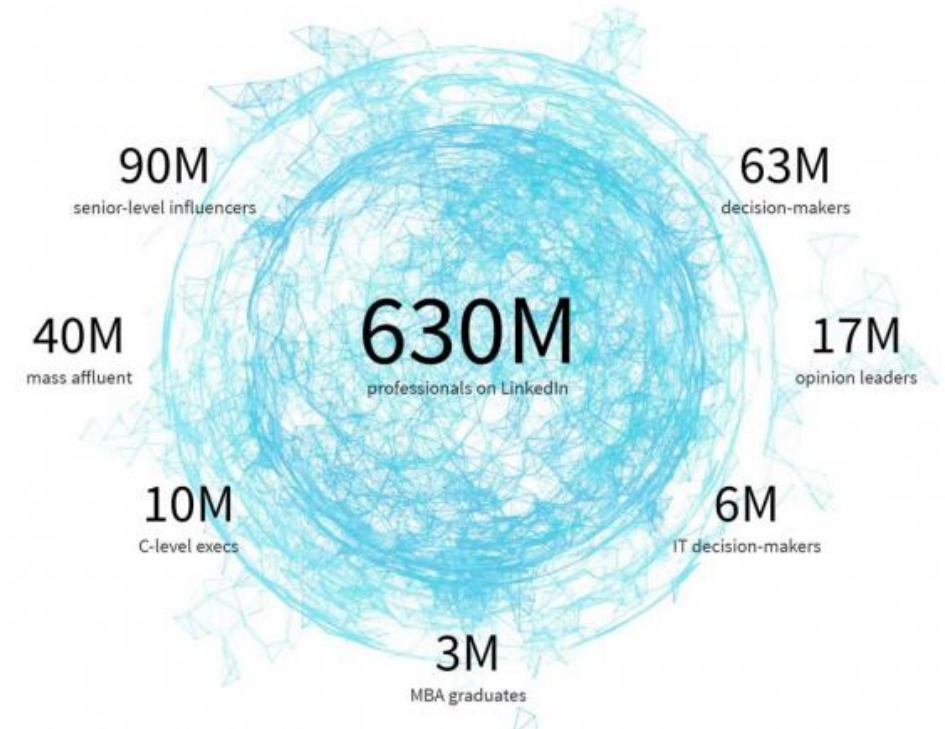
Very high !

**94% of B2B  
marketers**  
content marketing

**52% open rate**  
Sponsored InMail



**30 Million**  
Companies



# \$1.80 STRATEGY

## FOR GROWING ON **Linked in**

**1. SEARCH THINGS THAT  
MATTER TO YOUR WORLD.**



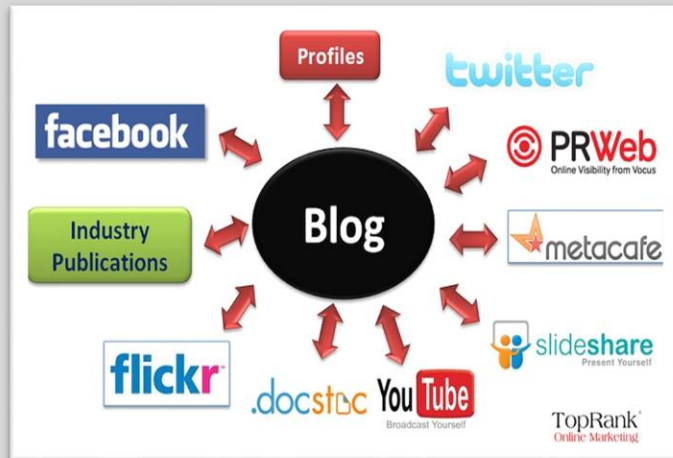
**2. READ THE POST.**



**3. LEAVE THE MOST  
RELEVANT COMMENT.**



# Promotion – Affiliate Marketing



**JUMIA**





SIGN IN REGISTER

## Jumia Affiliate Program

Start earning big with a commission up to 13%

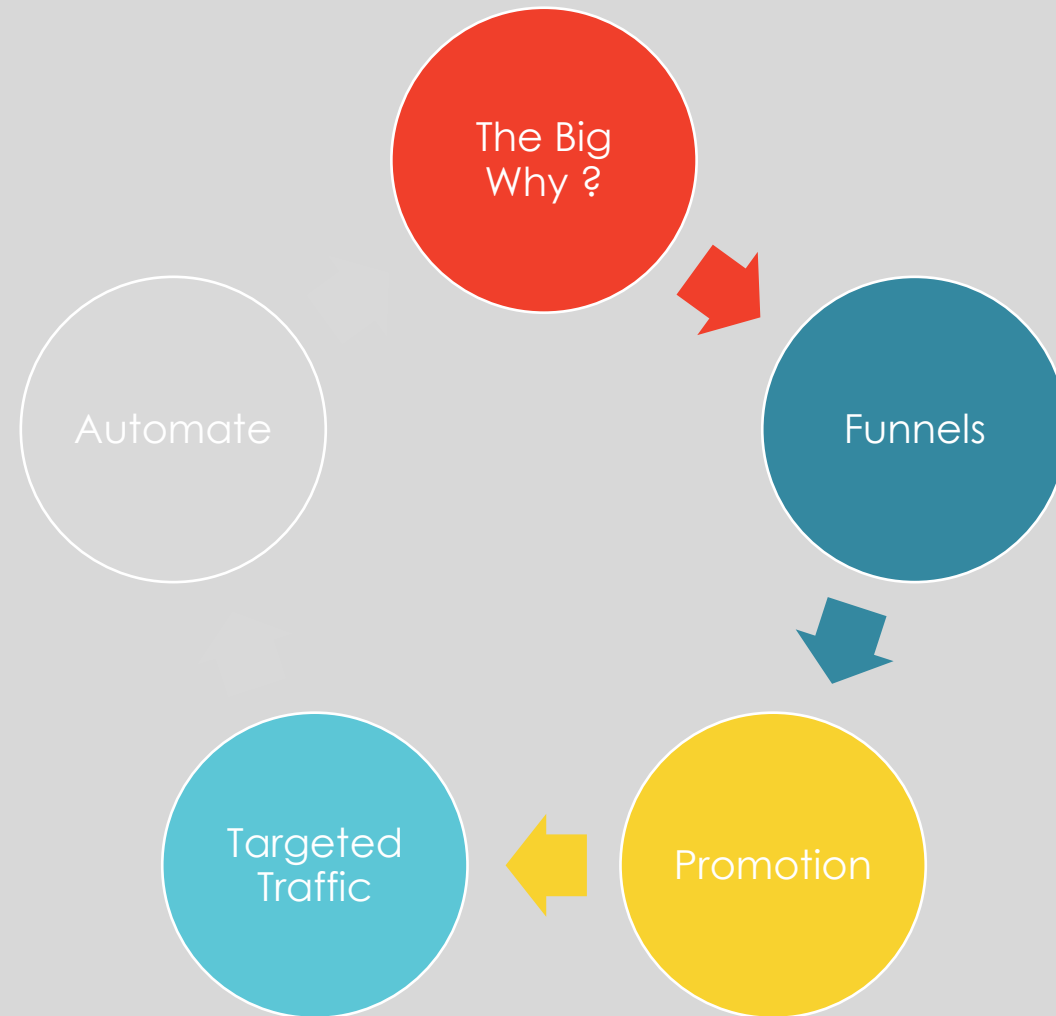
BECOME AN AFFILIATE

### HOW DOES IT WORK?

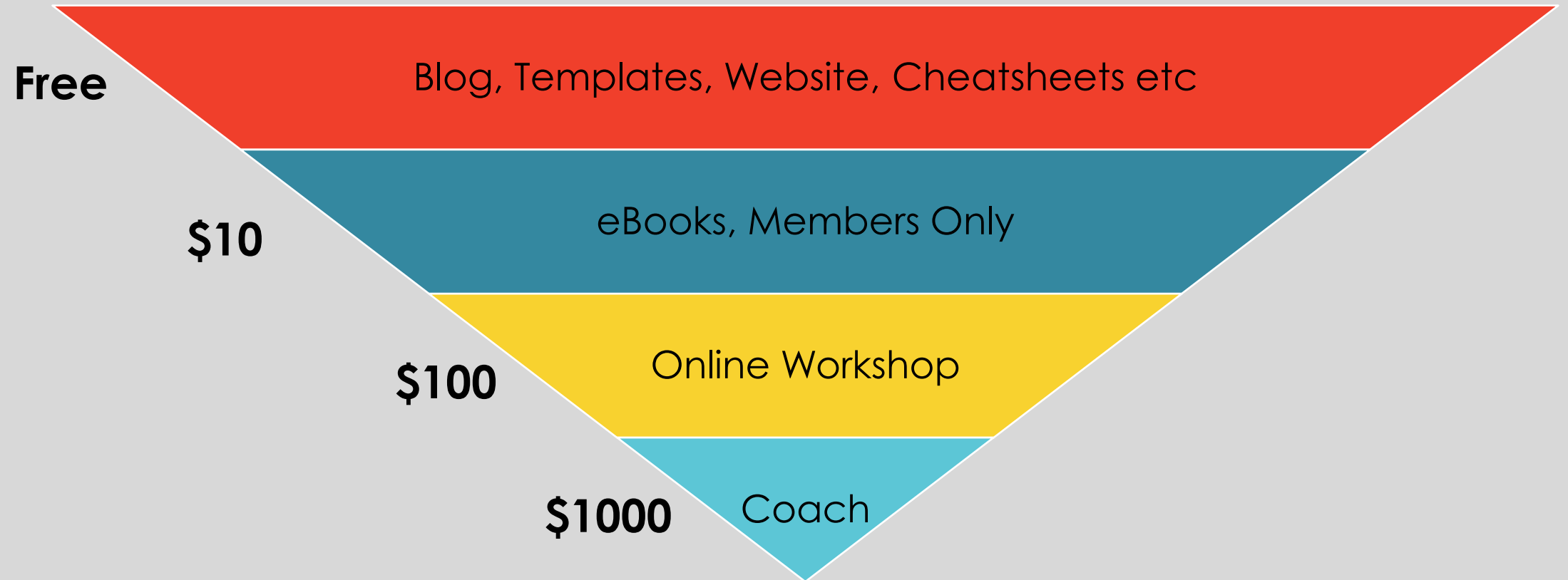
			
REGISTER	ADVERTISE	GET PAID	OPTIMIZE
Register for free and get approved the next day.	Advertise using our wide range of banners, our feed or our deeplink generator.	Earn a commission up to <b>13%</b> , on all orders a customer makes within <b>7 days</b> from clicking on your ad.	Use our comprehensive reporting tools to analyze and optimize your performance for a higher return.

***“ My Key question is how a full time traveler can be a successful entrepreneur.” - sr s***

# So When Do We Pay for Traffic?



# Your Sales Funnel



# Your Sales Funnel Effectiveness

Ad Budget	Clicks	Cost Per Click	Leads	Cost Per Lead	eBook (\$10)	Online Workshop (\$100)	Coaching (\$1000)
			50% conversion		5% conversion	2% conversion	0.5% conversion
\$100	1000	\$0.10	500	\$5	25	10	2.5

# Your Sales Funnel Effectiveness

Ad Budget	Clicks	Cost Per Click	Leads	Cost Per Lead	eBook (\$10)	Online Workshop (\$100)	Coaching (\$1000)
			50% conversion		5% conversion	2% conversion	0.5% conversion
\$100	1000	\$0.10	500	\$5	25	10	2.5
					\$ 250	\$ 1000	\$ 2500
\$100					\$ 3750		

# Paid Traffic

**\$1**

**Free**

Blog, Templates, Website, Cheatsheets etc

**\$10**

eBooks, Members Only

**\$100**

Online Workshop

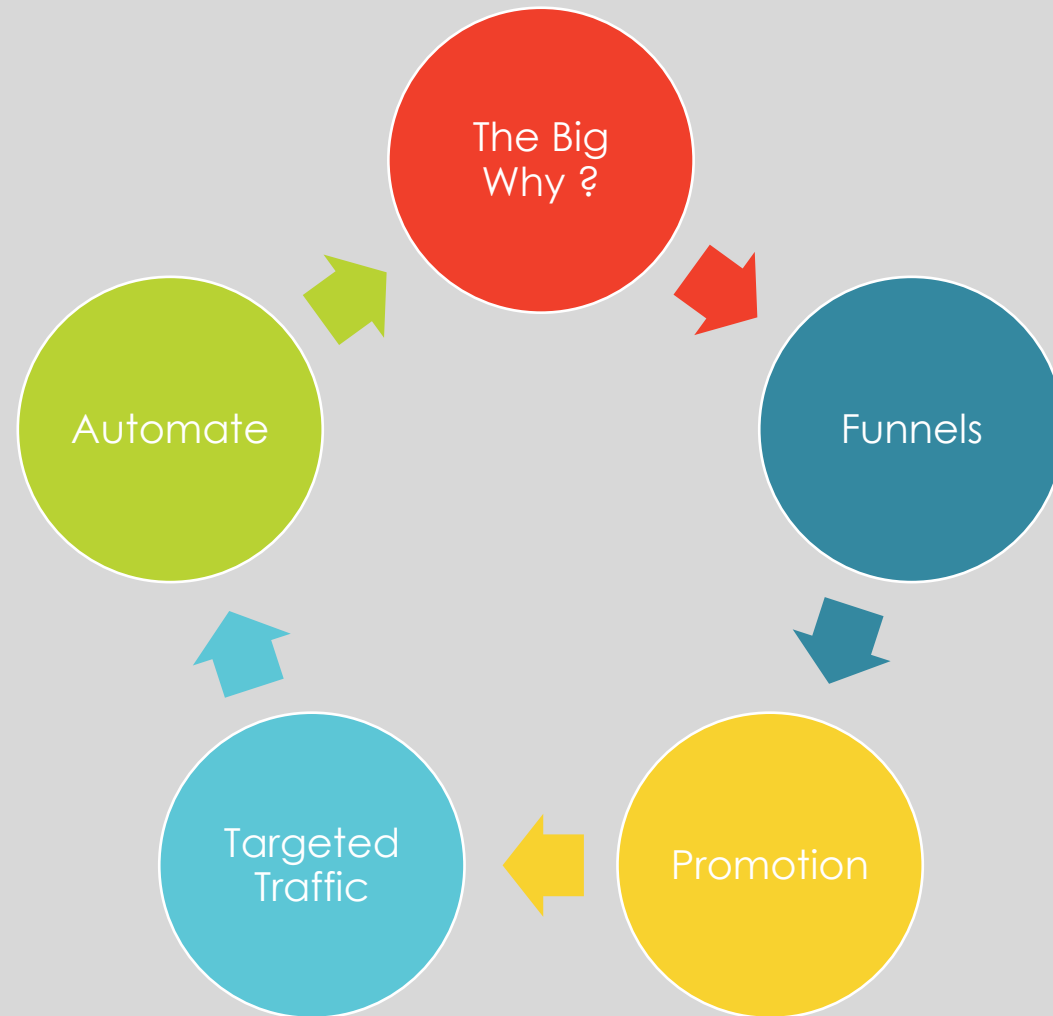
**\$1000**

Coach

**\$37.50**



# Finally !



# Automate



ClickFunnels: Enabling People To Grow Their Companies Through Sales Funnels

"Quickly Create Beautiful  
**Sales Funnels**  
That **Convert Your Visitors** Into  
Leads And Then Customers..."

*(Without Having To Hire or Rely On A Tech Team!)*

**Start Free 14 Day Trial Now**

Start Building Your First Funnel Right Now!



ClickFunnels came out of no

Watch the demo:



## Changing The Lives Of Entrepreneurs

Join the **126,673** entrepreneurs who are actively using ClickFunnels to get their products and their message out to the world.

**126.6K**  
Users

**1.30B**  
Contacts

**7.18M**  
Funnels

CLICKBANK.

Home

Shop

Promote

Sell

Learn

Support

Login

Sign Up

amazonassociates

Sign in

English - EN

United States



Booking.com

Affiliate Partner Program

Home

Products

More Info



Sign in

There's more than 1 million  
reasons to join us

And by reasons, we mean accommodations – from hotels and homes, to trains and tree houses.

Join Booking.com's Affiliate Partner Program and start earning commission on bookings made through your website. Signing up is free, easy and confirmed instantly!

Tell me more

Join now for free!

Signing up is easy, and your account is confirmed instantly

First Name

Last Name

Email Address

Password

-- Select country --

Next step

STEP 1

Personal Information

STEP 2

Business Information

STEP 3

Confirmation

Q&A

# Promotion - SEO

<https://moz.com/beginners-guide-to-seo>

<https://backlinko.com/high-quality-backlinks>

<https://neilpatel.com/what-is-seo/>