TAKING YOUR BUSINESS ONLINE: STARTING STRONG, GROWING FAST

15th July 2020
So What’s The Plan?

The Big Why?

Automate

Funnels

Targeted Traffic

Promotion
But before that...
Let’s Get Started

The Big Why?

- Automate
- Funnels
- Targeted Traffic
- Promotion
# The Lean Canvas

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Unique Value Proposition</th>
<th>Unfair Advantage</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3 problems</td>
<td>Top 3 features</td>
<td>Single, clear, compelling message that states why you are different and worth paying attention</td>
<td>Can’t be easily copied or bought</td>
<td>Target customers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Metrics</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key activities you measure</td>
<td>Path to customers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Acquisition costs</td>
<td>Revenue Model</td>
</tr>
<tr>
<td>Distribution costs</td>
<td>Life Time Value</td>
</tr>
<tr>
<td>Hosting</td>
<td>Revenue</td>
</tr>
<tr>
<td>People, etc.</td>
<td>Gross Margin</td>
</tr>
</tbody>
</table>

---

Lean Canvas is adapted from The Business Model Canvas ([http://www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.
### Problem

**Top 3 problems**
- Malaysia unemployment rate increased to 5% is highest at its decade.
- 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.
- Many creatives are also seeking to improve their skills, network or in need of other relevant resources to improve likelihood of expanding their careers.

### Solution

**Top 3 features**
- Networking app (members only) & events
- Job board
- Premium content & digital resources

**Unique Value Proposition**
Single, clear, compelling message that states why you are different and worth paying attention

### Unfair Advantage

Can’t be easily copied or bought
- Current influence & reach amongst the creative community.
- Trust/loyalty among key opinion leaders, brands, media and growing fanbase

### Customer Segments

**Target customers**
- 25-34 year olds creative professionals and entrepreneurs looking to network with industry leaders, connect with like-minded peers and find a job
- 34-45 year olds industry leaders who want to hire, mentor and invest in new start-ups
- 18-24 year olds fresh graduates, university students and young executives who want to build empowered connections to learn and look for job prospects

### Key Metrics

**Key activities you measure**
- Number of sign-ups/users/followers
- Interest from brands (advertising/sponsorship)

### Channels

**Path to customers**
- Online / digital marketing
- Key opinion leaders
- Festival/Event brand partnerships

### Cost Structure

**Customer Acquisition costs**
- Distribution costs
- Hosting
- People, etc.

### Revenue Streams

**Revenue Model**
- Revenue
- Gross Margin
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...

- 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?
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?

The Big Why?

Automate

Funnels

Targeted Traffic

Promotion
E-commerce - Products

- E-commerce Products

1. Sign up and get free domain
2. Choose a delivery method
3. Extend your sales channels
4. Streamline order and inventory management with webShaper

- Jumia Platform
- Our achievements
  - 1.2 Billion consumers and 17 millions SMEs to serve across Africa
  - Over 700 million visits to our marketplace in 2018
  - 1 transaction or lead every 2 seconds
  - Over 29 million products, hotels, restaurants, and other services listed
Your Sales Funnel

- Free: Blog, Templates, Website, Cheatsheets etc
- $10: eBooks, Members Only
- $100: Online Workshop
- $1000: Coach
- DFY: Do For You (DIY: Do It Yourself)
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.
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.
How Will People Know?

The Big Why?

Funnels

Promotion

Targeted Traffic

Automate
Promotion Channels
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
1. You need to OWN your **home**

2. **1/4th** 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
62.3%
The most visited websites worldwide

Google: 67.16 Billion

top websites:
- Google: 67.16 Billion
- YouTube: 24.89 Billion
- Facebook: 20.61 Billion
- Baidu: 9.57 Billion
- Yahoo: 5.78 Billion
- Wikipedia: 5.04 Billion
- Amazon: 4.20 Billion
- Twitter: 3.95 Billion
- Pornhub: 3.33 Billion
- Instagram: 3.15 Billion

*Sum of visits (non-unique) per month
Source: SimilarWeb.com
2\textsuperscript{nd} Largest Search Engine in the World!

You will also get ranked higher on the 1\textsuperscript{st}

*Sum of visits (non-unique) per month

Source: SimilarWeb.com
## Referral Traffic – Google or Facebook?

Distribution of referral traffic sources, by article topic

<table>
<thead>
<tr>
<th>Topic</th>
<th>Facebook</th>
<th>Others</th>
<th>Google Search*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>40%</td>
<td>23%</td>
<td>37%</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>40%</td>
<td>37%</td>
<td>6%</td>
</tr>
<tr>
<td>Local events</td>
<td>61%</td>
<td>12%</td>
<td>26%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>61%</td>
<td>10%</td>
<td>29%</td>
</tr>
<tr>
<td>U.S. presidential politics</td>
<td>59%</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>Education &amp; research</td>
<td>59%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>Local crime &amp; incidents</td>
<td>53%</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Criminal justice</td>
<td>53%</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>National security</td>
<td>41%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>World economy</td>
<td>36%</td>
<td>21%</td>
<td>43%</td>
</tr>
<tr>
<td>State &amp; local politics</td>
<td>35%</td>
<td>22%</td>
<td>42%</td>
</tr>
<tr>
<td>Technology</td>
<td>21%</td>
<td>18%</td>
<td>61%</td>
</tr>
<tr>
<td>Sports</td>
<td>19%</td>
<td>30%</td>
<td>50%</td>
</tr>
<tr>
<td>Business &amp; finance</td>
<td>14%</td>
<td>39%</td>
<td>47%</td>
</tr>
<tr>
<td>Job postings</td>
<td>12%</td>
<td>4%</td>
<td>84%</td>
</tr>
</tbody>
</table>

* Not including Google AMP
Some figures do not sum to 100 due to rounding

Source: Parse.ly
Organic Reach
Very high!

94% of B2B marketers
content marketing

52% open rate
Sponsored InMail

30 Million Companies
$1.80 STRATEGY
FOR GROWING ON LinkedIn

1. SEARCH THINGS THAT MATTER TO YOUR WORLD.

2. READ THE POST.

3. LEAVE THE MOST RELEVANT COMMENT.
Promotion – Affiliate Marketing

“*My Key question is how a full time traveler can be a successful entrepreneur.*” - Sr S
So When Do We Pay for Traffic?

- The Big Why?
- Funnels
- Targeted Traffic
- Promotion
- Automate
Your Sales Funnel

- Free: Blog, Templates, Website, Cheatsheets etc
- $10: eBooks, Members Only
- $100: Online Workshop
- $1000: Coach
## Your Sales Funnel Effectiveness

<table>
<thead>
<tr>
<th>Ad Budget</th>
<th>Clicks</th>
<th>Cost Per Click</th>
<th>Leads</th>
<th>Cost Per Lead</th>
<th>eBook ($10)</th>
<th>Online Workshop ($100)</th>
<th>Coaching ($1000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>1000</td>
<td>$0.10</td>
<td>500</td>
<td>$5</td>
<td>25</td>
<td>10</td>
<td>2.5</td>
</tr>
</tbody>
</table>

- **50%** conversion
- **5%** conversion
- **2%** conversion
- **0.5%** conversion

Cost per lead:
- **eBook ($10)**
- **Online Workshop ($100)**
- **Coaching ($1000)**
## Your Sales Funnel Effectiveness

<table>
<thead>
<tr>
<th>Ad Budget</th>
<th>Clicks</th>
<th>Cost Per Click</th>
<th>Leads</th>
<th>Cost Per Lead</th>
<th>eBook ($10)</th>
<th>Online Workshop ($100)</th>
<th>Coaching ($1000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>1000</td>
<td>$0.10</td>
<td>500</td>
<td>$5</td>
<td>25</td>
<td>10</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>$250</strong></td>
<td><strong>$1000</strong></td>
<td><strong>$2500</strong></td>
</tr>
<tr>
<td>$100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$3750</td>
</tr>
</tbody>
</table>
Paid Traffic

Free

$10

Blog, Templates, Website, Cheatsheets etc

eBooks, Members Only

$100

Online Workshop

$1000

Coach

$37.50
Finally!

The Big Why?

Automate

Targeted Traffic

Funnels

Promotion
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..."

Start Free 14 Day Trial Now

ClickFunnels came out of nowhere and became a sensation.

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

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
Q&A
Promotion - SEO

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

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

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