



THE ONLINE BUSINESS

BOSS PLAYBOOK

by Valerie Okorie

ValsView...I See you.



ValsView...I See you.



WELCOME

This e-book will take you on a journey to becoming an online business boss, from choosing the online business to start, to launching your online business, the mistakes to avoid and finally how you can fast track the growth of your online business. I'll be with you all the way, have an amazing time reading this book.

Valerie





CONTENTS

INTRODUCTION

1. STARTUPS
2. STARTING YOUR ONLINE BUSINESS
3. MISTAKES TO AVOID
4. BUILDING AN EMAIL LIST.
5. FAST TRACK YOUR ONLINE BUSINESS GROWTH
6. CONCLUSION.



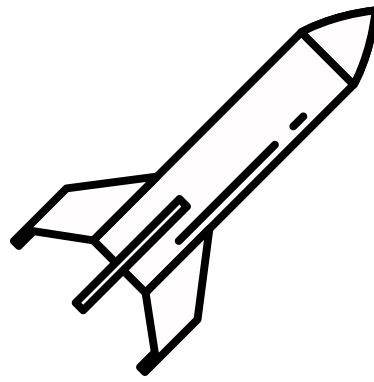
INTRODUCTION

What is an online business ?

Online business is any kind of business activity that happens over the internet.

Running an online business can include buying and selling online or providing an online service.

VALSVIEW...I SEE YOU.



CHAPTER 1

STARTUPS

Running a successful business enterprise is not a layman's job, yet it cannot be impelled by factors like age or gender? A right attitude is what you need to make your mark in this world.

There are start-ups, born out from out-of-the-box thinking and have revolutionized the world. Are you willing to start your own business with minimal investment?



6 ONLINE BUSINESS STARTUP IDEAS

If you're ready to start your own online business, here I have compiled a list of 9 successful online business ideas you can start with little investment, even as a student in 2022!



1

WEB DESIGN AND DEVELOPMENT

For companies, making a strong online presence is extremely crucial for survival. But most companies do not have the time or resources to develop their websites in-house. Hence, becoming a freelance website designer and developer is a great business idea with minimal startup costs.

2

SOCIAL MEDIA MANAGEMENT

As a social media manager, you need to manage your client's social media networks and implement strategies to boost sales. Follow other influencers in the same field to learn new techniques and your start-up will definitely skyrocket over the time.

3

CONTENT CREATION

The need for good content for businesses is ever increasing. There is always a growing demand for fresh content to promote products. You can easily start your career as content creators without any investment. A good command over English and flair for writing is all that you need to turn into a money-making business.

4

ANIMATION AND VIDEO CREATION

Do you like to make short animated movies or videos? Thanks to YouTube and other social media video sites, this has become one of the most profitable business ideas. Businesses are hiring video creators to create conspicuous videos for their products to get a competitive edge over their business rivals.

5

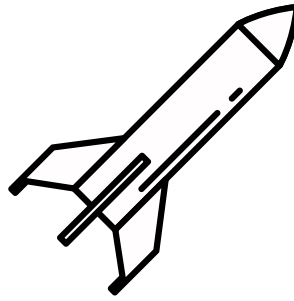
ONLINE COACHING SERVICE

Isn't it a great idea to earn a few bucks by giving tuitions on a subject that you have mastered? Online coaching service turns out to be one of the lucrative business ideas for students that is equally satisfying. Since the coaching is online, you can give sessions at your service during the evenings or late nights. As there are no overheads, all the earnings that you make will be your profit.

6

JEWELLERY MAKER

Jewellery making is an ideal startup business for college students. You do not need to be a certified jeweller or make huge investments to pursue your career as a jewellery maker. Simply hone your creativity skills by watching online tutorials. Start your business with simple designs that are wearable and fashionable, made without using expensive metals like gold and silver. Promote your business from your campus and gradually you can start selling on the e-commerce platform.



CHAPTER 2

START YOUR ONLINE BUSINESS

You've completed the necessary preparations and are now ready to introduce your online store. At that launch, you only have one shot. This will set the tone for the company and attract the attention of potential customers.

Many people dream of starting an online company, but only a few do. This is not always because the products are unworthy, but because they were not properly introduced to the market.

So how to introduce your online store? We'll guide you through all of the steps you'll need to take to fully understand how to launch and reap the benefits of a new online company.



V How to start your online business

Step 1: Build Online Presence

People shape first impressions based on what they read about you online more often than not, which is why you should commit to becoming findable online and generating search results that consistently lead to reliable, trustworthy details about you and your business.

When it comes to introduce your online store, the gold standard for online home bases is your website with a domain name that contains your company name.

Step 2: Create Targeted and Interactive Content

Wise marketers all around the world normally spend 30–40% of their marketing budgets on content, setting a general trend towards crafting relevant, customized content for specific audiences. You must know that the majority of consumers will learn about a company through content rather than advertisements.

Your online development and popularity are dependent on a strong content creation strategy. Ignoring content creation is always a bad idea, especially for online stores. However, as a start-up, you needn't pursue diverse marketing content, instead, focus on limited (but important) types only to effectively create and push.



Step 3: Start Networking With Your Influencers

An influencer is one of the most powerful sources to introduce your online store that is closely connected to your targeted customer segments. They have a substantial number of followers on social media, especially on Facebook, YouTube, and Instagram. They have the power to enhance or destroy a new product.



How to start your online business

Step 4: Be Active Online

Now it is time to communicate to introduce your online store. Post articles, photos, videos that people want to see. Repost and share posts that you come across and wish to pass on to your social media audience. Publish surveys and questionnaires to encourage involvement and gather feedback.

Above everything is interaction, which is: Follow people whose posts you find interesting and whose opinions you admire. People who pursue you should be followed back. Subscribe to posts in your industry and interest areas. Leave a comment on the website and blog posts. Comment on other people's articles on your accounts. Join a group. Ask or respond to questions and contribute your knowledge to online discussions.





CHAPTER 2

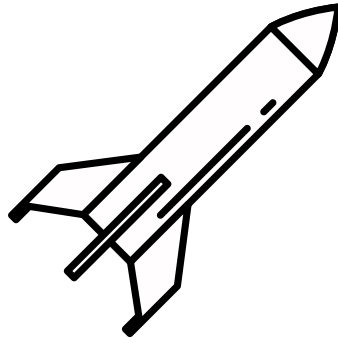
FINAL THOUGHTS

How to introduce your online business and how to attract customers to your online business requires a sophisticated eCommerce marketing strategy that protects your online reputation and branding while attracting the customers you need.

Selling online for the first time or spreading your online presence to become a crucial retail channel may seem challenging, but it is more than doable if you take it one move at a time.

Remain consistent, be patient, and avoid overloading by doing too much at once. Go through each step mentioned above and the priority stage that you believe would be more beneficial to your business. Then, when you begin to see outcomes, adjustments, and adaptations.





CHAPTER 3

MISTAKES TO AVOID

There are many reasons why you would want to start an online business. The internet is a wonderful thing and having a website can offer numerous benefits. Some of the top reasons to start an online business include:

- You can start with a very small budget
- You can be location independent
- You can expand much faster online than with brick and mortar
- You'll have a huge audience (worldwide)

But, as with any business, it's not always easy. You need to dedicate a lot of time and energy, but having something to call your own and being your own boss makes it all worthwhile. When you're first starting your website, there are numerous things to think about and mistakes to be made!

In this chapter I'm going to tell you 10 mistakes new online business bosses make, and how to avoid them.

Before you do anything, you need to make a plan. You have to know where you want to go with your online business, what you want to convey, who is going to be your target audience, etc.

There are many things to consider when starting a website. Some of the first things you need to plan include:

▼ Your niche.

This is very important. Choose a topic you are passionate about. Something you don't mind working on 24 hours a day if needed. Also, evaluate your niche, see what (and who) is already in this space, and what is still available for you to cover.

▼ Name and tagline

Discuss business name ideas and choose a name that is catchy and represents what you are doing. It should be easy to remember. Even better, create a tagline to go along with it so that people know why they are on your blog or website right away. This also makes it easier to remember you.



▼ Design.

Think about how you want your site to look. What colors do you want to use? Do you want your social media to have a special design? Do you have a logo? How should it be situated? These are all things that you should consider because it's going to be the first thing that people see when they arrive at your site. First impressions are important.

▼ Marketing strategy.

What is a site worth if no one sees it? That is why you need to think about how you are going to bring people to your site. Will it be through social media, through guest posts, through paid traffic? If it is with social media, for example, you will have to create accounts, create content, make ads, manage the accounts, etc. It's important to think about all of these things up front.

▼ Create an avatar / persona.

In your mind, create a persona of your desired audience. Who do you want reading your blog and buying your products? What do they like, what do they do, how do they spend their free time? You have to make them as detailed as possible so that you know how to approach them.



▼ Monetization strategy.

It's really nice to have a blog or website where you write about things you love. But what we all want when starting a business is to make money from it. So, you have to think how you want to monetize your online business. Are you going to do affiliate marketing, are you going to sell your own products?

If you don't have a clear plan from the start, you won't have a focus or clear direction for your site, and will probably end up wasting a lot of time.

2.

WAITING TOO LONG TO LAUNCH YOUR FIRST PRODUCT

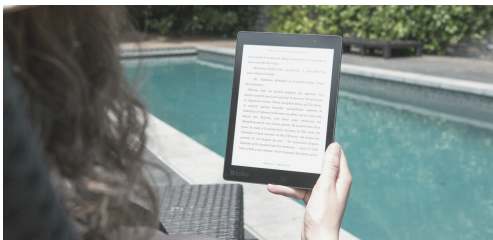
Earning a commission from branddeals and sponsored advertising is great, but if you have your own product to sell, you will take home the full sale price rather than just a small cut.

I'm not saying that you should have a product for sale from the very beginning, but once you start getting used to the process of building your audience you should start thinking about it.

Some ideas for first products that you can launch are:

▼ Ebooks

An ebook is a very common product because it's easy and cheap to produce. It's also easy to sell since it's just a file as opposed to being a paperback. If you sell an ebook on platforms like Amazon you don't even have to worry about customer service or the sales process. But, you can sell your own book directly on your site with E-junkie, keeping all of the profits.



▼ Courses

If you run a website about a specific topic it's because you probably know more about that topic than most. So why not share that knowledge with others in a course? If you know how to set up a website, create a course on that. If you want to help people learn how to start a travel blog, create a course about that. Video tutorials, interactive media, podcasts, downloadable PDFs, etc. are all great components of a course.

▼ Presets or themes

If you have really cool Lightroom presets or an amazing WordPress theme, for example, you can sell them to your audience.

▼ Membership sites

You can charge for membership on a site where you share exclusive content.



▼ Coaching

If you have something to teach and share, you can do it through coaching. This is a one on one service, and therefore more exclusive than a course.

Your audience will be waiting for you to have a product available, don't make them wait too long!



3.

CHOOSING A TOPIC YOU DON'T CARE ABOUT

When starting an online business, it's important to choose a topic or niche that you're passionate about.

If you're starting a blog, you have to choose a topic that you are knowledgeable on, and interested in. Something that you could talk about all day – food, tech, travel, fashion, beauty, dogs, etc. You will need to write a lot of really good content for your audience, which is much easier if you love what you are writing about.

▼ Enjoy it

If you enjoy what you do you, it won't feel like work and you'll be happy to spend time on it each day. You have to think of your blog as your baby, and do everything you can to nurture it and help it grow.

I started mine about productivity, because that is what I love and want to do no matter what, so why not combine the two?



4.

TRYING TO ROCK EVERY SOCIAL MEDIA AT ONCE

Many people think that when you start an online business, it will be up and running and making money in no time. This is almost never the case. A business takes time to grow and evolve.

You have to be patient. It takes a lot of time and effort to build an audience and customers to buy your product or service.

▼ Engagement

You also have to engage with your audience in order for the algorithms from these social media platforms to actually show your content to users. If you just upload a picture a day without any engagement they will think your account is a spam account. Social media isn't a "set it and forget it" type thing.

▼ Start with one

If you receive comments or messages you want to answer them right away, and you should be commenting on other profiles from your niche. You'll need to do everything you do with your personal social media accounts, but on a larger scale if you want to grow fast.

All of this takes a considerable amount of time, and it's better to learn one social media at a time until you've figured it out. Once you are rocking one platform, add the next one.





5.

FOCUSING ON THE SMALL THINGS

There are many things that need to be done when starting a website. Some tasks have more importance than others, meaning they will require more of your time and effort.

Rather than focusing on the small things, figure out what you need to do to help your business grow quickly. Details are important, but what should come first is having your business up and running.

▼ Forget perfection

In the beginning, don't worry too much about having the perfect profile picture. Instead, choose one that looks good, you can always change it later, just get something up. Focus on creating good content first, and worry about meticulous design stuff later.

It is better to get the things done even if they are not perfect than not getting them done at all.

▼ Pereto Principle

Work under the Pareto principle. Do 20% of the tasks that brings you 80% of the results. If Instagram brings you more readers and sales than Facebook, focus more on that platform. Creating content for your website will bring you traffic, while working on design and "small things" won't.

Work on the tasks that will bring you visitors, and money.



6.

WRONG EXPECTATIONS

Many people think that when you start an online business, it will be up and running and making money in no time. This is almost never the case. A business takes time to grow and evolve.

You have to be patient. It takes a lot of time and effort to build an audience and customers to buy your product or service.

▼ Be Focused

There are people who were lucky enough to build a business in a very short time. But don't take that as your reference, instead, take realistic examples and focus on making your website work.

▼ Be Patient

Just because it might be taking longer than you expected, don't quit. If it's something you enjoy doing and are putting all your energy into, it will eventually work out. Give it time to flourish.





7.

GOING IT ALONE

.The only reason my business exists today is because other entrepreneur friends wouldn't let me quit. Seriously, I tried to throw in the towel and start over with something else, but they wouldn't let me. They talked me out of it.

No one can succeed in business alone. You need people to make it work. Your customers are people, your suppliers are people, your service providers are people.

▼ Support

Most importantly, you need support from other entrepreneurs who are at similar stages as you are, and from others with more experience.

The more connected you become with other entrepreneurs, the more normal your quest becomes. You'll no longer feel crazy or alone, and you'll realize that we all face obstacles just like you're facing.

▼ Reach out

Reach out to another entrepreneur or two, and ask them to meet weekly. Share your struggles and goals, and review your progress each week. This simple process is so powerful.



8.

FOCUSING ON TOO MANY TASKS

Within a business, there are endless things that need to be done and even if you wanted to, you can't do everything at once. It's too much work and you'll end up frustrated.

Instead of trying to focus on everything at the same time, decide on the one or two tasks that are the most important at that moment and get them done before starting with the next one.

▼ Be Focused

You can also enlist outside help to complete certain tasks so that your workload is less. Rather than trying to figure it out yourself, you can hire someone to do the website design, someone to take care of your email list, or hire a Pinterest manager. No matter what you need help with there is always someone who you can hire.

▼ Outsource

There are many platforms where you can find freelancers or virtual assistance to help you with all these tasks. Have a look at For example Fiverr, Guru, Freelancer or PeoplePerHour to name a few.

If you're feeling overwhelmed, or there is something that you don't know how to do, outsource that particular job. Not only will it give you more time to focus on other things, but most likely the person you hire will be faster at completing that task than you.





9.

SOLVING AN UNIMPORTANT PROBLEM

If the problem your business solves is important enough, you won't even have to look for customers. Imagine if you had a cure for cancer, for example.

Businesses fail all the time because they try to solve a problem nobody really cares about. If you put your product or idea out there and nobody buys it, there's a good chance you should look for a more important problem, not a bigger audience.



10.

SPENDING TOO MUCH TIME "LEARNING"

Before starting an online business, you'll most likely need to do some research to learn how to run a website, and market your brand. And of course, you'll spend some time in the beginning educating yourself on how to do so. But, once you know what you need to do, you have to start!

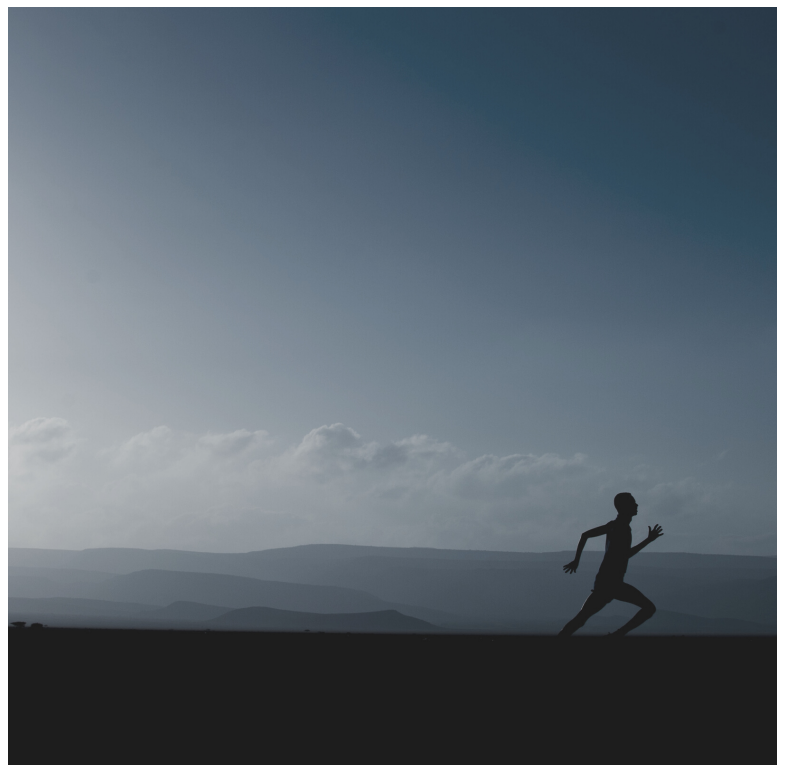
There is always new information coming out, with much more to learn and read. It's important to realize when you know enough to start your blog and get it off the ground. Researching and gaining knowledge on the world of websites is important, but you also need to realize when you have enough information to launch – otherwise you'll spend too much time surfing the web, rather than creating your business.

▼ Just Start

You won't know everything, and sometimes you will have to ask others in your virtual community for help. And that's OK, the important thing is to just start. Learning is something that never stops, so don't focus on knowing everything there is to know about running an online business.

▼ Run with it

If you have an idea, run with it. Make a plan of what you want to accomplish, and figure out what you can do differently to stand out. Hopefully you'll be able to avoid the mistakes I listed above. Happy entrepreneurship!



FINAL THOUGHTS

Not starting at all

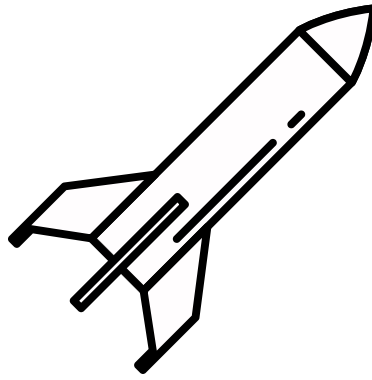
This is perhaps the biggest mistake of all. Don't be that friend who talks and talks about starting a business for years and never does anything thing about it.

It's easy to get so worried about all the possible mistakes that you never get started at all. But that's the only way to guarantee failure.

Starting a business isn't a sure thing — it takes guts and intelligence and heart and hustle — but you will get better over time **ONLY** if you start.

The best way to ensure you'll succeed is simply this: don't be afraid to make mistakes. Mistakes are part of the process. So dive in, get started and find a community to support you... because you are not alone.





CHAPTER 4

BUILDING AN EMAIL LIST

Why is that?

An email list is the best way to monetize your blog or website. Through the email list, you build a relationship with your audience. You send them great content and special tips and they get to know you. So when you recommend a product, tour, company, etc. they are much more likely to buy from you because they trust your opinion.





THERE'S NO STOPPING EMAILS

A great way to build an email list is to make a “pop-up” with Thrive, Opt-In Monster or MailMunch. The best way to collect emails from that pop-up is to give away something for free to your readers. It might be an ebook, a checklist, a report, a course, templates, etc. It must be a relevant, high quality product for people to be willing to give you their email address.

Once you have those emails, you'll want to create an autoresponder. ConvertKit and ConstantContact are popular email marketing companies. ConvertKit is more for advanced users, while ConstantContact is great for beginners because they offer 2 months for free and a lower price point after that.

If you want to take your emails seriously and you want help to build a good list, then the customer support with Constant Contact is what you're after. They can help you every step of the way to ensure that your list is engaged and your emails are delivered to the inbox.

Like constant contact, with ConvertKit, you can send out emails in a sequence to your readers, all of which are automated, meaning you don't have to spend a lot of time writing them.

Do more research on building an email list.

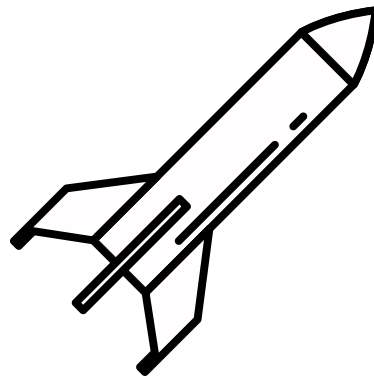


EMAIL MARKETING TRENDS

It's important to provide your best content or useful information in those automated emails, but it's more important to still send out "real-time" broadcasts to the followers on your email lists as well.

You might want to consider having an exit pop-up on your site for when people are trying to leave your site they are reminded that they can download your valuable free product.

As you can see, having an email list is an important aspect of having an online business. Don't miss out on monetizing your audience from day one.



CHAPTER 5

FAST TRACK YOUR GROWTH

People see the words 'fast-track' and assume there is a magical formula. They think they can bypass all ordinary avenues towards success by doing something 'different.' And while they can do things that may indeed be considered 'different,' there is no substitute for that one guaranteed way to lead them into success. And that is hard work!

If you want to fast-track your way to business success, you have to put the work in. Laziness just won't cut it as you won't get very far at all. However, there are a few things you can do to encourage growth, and in so doing, you may see your business grow sooner than expected. Take the following, as examples.





how to fast

TRACK YOUR ONLINE BUSINESS GROWTH

1

Boost your customer service.

Another great method of growing your business is to focus on providing superior customer service. When you exceed customers' expectations, they are likely to tell their friends, family and followers about your business.

When you go the extra mile, such as by offering discounts if a customer has a poor experience or following up to ensure a client was satisfied with your product or service, you establish a reputation for great customer service.

2

Research your competitors

While this might not elicit immediate growth, researching your competitors is one of the most important first steps in launching your business. Ask yourself who your competitors are, what they're doing (that you're not doing) that works for them, and how you can differentiate your business from theirs. The answers to these questions will help you form a more productive business strategy, defining the areas of your business that require more attention to flourish.





how to fast

TRACK YOUR ONLINE BUSINESS GROWTH

3

Create a webinar

Webinars are a great way to promote any product or service. It can also help you grow any business relatively fast. Webinars provide an automated selling tool for literally taking any product or service to market and reaching a wide audience quickly.

4

Attend networking events

Networking events allow you to connect with like-minded individuals, many of whom have unique perspectives and insights that can help you grow your business. The connections and relationships that come from attending networking events can be beneficial for years to come.

5

Be adaptable

One trait that many successful startups have in common is the ability to switch directions quickly in response to changes in the market.

"It allows you to fail, pick yourself back up and keep going."





CONCLUSION

BECOMING AN ONLINE BUSINESS BOSS

I wish I could tell you that becoming an online business boss, will be easy, but the reality is, it won't.

It's a total package, you need to; first choose the type of online business you'll like to start, be it a product or a service, see in chapter 1.

Then follow the steps in chapter 2 on how to introduce your online business properly to your customers.

Avoid some common mistakes online business bosses make in chapter 3.

Build loyalty and trust with your customers through an email list using chapter 4.

And finally fast track your business growth by following some proven strategies. See in chapter 5.

By implementing these strategies, you're now able to start your own online business. Which makes you an ONLINE BUSINESS BOSS. 😊

Thank you!

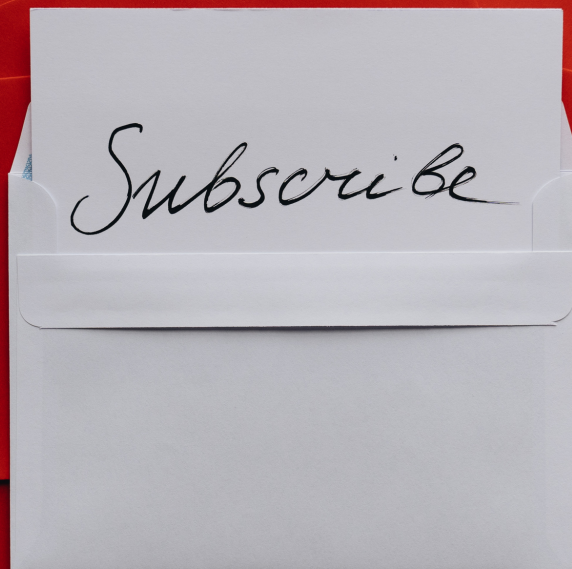


NEED MORE INSIGHT & SUPPORT?

SUBSCRIBE TO MY CHANNEL

Subscribe to my YouTube channel to get all you need to know about setting goals to succeed in not just your business but in your academics, let me help you create a balanced and well designed life.

SUBSCRIBE TO MY CHANNEL





Connect with me

**thank-you for reading this e-book,
you can support me by following
me on my social media platforms,
feel free to send me a dm when
you do.**



@valerieokorie



Valerie Okorie



Valerie Okorie



Questions?

GMAIL : @VIEWVALERIE@GMAIL.COM

INSTAGRAM : @VALERIEOKORIE_



YOU'RE A BOSS

Congratulations you're on your way to becoming an online business boss, pick up your pen and write your plan, for your business.

Your Plan
