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LIFESTYLE
COACH

5

A QUICK GUIDE FOR 2024

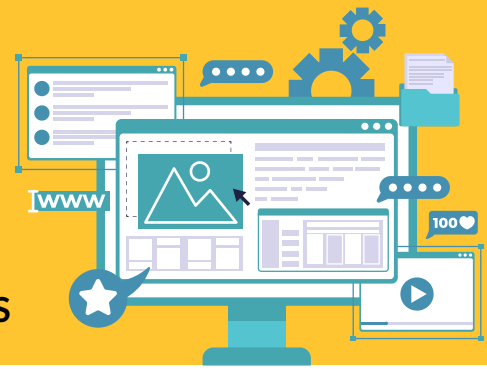
SKILLS YOU NEED

TO LEARN TO BUILD
YOUR DIGITAL BUSINESS

BY ASEMA HASSAN

BUSINESS FLOW

STEP-BY-STEP PROCESS OF AN ONLINE BUSINESS



PICK A NICHE & PROBLEM

This step involves researching and understanding the NICHE market, and target audience, and identifying a specific need or problem you can solve. Conduct market research, analyze consumer trends, and gather insights to define the problem statement clearly within your niche.

1

2

RESEARCH PRODUCT

Once the niche is decided and the problem is identified, conduct thorough research to gather information about existing solutions, and competitor products. Create a better product or pick a product that has an Affiliate Program that you can promote. I have listed multiple Affiliate Products at the end of this guide.



3

BUILD AUTOMATION SYSTEM

Build a sales funnel to gather subscribers in exchange for a FREE/Low-cost product. Set up an Email Campaign System to create auto-responders and set up at least 10-15 emails with a gap of 2-3 days to cover the whole month. Send more affiliate offers in your email campaign by providing value & building trust.



CONTENT CREATION

5

4

Generating Traffic using social media: Create content on social media to drive traffic to your sales funnel. Use all forms of content style posts, reels, videos, and carousels to provide more value to build trust. Use IG, FB, Tiktok, YT & Pinterest. In your social media bio links: Use Linktree, Milkshake App, SystemeIO or Stanstore to build a simple link store front to provide full insight to every person who visits your store.



LAUNCH, EVALUATE & CONNECT

Build Connections with your leads and audience. Provide continuous value, building communities e.g. Create a Facebook Group to provide more private coaching and help them achieve their goals. Evaluate your insights and social media content. Create more of what works for you and what adds more value to your target audience.

YOUR ONLINE BUSINESS PROCESS

HOW EVERYTHING WORKS TOGETHER



01

Pick a Niche

Finalize your niche and product offers to promote or sell as your own. E-g Take these offers as your main products.

- [FREEDOM ACCELERATOR](#)
- [LEGENDARY MARKETER](#)
- [DIGITAL PRODUCTS TO RESELL WITH PLR & MRR](#)



YOU

02

Drive Traffic

Create content for FREE on Social Media Platforms to drive traffic and leads to your digital store front. Make sure to always use Call-to-action (CTA). You can also drive traffic from your blog website with proper SEO.

- [CANVA](#)
- [REPURPOSE](#)
- [INVIDEO](#)
- [TUBEBODDY](#)
- [UDIMI](#)



03

Digital Shop

Send Traffic to Your LINK IN BIO / DIGITAL STORE FRONT which contains all your offers or products that you are selling.

- [STANSTORE](#)
- [SHOPIFY](#)
- [SYSTEMIO](#)

04

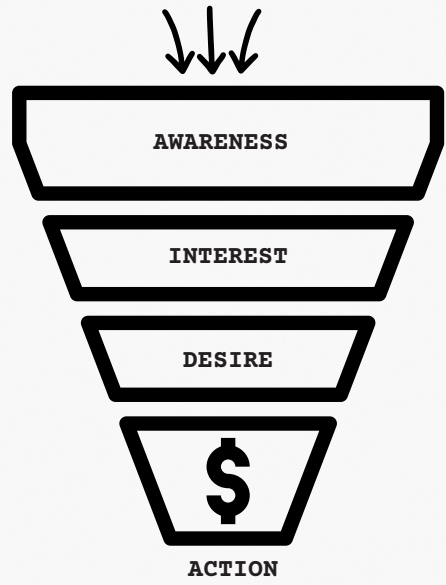
Build System

Direct your leads from your digital storefront to the offer page called sales funnel and email campaigns. Collect their email ID and first name, give a FREE lead magnet, or make a direct sale of your first low-value product using funnel systems. Add upsell offers if you have multiple products in the same niche.

- [CLICKFUNNELS](#)
- [SYSTEMIO](#)
- [AWEBER](#)
- [GETRESPONSE](#)



BASIC FUNNEL STAGES



05

Email Campaign

Keep on sending to your subscribers/customers more product offers in the email campaigns. You collect the email ID in step #4 and send out the offers via the email system. This is where the automation system works the best, because until they are subscribed to your campaign. You can passively communicate with them without having to put in extra effort every day.



06

Build Community

Stay connected with your customer, your potential leads by providing value and connections. Build a **Facebook Community** or Discord Community to keep on updating and nurturing those connections.



5 DIGITAL BUSINESS MODELS TO FOCUS ON IN 2024

(LOW CAPITAL INVESTMENT & PASSIVE INCOME)

1 AFFILIATE MARKETING

2 CREATE & SELL **DIGITAL PRODUCTS** ON STANSTORE

3 DESIGN AND SELL **PRINT ON DEMAND BOOKS** ON AMAZON KDP

4 DESIGN AND SELL **PRINT ON DEMAND TSHIRTS** ON ETSY/SHOPIFY

5 CREATE AND SELL **TEMPLATES** OF CANVA, SYSTEMEIO & AMAZON KDP ON ETSY/SHOPIFY/STANSTORE

5 TOP SKILLS YOU NEED TO LEARN TO BUILD BUSINESS

#1 SKILL TO LEARN IN 2024

BUILD FUNNELS

Learn To Automate with FREE CERTIFICATION

#2 SKILL TO LEARN IN 2024

EMAIL MARKETING

Learn How to Make 60K in 4 Weeks

#3 SKILL TO LEARN IN 2024

WRITE A COPY THAT SELLS

Learn To Write Effective Sales Copy (Content/Email)

#4 SKILL TO LEARN IN 2024

LEARN TO DESIGN

Best Designing Tool For Marketing & Digital Products

#5 SKILL TO LEARN IN 2024

DIGITAL MARKETING

Learn High-Ticket Affiliate Marketing & Digital Products

BONUS: LEARN HOW TO USE CHATGPT EFFECTIVELY

LAUNCH YOUR ONLINE BUSINESS



ASEMA HASSAN

Let me help you launch your online business with ease.

<https://stan.store/hellolifestylecoach> 

1-1 Business Coaching



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