

DIGITAL BUSINESS CHECKLIST



DEFINE YOUR NICHE

- ☐ Research gaps in the market
- ☐ Identify a market segment with high demand and low competition
- ☐ Research your audience needs, pain points and desires
- ☐ Decide on profitability and scalability
- ☐ Narrow your niche down, refine it and create sub-categories

CREATE AN IDENTITY

- ☐ Decide on your business and revenue model (subscription, service, affiliate marketing, etc.)
- ☐ Name your business
- ☐ Create a logo, look and feel
- ☐ Pin down your brand voice
- ☐ Simplify your brand story and overall message
- ☐ Establish brand guidelines

DIGITAL STRATEGY

- ☐ Create social media profiles on your preferred platforms
- ☐ Set up your email marketing channels
- ☐ Secure a domain name and email address
- ☐ Decide on what type of content to create: video, podcast or Faceless.
- ☐ Create a content calendar with content pillars
- ☐ Determine your content strategy and creation process
- ☐ Produce engaging content

CREATE AN OFFER

- ☐ Decide what you offer: digital products, services or a subscription
- ☐ Create your packages, digital products or subscription content
- ☐ Decide on what they will cost

OPTIMIZE

- ☐ Conduct niche keyword research
- ☐ Pin down keywords to use on social media for SEO
- ☐ Continue to optimize content and platforms

DIGITAL BUSINESS CHECKLIST



AUTOMATE

- ☐ Identify repetitive tasks such as email marketing, social media scheduling, autoresponders etc.
- ☐ Choose automation tools such as Planable, Beacons, Systeme.io
- ☐ Set up your digital storefront or website
- ☐ Set up your freebie and funnel to generate leads
- ☐ Create a sales funnel and landing page for each of your offers or services
- ☐ Set up a Calendly link for people to schedule appointments
- ☐ Make sure everything integrates well

TRACK AND ANALYZE

- ☐ Set up your analytics tools on the various platforms you're using
- ☐ Get comfortable with using them and finding the metrics that make sense
- ☐ Check them monthly and tailor your strategy to improve results

DRIVE TRAFFIC

- ☐ Decide on your traffic sources such as social media, email marketing, partnerships, SEO and others.
- ☐ Pin down a content strategy for each channel
- ☐ Set time aside to batch create content so that you can schedule it ahead of time
- ☐ Schedule your content as far as you can, and then continue to develop the strategy over time

SERVE CUSTOMERS WELL

- ☐ Decide on ways to retain customers
Create gift certificates or other
- ☐ surprises for current customers along the way
- ☐ Make sure your customer support structure is solid
- ☐ Have a system for complaints and refunds

If you need help with any of these aspects of building your business, get in touch and I'll share my top resources!