



The Beginner's Cheat Book

The ultimate introduction to creating an online brand

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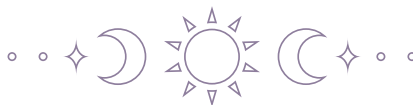


hello

Thank you so much for downloading this eGuide!

I created this for everyone who is thinking about starting their own online brand, but don't know what to focus on or how to start from absolute scratch. Trust me, I know what it's like to be there and quite honestly there isn't enough information available on what to do for the creative aspects of starting a business when you're a complete beginner.

I hope this eBook helps with finding some clarity and confidence in how to build your brand!



Introduction

I started my journey to making money online because I had been working for other companies and following other people's schedules for so long that I just couldn't stand how stuck it was making me feel.

For years I was pivoting my career choices because I didn't feel like I was knowledgeable or brave enough to start my own business. But I always kept coming back to the same thing; it's not necessarily that I hated my job I just hated working 5 days a week every single week and waking up every morning to go somewhere I didn't really want to be.

whatever you are not changing, you're choosing

It was a hard pill for me to swallow but eventually I realised that I needed to make a change in order to see a change in my life. If I was putting in all that effort into someone else's success, or to corporate success - why couldn't I just put that effort into myself instead?

So that's exactly what I decided to do. Invest in myself.



Finding A Niche

Tips for picking something you actually want to do

What is a niche?

A niche is a topic, industry or category that your brand focuses on. The purpose of a niche is to be able to sell to- or engage with a specific type of audience.

If you were to market everything to everyone, it would translate online as being inconsistent or sloppy. The key is having a specific area of focus, or a specific audience that you tailor to, in order to bring in those who are genuinely interested in what you have to offer.

Picking a niche:

There are a lot of things you can consider when picking a niche. The most common one's are to pick something that you are passionate or knowledgeable about. Chances are you have a few such areas in your life.

But you could also pick your niche based on trending topics, or things that easily go viral online – but remember, this might not be a sustainable long term strategy, depending on the type of niche that this falls under.



Profitable Niches

and the pro's and con's of popular niches

Niche Tips:

If your niche is very broad, such as “Beauty” or “Fitness”, you might find that you’re being exposed to a very wide audience but that the audience isn’t engaging with the product or brand. If you’re picking a more popular niche for your business, try to think of how you can be more detailed and specific to narrow down a target audience. For example; *Skincare for the Oily Girlies* or *Weight Loss for New Mums*. You get the idea.

Popular and Timeless:

- Health & Wellness
- Relationships
- Wealth & Finance
- Beauty
- Parenting
- Language & Translation
- Pets
- Travel
- Humor

Get specific:

- Mindful Parenting Techniques for Busy Parents
- Plant-Based Nutrition for Athletes
- Digital Nomad Tax Strategies
- Tech Gadgets for Remote Learning Students
- Zero Waste Lifestyle for College Students
- Minimalist Interior Design for Small Apartments



Niche Catalogue

- Health & Fitness for Busy Professionals
- Organic Gardening & Sustainable Farming
- Keto Diet Recipes & Meal Plans
- DIY Home Renovations & Interior Design
- Personal Finance & Investing for Millennials
- Yoga & Mindfulness Meditation
- Gluten-Free Cooking & Baking
- E-commerce & Dropshipping
- Mobile App Development & Design
- Travel Blogging & Destination Guides
- Beauty & Makeup Tutorials for Different Skin Tones
- Parenting Tips for New Parents
- Cycling & Outdoor Adventure Gear
- Vegan Lifestyle & Plant-Based Recipes
- Photography & Videography Techniques
- Language Learning & Cultural Exchange
- Home Brewing & Craft Beer Making
- Custom PC Building & Tech Gadgets
- Mental Health & Emotional Wellbeing
- Remote Work & Digital Nomad Lifestyle
- Minimalist Living & Decluttering
- Fashion Blogging & Style Advice
- Aquascaping & Planted Aquariums
- Handmade Crafts & Etsy Selling
- Fitness Challenges & Body Transformation
- Educational Toys & Learning Activities for Kids
- Specialty Coffee Culture & Brewing Techniques
- Thrifting & Vintage Fashion
- Podcasting Tips & Content Creation
- Astrology & Personal Growth



What To Do With Your Niche

Now that you've picked one

Why should people come to you?

Research has shown that people come online for three main reasons. They want to be either Entertained, Educated or Feel Connected. So the best way for you to attract and engage with your ideal audience is to fit into either of these criteria.

That doesn't mean your product or service needs to fit into those criteria, but the way you market yourself and your brand should contain some element of this in order to spread awareness and be picked up by the algorithms.

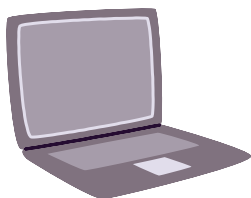
Solving a problem for your audience is the best way to build trust and engagement. If you haven't quite figured out what problem it is you're looking to solve, you can do some keyword research related to your niche; this can be by using professional tools online or by simply doing your own searches and looking at the related results.

Tip: use chatGPT to help you come up with product ideas within your niche



chatGPT Prompts

Act as a product developer for my brand. Utilising market research and available analytics; provide me with 5 examples of problems or pain points that my target audience might face in the [niche] industry.



Provide me a list of 8 ideas for a Digital Product I can create to solve [Problem Identified] for my target audience.

Help me brainstorm ideas for an eBook that targets [niche]. Look for unique angles that haven't been widely covered yet.

I'm planning to launch a podcast on [theme]. Suggest some episode topics and potential guest profiles that would engage listeners and provide valuable insights into [specific field]

I need assistance in creating an email newsletter series for my [niche] blog. What topics should I cover that would keep my subscribers engaged and encourage them to interact with my content?



How To Create The Product

selling digital content online

Depending on what niche you have picked it will dictate the type of product that is possible or profitable for you. You can create Podcasts, Cook Books, Print on Demand, Courses, eBooks, Planners & Journals, Websites or Code, and SO much more.

If you have the necessary skillset to create your product, or the means to develop the necessary skillset then there is literally nothing stopping you from launching your product. I personally don't have much experience with website building or podcasts so I won't talk too much about those, but just know that there is tons of information and tutorials out there for you to find if this is the way you want to go.

For the next couple of pages I will be speaking mainly about utilising [chatGPT](#) and [Canva](#) in order to create the product, but you can achieve the same results using Adobe or other AI tools.



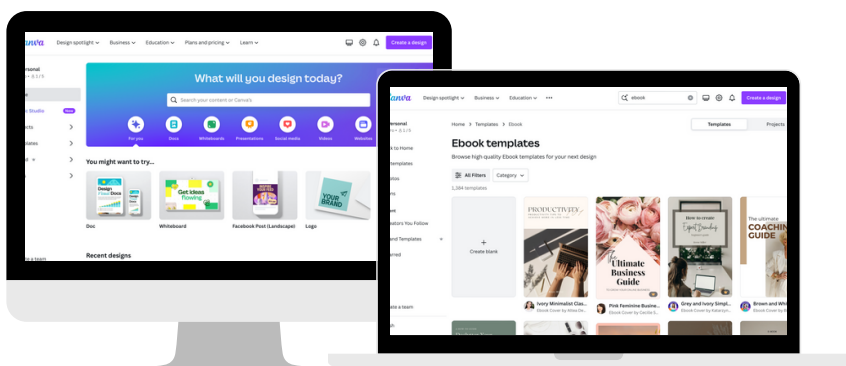
Create A Course or eBook

Providing value to your audience

Canva:

This is the most user friendly creative tool I have ever used, and I promise you will get the hang of it in no time even if you are not an experienced user.

You can find thousands of templates to customise and work from, or you can start from scratch and build each page yourself using elements and other graphic design features. The tool also works great from all devices whether you are using a computer or mobile. Canva has both paid and free account options, and depending on your needs and what you plan to do with your designs will dictate the type of account you should create. The Pro account does have a lot more options and features available, but it's not a necessity at the start. Choose what suits you best.



Beginner Friendly Tips

Easy guidelines when just starting out

Customising Templates:

When customising templates in Canva it's important that you change the content both in order to suit your brand, but also to avoid copyright concerns. With the Pro account there are a lot of elements you can use legally in your design, but that doesn't mean you can skip the creative process altogether.



Graphic Design Tips:

- Fonts – Pick a font that is easy to read and represents your brand's aesthetic. Pick a few different fonts to keep the pages interesting, but ensure they look good together without being distracting.
- Contrast and Scale – Keep your content visually engaging by using different sizes for your elements and balance the page with contrasting colours that are easy on the eyes.
- Be Consistent – Use the same colours and fonts across multiple pages to ensure consistency in your brand voice. By using too many, or too different styles in your content, you end up confusing and distracting the audience.





Business Automation

How to make money whilst you sleep

Now that you have your niche and product, it's time to set up your business automations. This is done through sales funnels and email campaigns which you can set up using online tools. There are several different ones available, but I will list the ones I use below. As an affiliate I may receive commission on qualifying purchases. I have hyperlinked them below.

- [StanStore](#) - Keep your Products, Affiliate links, Socials etc. in one place. Upgrades includes access to email campaigns and funnels.
- [systeme.io](#) - Create a sales funnel, set up email campaigns and collect emails from customer's for future upsell potential



The Importance of Sales Funnels

Navigating your audience to your product

How to get your business to work even when you don't:

The purpose of a sales funnel is to take the customer through the process of being an observer, to actually purchasing the product. When someone accesses your sales funnel they should be presented with information about the product, potential customer testimonials, and other inspiring content that will encourage them to finalise their purchase.

This means you can promote your product on social media channels, and let the funnel do the rest for you. Once a customer is ready to buy your product, they will be taken to the sales page where they can choose their checkout method. Your digital product is then automatically delivered to them upon completion and there was nothing needed from your side throughout the whole process!





Social Media Marketing

Strategies for building an audience online

Planning and scheduling:

One of the most important aspects of marketing your brand online is having a strategy. This can sound overwhelming and scary at first but it's not as complicated as you might think. A lot of the social platforms today have scheduling functions built in to the apps, and there are also tons of third-party apps that provide scheduling features across social media platforms.

Standard Social Media Strategies:

- Create a Consistent Posting Schedule
- Utilise Your SEO Keyword Research
- Engage With Your Audience



Five Day Content Plan

Day 1: Introduction to Your Brand/Niche

Post 1: Share a behind-the-scenes look at your business or a day in the life of your team to humanise your brand.

Post 2: Post a "Did You Know?" fact related to your niche, highlighting interesting insights or statistics that can educate your audience.

Day 2: Educational Content

Post 1: Create a short tutorial or how-to guide related to your products or services.

Post 2: Share a helpful tip or hack that addresses a common problem or question within your niche.

Day 3: User Engagement

Post 1: Ask a question related to your niche to encourage comments and discussions (e.g., "What's your biggest challenge when it comes to [niche topic]?").

Post 2: Host a mini-contest or giveaway, asking followers to tag friends, share your post, or use a specific hashtag to enter.

Day 4: Testimonials and Success Stories

Post 1: Share a customer testimonial or success story, showcasing how your product or service has made a difference.

Post 2: Post a before-and-after photo or story that demonstrates the effectiveness of your product or service.

Day 5: Promotional Content

Post 1: Highlight a special offer, discount, or promotion that's currently available.

Post 2: Feature a new product or service launch, providing details and benefits to entice your audience.



thank you

and good luck with your new business