

Building Your Business Online with 10-Step Business Strategies



**To be successful,
you have to have your heart in your business,
and your business in your heart**
Sr. Thomas Watson

About Viviana:

Viviana is a Coach Consultant. Her strengths are in coaching, consulting and Internet marketing. She works with small business owners to help them expand their offline business into online business, build their online marketing system and help them realign with their passion and purpose. Writing has been her interest to share her thoughts on online marketing, coaching and personal growth in her blog, Thrive Global and in the books published at amazon where she co-authored together with other coaches around the world. She also has a deep passion in Eastern philosophy. Visit her website and blog for tips and resources, <https://vivianaandrew.com>



Visit her social media sites:

Facebook: [Business Development Coach](#)

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Building Your Business Online with 10-Step Business Strategies

Growing your business online quick guide is an easy simple guide to ten steps business strategies for success. It consists of planning and execution strategies. I hope that you use these strategies to grow your business online and I wish you all the best.

Entrepreneurial Mindset

There are millions of business owners around the globe. There are much fewer entrepreneurs. Being an entrepreneur is a mindset. Here are 12 keys in entrepreneurial mindset:

1. Positive
2. Motivated
3. Innovative and creative
4. Open minded
5. Resourceful
6. Visionaries
7. Delegators
8. Problem solvers
9. Risk takers
10. Lifelong learners
11. Self awareness
12. Balanced

As an aspiring business owner or Solopreneur, you can learn to adopt this entrepreneurial mindset. You can grow your business well beyond your original plan and have a lot of fun along the way.

Which entrepreneurial mindset do you currently have or which entrepreneurial mindset do you want to acquire?

Finding Your Purpose

How do you start a business? Do you create a business because of the trend or the influence of a friend? Today, we are bombarded with endless opportunities to make money online. Creating a business today is much easier compared to 20th century. But, if you want to create an everlasting sustainable business and the business that you love to build, you need to find your purpose.

Why is the purpose important? Take a look at the quote from Alice in Wonderland.

“Would you tell me, please, which way I ought to go from here?” said Alice.

“That depends a good deal on where you want to get to,” said the Cat.

“I don't much care where” said Alice.

“Then it doesn't matter which way you go,” said the Cat.

If your business matters to you, you need to find your purpose. How do you find your purpose?



Finding your purpose according to Ikigai diagram. From the picture above, figure out:

1. What are you GOOD AT? List your skills.

2. From the skills that you have, which one do you LOVE of doing it?

3. Do you know if there are segment of people who NEED your skills or expertise which you love of doing it?

4. Then, find out, what will people PAY FOR what you are doing?

If you combine what you love, what you are great at, what the world needs and what people will pay you for, you will find the purpose of doing your business. Ask yourself, “Why do you build a business?” You will find the answer for your purpose in that question.

My purpose:

Finding Your Niche

Why don't we target everyone? If we target everyone, we will end up with targeting none. It is impossible to be good at everything. In the early years, when I targeted everyone, I found that I got the wrong people; people who are greedy and needy and who seek shortcuts to make money. So, I narrow to a segment of customers who I want to market to. I look for Solopreneurs who have already built their business offline and who want to expand their business online. I also target professionals who want to have a transition in their professional life and build their business online for the thing that they are passionate about. Let's take a look at definition of niche:-

Niche = who you want to market + the solution you want to provide

There must be a match between the solution (products or services) and people who need your solution. Finding your niche will help you find your purpose in business.

Who do you want to market?

What solutions do you provide for the market above?

My niche is...

A Business Plan

How do you start a business? Creating a business plan is to bring your future or vision into the present with more details in it. Even if you are Solopreneurs, you need to have a business plan to guide you in running the business. You can use the business plan in the future to seek an investment or to secure loan. What do you include in the business plan?

- The business background and history. You can include your business mission and vision.
- Your qualifications and expertise as a business owner or sole proprietor.
- Business goals. What are the achievements and profits/sales do you project for your business in short, medium and long term.
- Products/Services. What kind of products line do you want to create?
- Marketing and advertising. Who you want to target, how you want to market the business?
- SWOT (Strengths, Weaknesses, Opportunities and Threats)

analysis.

- Business operation. What are the daily activities involved? What do you need to outsource from third parties?
- Finance and Cost. How much capital do you need to start a business? What are the monthly expenditure for your business operation? What do you want to invest in the future (short, medium and long term)?

GOAL SETTING

How do you want to turn your business plan into reality? Goal setting will help you turn your business goal into achievements and profits which you envision. Chunk down your goals into smaller ones or stepping stones. Identify resources and obstacles and create action plans. You can apply SMART (specific measurable achievable realistic and time based) goals so you can work systematically toward them in timely manner and with time management. Evaluate your goals if it is ecologically safe for you and your family. Find out if it is okay to meet your goals a little longer than planned or do you need to adjust along the way. When you practice goal setting more, you will get better. The benefits of goal setting:

- Goal setting is life skill.
- You acquire new skills, new behaviours, new ways of accomplishing tasks and thinking strategically.
- People who apply goal-setting will have more success in their life.
- You build self-confidence and adopt “I can do” attitude.
- Your brain produces DOPAMINE, a neurotransmitter that is responsible for the feelings of pleasure when you achieve your goal.

In goal setting, you practice control of your mind and feelings to direct your behaviors and actions to get what you want or create the success you desire. When you practice goal setting often, you build it into a new positive habit. Don't expect to be perfect the first time and don't give up easily. By having goals, you have something to focus in your life. With some coaching, you will make commitments and take accountability towards your goals.

List down your 3 most important goals within one year.

1. _____
2. _____
3. _____

BUILD YOUR WEBSITE

A website represents your business in the virtual world. If you are a Solopreneur, your website represents your brand. Today, people can start a business from a website. Your website has to be dynamic by incorporating your blog. Your website can serve many purposes:-

- Build a list of potential customers if you provide free offer or sign up form in your website.
- Serve as a sales machine. People can purchase your products or services online from your website. You can incorporate Paypal as payment gateway.
- Marketing. You can share your website on any social media sites.

[Click here to watch my video about building a personal branding](#)

[website](#). If you don't know how to build a website, it would be better to hire someone to build one for you. You save your time and effort and can focus on your core business.

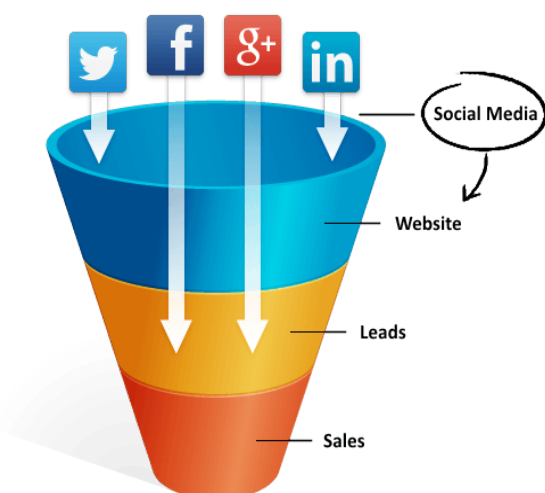
BUILD YOUR LIST

How do you get customers online? You can build a list of potential customers by creating free offer for people to sign up and get to know your business and products. Visitors to your website can sign up to your free offer easily with their name and email and you can store them in a database for email marketing. With a list, you can use email autoresponder or email broadcast. You can update your prospects with the latest information and products/services. The prospects are often called leads. By marketing your free offer, you get more leads and more potential customers. The benefits of [email marketing](#) and building your list are:-

- You automate the process of follow-ups.
- Building relationship with your potential customers which can bring in more sales.

Marketing Funnel

What is marketing funnel? Below is the image of a simple marketing funnel.



When you market your website with free offer to social media, there will be people who are interested to sign up. These people are called leads. You need to build relationships with them by using email marketing. Give them more information and updates, offer them more products/services and invite them to your webinar. You offer your freebies on your website and you market your products at the back-end of your website using online marketing system. You can sell your own products or affiliate products which reflect your niche. **Online marketing system is the key secret of generating leads and sales continuously provided that you market your website.**

Product Creation

Everyone can create information-based product with the knowledge and information they have. What is information product? Information product is information which you can sell to people. You need packaging to sell your information product. Packaging can be in the form of an e-book or book, training access to the website, video tutorials, teleclass or webinar, audio, etc.

What are the benefits of creating an information product?

- Cost effective. As long as you have a computer and a website, you can create information product.
- No or low inventory. There is no physical inventory if you sell digital products. If you have CD or physical books as the packaging, you can print them on demand so it is still low inventory.
- Your product is unique. You can create a product which is unique and different from everyone else. You process information and knowledge that is different from other people.
- You don't need to be A PROFESSOR to create information product.

If you never create an information product before, I will share my 3 secrets and 4 simple steps of product creation in my webinar recording. You will be amazed that you can create a few products with different packagings from one idea. [You can access my webinar recording for free here.](#)

Networking

Networking is made easy with the Internet and social media. We don't need to meet the person physically. We can network with people via social media. Take a look at Facebook, Twitter, LinkedIn and Google+ social media platforms, you can add new friends, send messages and get followers and fans. Join Facebook groups which are relevant to your niche and network with members in the group. I also benefit from networking on Facebook. My mentors, clients and I are Facebook friends and I received acknowledgment and appreciation on Facebook.



I also took up a video challenge in my Facebook group and it was fun to support and to network with other Solopreneurs and business owners.



I hope that you benefit from my 10-step business strategies in building your business online. With an entrepreneurial mindset, planning and executing strategies, you will be able to grow your business online gradually and achieve success that you desire. If you need help with coaching or consulting to grow your business online or to find out how to start a career/business online from your passion (if you brand yourself as a professional and aren't comfortable with the word business), you can contact me at <http://vivianaandrew.com/contact>.

If you haven't filled up the form, kindly do me a favour by completing the Questionnaire for Solopreneurs so I can understand and serve you better at <https://forms.gle/Bu8r38Ktj1Niyy2G8>

Getting to know Viviana:

I work with heart-centered Solopreneurs and professionals. They are spiritual healers, coaches, therapists and small business owners.



Hazel Moore

5 December at 12:44 · Edited

Great info - my CTA from this first call is to change all the headings and descriptions to start with Hazel Moore on my YouTube channel videos and to really hone in on the words that I use. Viviana has a great Workshop available on the platform, for those of you starting out with YouTube.

I have 2 YouTube channels, one Meditations for Life has had over 2,000 visitors in the last couple of months and guess what - yep, I have no content in there!!!!!!!!!!!!!!!!!!!!!!

Here's the link to purchase the workshop with your credits, its 75 credits and a no brainer, the information is all that you need to get started and much more, purchase extra credits, cheap as chips and you wont get this for this price ANYWHERE ON THE PLANET:

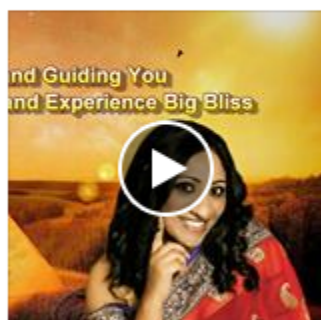
<http://www.coachingcognition.com/Workshops.aspx...>



Simone Isser

5 hrs

I am very Thankful to Viviana Andrew for Editing one of my video I needed for my sales page. She is very very talented and so patient ❤️ Here is the final version of the video going on Sales page ❤️



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Laurie A. Wheeler and Hanna Hashim like this.

✓ Seen by 26

Susanna Terry – lighttouch.co.uk

An excellent session with Viviana. I was helped to clarify my wording for my branding as well as to solve a lot of my practical challenges. I booked another session with Viviana 2 days later to follow up with the work we've done before. Many thanks Viviana.

Natalie Rose, Canada

Viviana was thorough, gave more than I expected by producing a file for me to have so I can review the information she provided, at my convenience, and she followed up with me more than once to share more information and support. I loved what she shared, and would very happily recommend her services to others. The information I learned from her is crucial for me to move forward with less conflict in my business plan.

Christina Melchior, Philippines

Viviana has a down to earth, direct and solution-oriented coaching style. She is warm and attentive and I felt she provided a safe place

for me where I could explore my concerns and dilemmas. Viviana was very good in wrapping up the process and mirroring my reflections and concerns. It helped me to get clearer on my goal and to find solutions. By summarizing her understanding of my concerns, she came up with valuable insight and points that I had not even thought of. After the coaching with Viviana I got much clearer on the career path I want to create for myself.