

# Get online Quickly Guide





## Hello there, I'm Bev

The saying goes “the money is in the list”.

The list being referred to is the database of names, e-mail addresses, and any other information you collect from leads, prospects and clients.

The reason being that social media platforms can become defunct (goodbye periscope) plus the likelihood of your followers seeing your content is not in your hands (hello algorithms).

With internet marketing and all other things being equal, the bigger your list, the more money you can make.

### But what if you're just getting started?

Can you make money with a small list? The answer is a resounding yes.

Email subscribers decide to trust you when they know, like and feel connected to you through your engaging social media content that you publish consistently.

The key is to send traffic to your lead magnet where you capture your visitors e-mail address and first name. Next you'll send them follow-up e-mails with quality and valued content plus newsletters and relevant sales promotions from time to time.

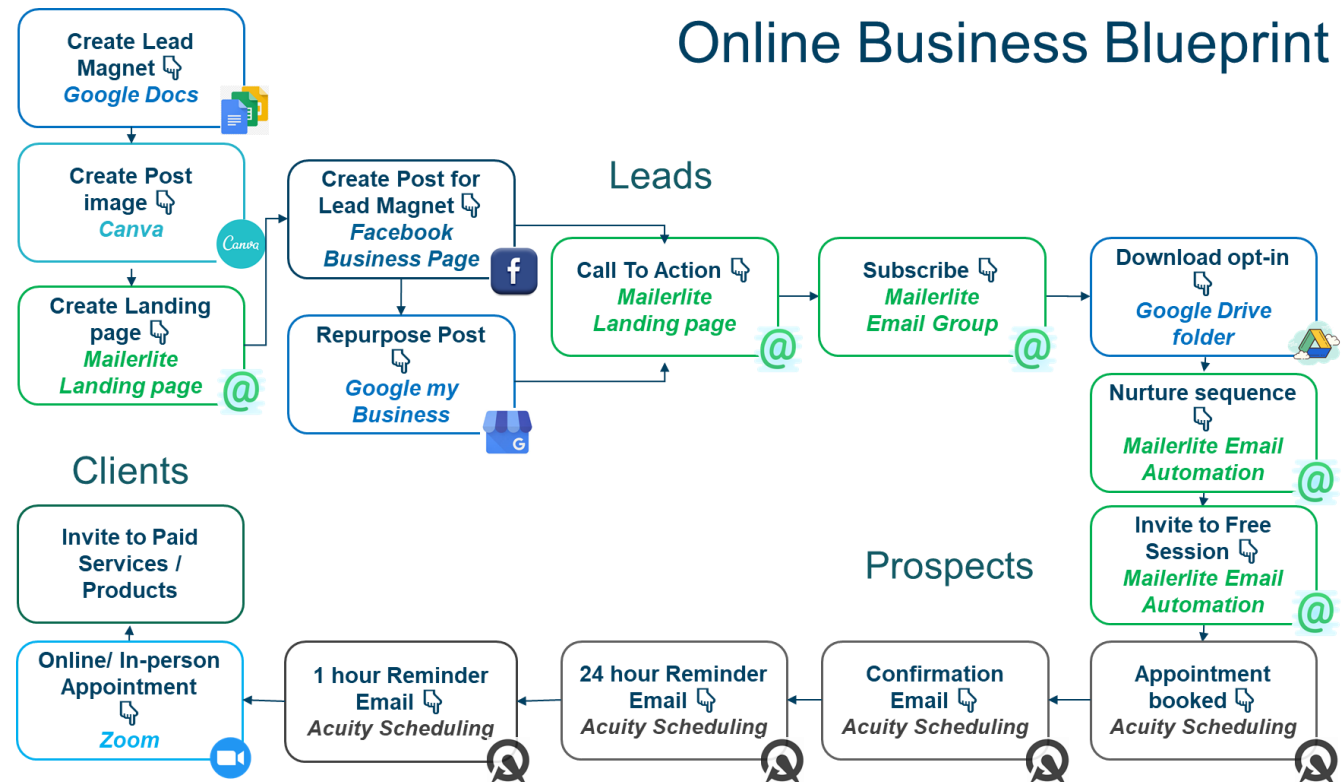
Cut the cost and let's get your business online quickly!

*Bev*

# Get online Quickly Guide

## Up and running fast with minimal cost

Let's begin with a big picture view of your Online Business Blueprint to get online quickly and start earning. Each action step highlights the suggested application to use for less than US\$35 a month.



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## Glossary of Terms

Lead Magnet or Opt-in	Valuable free content or service that is given away for the purpose of gathering contact details. This can be a document or video
Post or Promo image	Relates to Lead Magnet and complies with sizing for social media
Landing or Opt-in page	Online page created to help you convert site visitors into leads because it provides you with the means for capturing contact details
Create Post	The steps you take on a social media platform like Facebook or Instagram to combine the information about your Lead Magnet and associated image
Call to Action	An instruction or invitation e.g. download here or buy now
Subscribe	Give consent or approval to receive the Lead Magnet by providing contact details
Leads	People who sign-up and provided their contact details
Nurture sequence	The lead receives a series of email communications from you to drive further engagement
Prospects	Once your lead engages via email, phone or meeting i.e. two-way communication they become a prospect for buying your services / products
Free session or Discovery call	Phone call or online meeting to understand how you can help and to check whether you and your prospect are a good fit to work with one another
Clients or Buyers	A person or business that receives a service from you in return for payment

## Setting up your online presence

When starting out in business I don't believe you need a website. It's not a silver bullet that will address your *primary need to earn income* as a business.

You could end up spending countless hours and lots of money making a website that no matter how good it looks just won't get any or the *right* visitors. You're still learning what inspires your target audience.

Many of my clients tell me they rely on referrals from existing clients which is great! However you do need a way for people to find you when they search online.

Here are 3 tips to action right now (even if you have a website):

- [Setup a Facebook business page](#) with key information and post content that is engaging for your target audience consistently as this allows people to get to know, like, trust and connect with you
- [Setup a Google my Business listing](#) with key information and post repurposed content from Facebook
- Request online reviews from the clients you have served to act like a referral by proxy. You can do this on your Facebook Business page and Google my Business

## Suggested Applications for your Online Business Blueprint

### Google

[Setup a Google account](#) for free so that on your desktop and smartphone you have access to:

Gmail	Send and receive emails. Integrates easily with Mailerlite
Calendar	Create appointments and easily integrates bookings from Acuity Scheduling
Google Drive	Store your documents in organised online folders (available from any device)
Google Docs	Create checklists, guides, documents and save as a PDF (non-editable document)
Google Sheets	Create spreadsheets to track finances or make repeatable or ad hoc task lists
Google Slides	Create slide presentations for your group training

### Canva

[Setup a Canva account](#) to create custom sized images for social media and your Lead Magnets.

You can use the free account although the investment of US\$13 / AU\$18 for the Pro account is worth it. You have access to more stock photos, can setup your brand and fonts, resize images quickly, save as different formats, upload logos and store designs / images in folders so you can find them easily.

### Zoom

[Setup a Zoom account](#) to host live video meetings / group training and pre-record training with slide share.

You can use the free account for one-to-one video calls because time is unlimited, however if you plan to run online group training, video calls with 3 or more Zoom participants are limited to 40 minutes.

The upgrade to Zoom Pro is an investment of US\$15 / AU\$21 to host up to 100 participants and something you can do when you're ready to run online training or host webinars.

### Mailerlite

[Setup a Mailerlite account](#) to create landing pages and email sequences for your Lead Magnet plus send out regular newsletters to connect and nurture your prospects and clients.

MailerLite is best for novice to intermediate users and allows you to quickly send email campaigns, is well-organised and intuitive with a step-by-step approach to completing tasks. You can use the free account until you reach 1,000 active subscribers.

## Acuity Scheduling

[Setup your Acuity Scheduling \(Emerging\) account](#) to create an automated booking system that accepts upfront payment.

Your investment of US\$15 / AU\$21 means clients can pay upfront, self-schedule and receive confirmation, reminder, and follow-up emails with the link to the Zoom meeting or a physical location.

Upgrade to the Growing plan when you're ready for text message reminders (worldwide), appointment packages (including payment plans when using Stripe or Square payment gateways), workshops, subscriptions, memberships, and gift certificates

## Implementing your Online Business Blueprint

Once you have the applications installed your next step is to brainstorm ideas for your Lead Magnet.

Questions to consider:

- What things keep them up at night?
- What are their top objections to making a change?
- What are the top opportunities when they overcome the current problem?

Once you've decided on a Lead Magnet and tested these ideas on people who may be your target audience, follow the sequence of steps laid out in the Online Business Blueprint flow chart to ensure you implement the end to end journey *before* promoting it.

Build your presence online with engaging social media content that you publish consistently on your Facebook Business page and repurpose for Google My Business. It's more important to have followers (in your target audience) who engage with your posts by liking, commenting and sharing them rather than having lots of random people like your page.

[Facebook Creator Studio](#) is great for creating a Content Library as you can schedule your posts in advance. Use the Insights to work out which of your posts are popular so you can repost existing content and create more content on the topic.

Once a week create and schedule a promo post for your Lead Magnet on your Facebook Business page. Use different opening lines and images to test what resonates with your target audience.

Participate and add value where your target audience are hanging out, being mindful of group or forum norms. Some groups allow you to make an offer so take the opportunity with a well-crafted promo post at peak times of the business day e.g. times your target audience may be scrolling their news feed.

## Next Steps

Create and schedule a regular value add newsletter (no more than 500 words) to connect with and nurture your prospects and clients. Start with something achievable e.g. once a month and be consistent.

Consider what services / products you will offer and implement these in exactly the same way as your Lead Magnet

You've got this! [Email me](#) and share what you create so we can celebrate your progress.

Note: Application prices and features correct as of 8 December 2020. Some referral links are included so if you go on to purchase, I may be rewarded at no additional cost to you



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