5 Key Ingredients:
Build Your Successful Online Business

12/6/17
“By working faithfully eight hours a day, you may eventually get to be a boss and work twelve hours a day.”

Robert Frost
1. The 5 fundamentals needed to run your successful online business
2. Specific tools to use in each category
3. Why each key is so critical
4. Pitfalls to avoid and ways to speed success
5. How to dive deep and make the system work for your unique business and needs
5 Key Ingredients to Build Your Successful Online Business

- Develop Norms
- Manage Expectations
- Consistently apply Procedures and Policies
- Identify Your Target Audience
- Develop Relationships
- Respond to Questions and Problems
- Handle Sales, Refunds, Deposits
- Track the Numbers
5 Key Ingredients to Build Your Successful Online Business

• Reach and serve a larger audience
• Enjoy economies of scale
• Stay open 24/7, whether you’re there or not
• Enjoy a lower cost of entry
• A good site can level the playing field against bigger competitors
• Be fast and flexible against changing conditions
• Do it in your p.j.’s
5 Key Ingredients to Build Your Successful Online Business

• Promote and deliver services/products
• Find, hire and interact
• Make sales and take $$$
• Analyze results
• Host classes and seminars
• Can plan for next week or next year
• Undertake research
• Communicate
• Create alliances
5 Key Ingredients to Build Your Successful Online Business

Who Am I & Why Listen to Me?

Business Owner & 6-time published author
Built famous Wall Street division to $8M w/75% ROS
Top 100 Women in E-Commerce, 2011
Top 50 Women on Long Island, 2012
Top 5 Coaching Blogs, 2012
Top 12 in Productivity, 2012
Hosted world’s first Tele-Summit, 2002
Launched WPN in NY, 2013 & helped build 7 chapters
Speaker with LIA, HIA, Blog Talk Radio, WPN +
Certified professional speaker
What do you want from your business?

• Predictable sales
• Repeat and More Customers
• Profit
• A good reputation
• Relationships with vendors you can count on
• Repeatable procedures so you’re not making it up daily
• Top line growth
• Capable help & access to resources
• The ability to feel you’re making a contribution
• Pleasure and security in your life
Who else wants something from your business?

- employees
- vendors
- partners
- lenders
- family members
- customers
Who else wants something from your business?

- the quality of your product or promise
- expectations met every time
- the value is more than the investment
- the result or transformation from your services
- opportunity for change or improvement
- solutions to their problems
Key # 1. How will your audience learn about you?
Key # 1. How will your audience learn about you?

Build systems & a delivery machine so your business consistently finds & satisfies customers.

Chained to a keyboard & cellphone?
Transform your business to run well, whether you're there or not.
Key #1. How will your audience learn about you?
Key #1. How will your audience learn about you?

Attention: Small Business Owner: Are You Closing the Door on 2014 and Want to Shoot Out of the Gate with a Plan Well Crafted, Actionable in 2015?

Answer just 20 questions and you'll have a plan to launch you towards your own 2015 winner's circle. It's yours, my year-end gift to you.

Are you on fire or fizzling out?

Before the revenue goals, the marketing plan, the product development or the list building – Before you identify a single strategy or goal for your business -

There is a BIGGER conversation you need to have. Let's have it together - thoughtfully, briefly, productively. Did you miss it in December? Here's your 2nd & last opportunity: Encore, Encore! Saturday, 1/10, 11:30 a.m. Eastern. Shift into your weekend on a powerful high of insight and momentum ~

Here's Why:
Key #1. How will your audience learn about you?

I’m Andrea Feinberg, President of Coaching Insight, LLC. I help independence-driven, ambitious women in business enjoy an abundant, happy life from a better-run, profitable business. In 26 years of business ownership I’ve seen too many business owners struggle because they’ve lost sight of the dreams that led them to risk everything when they chose to be an owner. I’m committed to helping them – helping you! – live dreams through smart, effective tools. That includes gently nudging you from the daily grind towards the BIG picture opportunities of your business; let’s find them together!

Share Your Comments on Facebook
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• **Key # 1.** How will your audience learn about you?
Key #1. How will your audience learn about you?

Case Study: 57
Dr. Theresa Schmidt

Situation:
1. New audience
2. Unknown
3. No list
4. Lots of content
Key #1. How will your audience learn about you?

Case Study: 57

Dr. Theresa Schmidt

Solution:

1. A fast squeeze page
2. Targeted audience
3. Leverage existing meditative video
4. Build list while site is under construction
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Key #1. How will your audience learn about you?

“Andrea is so patient and knowledgeable, helping me to understand the right choice to make for my business”

Would you like to feel less stressed and ready to take on the world in just 5 minutes?

Think of meditation as the ultimate preparation for your wonderful day. You will be more focused, with greater mental clarity and physical relaxation. Give yourself the gift of even just five minutes of meditation and watch what a difference it makes in your attitude, your health, and your concentration. You can add a short meditation vacation while enjoying a cup of your favorite beverage.

Rev. Dr. Theresa A. Schmidt, DD, Karuna Reiki Master Instructor; Shamanic Practitioner, Soul Coach, metaphysical therapist and author. As an interfaith minister with a Doctor of Divinity, DD, her metaphysical healing work integrates training with leaders in the field for over thirty years, including Sandra Ingerman, Dolores Krieger, Anthony Robbins, Michael Harner’s Foundation, Barbara Brennan, Elliot Cowan, Upledger Institute, Steven Thayer’s IET and William Lee Rand’s IART. She is a certified professional speaker. Schedule your personal spiritual tune-up or high-energy presentation for your next meeting by calling 877-281-EDUCISE. Enjoy a day of blessings!
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• Key #1. How will your audience learn about you?
• **Key #2. Marketing: How do you get the word out?**

• How well do you understand your audience?

• How are you going to communicate that you can deliver?
• **Key #2. Marketing: How will you get the word out?**

  • **Case Study 70:**
  • **Robyn S. DeLuca**
  • **The Situation**
  • Shifted career
  • No online presence
  • Highly targeted former audience
  • No understanding of marketing
Key #2. Marketing: How will you get the word out?

“Thank you for helping me adjust my perspective so I could develop a focused, marketable product. With your good guidance. I'm more excited about the future than ever!”

Case Study 70:
Robyn S. DeLuca

The Solution:
Create TED Talk
Build internet presence
Give away recordings
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• **Key #2.** Marketing: How do you get the word out?

• Small is a very BIG deal

• Where can they be found online when they are receptive to hearing your message?
Key #2. Marketing: How do you get the word out?

Case Study: 43
Elissa Rand

Situation:
1. Not enough likes on FB page
2. No focus of reach
Key #2. Marketing: How do you get the word out?

“Andrea’s advice and program help me achieve goals I never would have without her guidance and support.”

Solution:

1. Find targeted groups on Social Media
2. Provide relevant, daily tip
3. Acknowledge friends who like the page
Key #2. Marketing: How do you get the word out?

The 1-2 punch:

1. who is she and
2. what does she want?
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**Key #2. Marketing: How do you get the word out?**
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• **Key #3:** Systems: they’ll be your best friends

• Ongoing communications with your audience and customers
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- **Key #3:** Systems: they’ll be your best friends
- Ongoing communications with your audience and customers
Key #3: Systems: they’ll be your best friends

A. Ongoing communications with your audience and customers

Case Study: 62
Lauren Bradley

Situation:
1. Taking maternity leave
2. Needs to build company awareness
3. Leverage new web site
• **Key #3**: Systems: they’ll be your best friends

“Andrea is so knowledgeable; we’ve come a long way in a year!”

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**Case Study: 62**

Lauren Bradley

**Solution:**

1. Create documents & tracking tools
2. Establish an editorial calendar for blogs
5 Key Ingredients to Build Your Successful Online Business

• **Key #3:** Systems: they’ll be your best friends

• **A.** Ongoing communications with your audience and customers

[Logos of Constant Contact, GetResponse, AWeber, and MailChimp]
• **Key #3. Systems: they’ll be your best friends**

• **B. What works, who’s engaged and where did they come from?**
5 Key Ingredients to Build Your Successful Online Business

• **Key #3. Systems:** they’ll be your best friends

• **B.** What works, who’s engaged and where did they come from?
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- **Key #3. Systems: they’ll be your best friends**

- Being a social butterfly is exhausting; automate!!
• **Key #4:** Shall I show you the money?
Key #5. Build a team: find new ideas, add value, prioritize!
5 Key Ingredients to Build Your Successful Online Business

• Key #1. How will your audience learn about you?
• Key #2. Marketing: How do you get the word out?
• Key #3. Systems: they’ll be your best friends
• Key #4. Shall I show you the money?
• Key #5. Build a team: find new ideas, add value, prioritize
5 Key Ingredients to Build Your Successful Online Business
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Change is hard in the beginning, messy in the middle, but glorious at the end.
Sometimes, what you want to achieve will happen easier, faster and less expensively.... when someone else does it with you
5 Key Ingredients to Build Your Successful Online Business

• Build Your Business, Online or Off, with Ease and a Plan:
  • Your presence, marketing, systems, finance, a team
  • Establish a Consistent Presence and Build Your Reputation
  • Continuously Fill Your Funnel with Qualified Contacts
  • EASY Systems to Reduce Wasted Time & Money
  • Duplicate your Success Over and Over and Over
  • Know Exactly How to Shift When Your Market or Industry Shifts
  • Get Fast, Relevant Answers, Resources & Support
• **Build Your Business, Online or Off, with Ease and a Plan**
• Confidential support around anything keeping you up at night
• Clarify your desired outcome with your online business
• Articulate how your online business fits your overall life plan
• Identify your sought, focused audience
• Discuss progress and changes
5 Key Ingredients to Build Your Successful Online Business

• Build Your Business, Online or Off, with Ease and a Plan

MEDITATION GIFT

Would you like to feel less stressed and ready to take on the world in just 5 minutes?

Yes! I want more free tips on handling my stress.

Get Access Now!

Meditaion Video

Would you like to feel less stressed and ready to take on the world in just 5 minutes?

Yes! I want more free tips on handling my stress.

Get Access Now!

Meditaion Video

Your website is a key part of your online presence. It’s important to make sure it’s attractive, user-friendly, and optimized for search engines. Consider investing in a professional website designer or developer to help you create a website that will attract visitors and convert them into customers.

FAMILY DENTISTRY

Eliminate Lice Naturally, with One Clinically Proven Effective Treatment!

Practical MBA

Massive Business Acceleration

BOSS ON THE BEACH
5 Key Ingredients to Build Your Successful Online Business

• Build Your Business, Online or Off, with Ease and a Plan
5 Key Ingredients to Build Your Successful Online Business

- Thank you!

Questions?