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# **The First Step in Starting an Online Business**

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# **Darrell Vesterfelt and Tim Stoddart**

Partners at Copyblogger.



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# **Tell me more about you...**

Do you currently have an online business?

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# **The First Step in Starting an Online Business**

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## **During our session together, you'll learn:**

1. A simple framework for building a highly successful (and profitable) online business
2. How to know what to offer to customers
3. Strategies for pricing your first offering
4. How to find and close your first client

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**What is one thing you want  
to take away from this  
session today?**

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**Let's get started**

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Part 1

**A simple framework  
for building an  
online business**



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**If we had to start over again...**

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## **The simple online business framework**

1. Start by selling a service (client work)
2. Build an audience
3. Create an educational product
4. Launch a community
5. Leverage your authority

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Part 2

**Getting your first client.**

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## **The basis for a successful online business**

1. You know your target market
2. You know your promise (offering)
3. You have a solid distribution channel

*Growth happens when you create a competitive advantage  
in any of the above steps.*

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# **Your Target Market...**

At the beginning your target market is simple. It's anyone you might know, who has a problem you can solve.

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# **Your Promise...**

How do I know what type of service to offer?

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# **Ask yourself these questions:**

1. What do I do better than other people?
2. Do I have a certification or special training?
3. What are people asking for my help with on a consistent basis?

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# **If you still can't answer...**

Open your phone, and send this text message to the last five people you've messaged:

*Hey, I am thinking about pivoting into a new direction in my career. If you could only pick one thing, what would you say I do better than almost anyone else you know?*



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# **Your Promise...**

It needs to pass the test. Does your skill match someone's need. And is that person willing to pay for it?

*You are about to find out.*

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# **Your Distribution Channel...**

Who do I approach about buying my service?

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**Just start telling everyone!**

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**Keeping track of your  
conversations.**

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**When you find someone who you know, and you can genuinely solve their problem, you are on your way to your first sale.**

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Part 3

# **Strategies For Pricing Your Offer**

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**Your first competitive advantage is  
being cheaper than your competition.**

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**Ask your client to set the rate.**



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**Find out what others  
are charging.**

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# Setting a Baseline...

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**Build and protect your  
reputation.**

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**Questions?**

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**Introducing:**

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# **Copyblogger's Online Business Masterclass**

## **Day 1 - Building Your Audience**

Learn strategies and techniques to find your ideal customer and bring them into your world.

## **Day 2 - Turning Your Knowledge Into a Product**

Break out of trading time for money and learn to create products people want to buy.

## **Day 3 - Create a Community**

Learn to leverage the power of community to impact more people and scale your business

## **Bonus Day - Interview with Aurelien Amacker, founder of Systeme.io**

Darrell will interview Aurelien about how he built a massive coaching business that runs almost completely by itself. And he will show you the process, and tools he has created to make it simple for you to do the same.

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# **Copyblogger's Online Business Masterclass**

**Starts on Tuesday:**

# **\$149**

**[copyblogger.com/copybloggers-online-business-masterclass/](https://copyblogger.com/copybloggers-online-business-masterclass/)**

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**Questions?**