

Biz Launch Ready!

A Quick Step-By-Step Guide to Pre-Launch Your Products or Services Online



Begin before you're ready

You don't have to be 100% ready to start selling your products or services. You just have to be willing and determined to put in work each day to get results. The longer you wait and tell yourself that you're not ready, the longer it will take you to live out your dreams.

Just remember and keep telling yourself that you are enough! You know enough, you're smart enough, and you're determined enough. Remember that you are so great at what you do, that enough people will buy from you because you put so much passion and energy into creating it.

This PDF will cover the following:

- The 3Ps
- How to set aside time to work on your biz
- Starting your website
- Creating content that grabs your audience's attention
- Building an Opt-in Form to gain subscribers to your email list
- How to convert your traffic into new leads
- Ways to market your business

The 3Ps: People, Purpose, and Product

People

Yes, you want to increase profit from your new product or service, but your drive to create this business must be more than money. It has to be about helping others to live a better life. You may entertain others by writing stories, teach people to play instruments, coach people on losing weight or sell jewelry. Your audience must love what you're selling.

- A. So who is your audience exactly?
- B. Who benefits from your product or service?
- C. Who do you want to serve?

Answer these questions, and next, get in your customer's head.

- A. List their favorite things, favorite books, and celebrities they follow.
- B. Where does your audience spend time online?
- C. Where are they offline?
- D. What are their interests, fears, and problems?

These questions will help you when it's time to communicate with your customers and start marketing your product or service.

Purpose

Let the purpose of your business (your reason for becoming an entrepreneur in the first place and needing this online business to succeed) be the force to push you to work every day. So why are you starting your business?

Do you want to travel the world, donate to charities, pay off your debts, take care of your parents, work from home, raise your kids with more opportunities, or just be free to live your life as you please?

Remember your purpose when things start to get hard, and you feel like giving up. Your purpose may be the only thing to motivate you to keep trying and continue working hard.

Product

You can increase your value and become a pro by learning everything you need to know about your product or service. Books, webinars, or classes can help your online business succeed. You may not be ready to launch your business, but being ready doesn't require you to be an expert.

A great way to learn to get to expert level is to start practicing! The more you practice, the better you'll get. So learn as you go while you're reading the top marketing books out there.

There may be many trials and errors, but keep learning from your mistakes and don't give up. Switch your business idea to something better if people aren't buying after you've tried everything. Read my blog post on [finding the best business idea](#).

Step 1: Write down your 3Ps

Purpose: Why are you doing this business?

People: Who do you want to serve?

Product: What is your product, and how will it help others?

Create a Set Schedule

The best way to train your mind to work on your new biz is to set up your calendar. With a full-time corporate job, you have a set time to work each day. If you don't go to work, you'll lose your job. You should treat your business the same way and schedule the hours you work.

Step 2: Make a Daily Appointment

Take out a calendar right now (I recommend [Google Calendar](#)) and set at least one hour at a specific time each day to do nothing but work. Choose a time when you're most productive. Think of it as a part-time job.

Have an area you go to (an office, desk, Starbucks, library, kitchen table) where you're clocking-in to work. Keep all distractions away. Make sure family and friends know when you're working so they'll know not to disturb you.

Use your cell phone to set the alarm as a reminder that it's time to turn off the TV, stop socializing on social media, or anything else you're doing and put in work.

Start a website for your online business

Now that you've scheduled time each day to work on your business, it's time to create a website.

Your ".com" shows people how serious and professional you are. Having a website will give people a better reason to buy from you. It displays who you are, what you do, what your brand stands for, and shows how you're different from others in your industry.

Step 3: Build your website

- A. Find an available domain name to use on [Namevine](#). Make sure it represents you and your business.
- B. Use [Hover](#) or [GoDaddy](#) to register your new domain name.
- C. Choose a Web Hosting Provider to house your website. A Hosting Provider is for your website to make a home on the internet. Once you choose a good Hosting Provider, go to their FAQ page or call them if you need help registering your new domain name with them.
 - Before you choose a hosting service, please google the pros, the cons, and the differences between:
 - Shared Hosting
 - Virtual Private Servers (VPS)
 - Dedicated Hosting
 - Managed Hosting

Each has its benefits and downfalls.

- I recommend [BlueHost](#) –a shared hosting service that has a fantastic customer service team. Plus, BlueHost has a one-click WordPress.org installation. Other hosting services are:
 - [WP Engine](#)
 - [Dreamhost](#)
 - [Hostinger](#)
 - and many others

D. Next, figure out what Website Software Platform to use to build your website.

- I recommend using [Wordpress.org](https://www.wordpress.org). Wordpress.org is not the same as Wordpress.com.

Why Wordpress.org? You control everything. You are in charge of your hosting, domain, email provider, plug-ins, and every aspect of your website.

Still, some other providers you should research are:

- [Squarespace](https://www.squarespace.com)
- [Wix](https://www.wix.com)
- [Weebly](https://www.weebly.com)
- [Shopify](https://www.shopify.com)
- and many others

If you need assistance, YouTube has many videos to help you through setting up a website with different providers. If that's too time-consuming for you, send me an email at latoya@latoyadanielle.com and for a small fee, I can either walk you through this step or save you the hassle by doing this step for you.

[Click here](#) for details!

Step 4: Fill your website with valuable content.

Creating a website will take a couple of weeks or more, depending on the amount of time you set aside.

Design your website with graphics, colors, and a format that applies to your brand and target audience.

Wordpress.org makes this simple with many website themes to choose from.

Some themes from Wordpress.org are:

- [Interface](#)
- [Gateway](#)
- [Gridsby](#)
- [Spacious](#)

There are also other places online where you can find the perfect theme for your website.

Here are a few:

- [Blox](#)
- [Studiopress](#)
- [Diythemes.com](#)
- [Themeforest](#)

A. Make your home page speak volumes about what exactly you're selling. Your content should grab your audience's attention and show off your brand.

B. [Contact me](#) if you need assistance with your site content. I can create attractive writing to get your audience engaged and your business or blog growing. You can learn more about my writing at [Top Platinum Content](#) - a site I own.

C. Add pages to your site:

- a. Bio page
- b. Product or Services page
- c. Contact Me page
- d. Hire Me page
- e. Blog page (optional)

D. Use some Plug-Ins that Wordpress.org has for you to download to make your website more appealing and functional. Here are a few suggestions:

- a. WP SEO
- b. Broken link Checker
- c. Akismet
- d. Google Analytics
- e. Ithemes Security
- f. WooCommerce
- g. JetPack

When you're creating your site, there may be some trials and errors before you get it exactly right. Don't give up! Your first, do-it-yourself website doesn't have to be perfect. It may be time-consuming, but it'll be worth it.

Again, if you need help with this step, email me at latoya@latoyadanielle.com for an appointment, and I'll walk you through this step for a small fee. I also have a reasonable package plan in place if you would like me to do this step for you. [Click here](#) for more info.

Set-up a lead magnet on your website to gain potential clients

Now that you have customized your website, it's time to get the leads from the people who are interested in you and what you have to sell. The best way to generate leads is from a lead opt-in on your website.

An opt-in will collect names and emails from visitors who want consistent updates on your products or services. They subscribe to get valuable content straight to their inbox from you. This is also a great way to market your product, special promotions, free offers and discounts, programs, or anything you're selling.

The emails you're sending shouldn't be a sales pitch each time. You want to give them what they want. Give them content that teaches them, inspire them, and see who you and your brand are. Before some people buy from you, they have to trust you first. Transactions are built on trust.

The more value you give in your content, the more lives you'll touch, and the more money you'll make. Make your email content about what you can provide to your audience than what you can get from them. Be persistent and consistent.

Here are some ideas on what to talk about in your content:

- What's happening in your industry currently that relates to your biz?
- Explain the benefits of your business.
- What fears and questions does your specific target audience have and solve it for them?
- Write about your reason for doing this business and tell them how you got started.

Read books and take classes on marketing so you can learn to be a fantastic marketer. Later on in this PDF, I'll give you some of what I learned on how to become a great marketer.

The next step is getting your opt-in on your website and getting an email provider to send content to your leads/subscribers.

Step 5: Place your Opt-In Form on Your Site

I highly recommend clicking on the link below for help creating a sign-up form for this step. The challenge below will show you how to not only create an Opt-In Form but also how to get subscribers to opt-in.

(I'm not affiliated with the owner of this challenge.)

<https://30daylistbuildingchallenge.com/signup-now/>

- A. Choose an email system and create an account with one of these:
- i. [Mailchimp](#)
 - ii. [Aweber](#)
 - iii. [Keap](#)
 - iv. [Ontraport](#)
 - v. or many others

I recommend starting with [Mailchimp](#). It's free, easy to use, has many email templates, and has A/B testing to help your marketing message get better results.

- B. Set-up an email list and create a sign-up form
- C. Set-up the landing page for your opt-in subscribers on your website dashboard.
- a. The landing page should be a "Thank you for signing up" page.
 - b. You can also add what your subscribers can look forward to seeing from you.

[Contact me](#) to schedule an appointment to assist you with this step for a small fee or click on the link above for help building your opt-in form.

Offer resources to your new Opt-in Form

Now it's time to create an offering that'll help your website convert from visitors to new leads. An offering means giving people something of value when they enter their name and email in your opt-in.

You can create an offering like, "Get tips and updates by signing up to my email list." Or you can create valuable content your traffic may want.

Here are some examples of useful offerings:

- A PDF (like this one) that can be a How-To Training, Done For You Resource, Tips and Tricks, A Recommendation List, etc.
- An audio or video recording
- A Live or Recorded Webinar
- Receiving an email of a contest or challenge
- Free samples and giveaways of a product you're selling
- Coupons or Discounts
- A free One-on-one private call
- A group call or Zoom meeting
- A quiz or survey
- A Virtual or live event you're hosting

Step 6: Create an offering

Give your audience what they want from you with an offering of an example I gave you. An offering will require you to know what your audience is struggling with or needing from you to get past a problem they're experiencing.

Marketing

The last few steps are all about marketing your business. As I stated earlier, you have to know the difficulties your customers encounter and have the solutions you know will solve their problems. Set expectations. What will they get from you? Tell people how your solutions can create new and better results for them.

Social Proof

Success stories with your product or service are social proof that your solutions work.

Your success stories can be anyone who solves this problem the way you do. It could also be your testimonials from people who bought from you, or how you used this technique to solve a problem.

Step 7: Social Proof

Write down at least one real success story using your product or service.

Your Uniqueness

Your marketing has to tell your audience at least two things about yourself that make you the best authority to listen to in your industry. How are you different from everyone else selling the same thing?

Step 8: Why buy from you?

What makes you the best authority in your industry or/and what makes you different from the rest?

Scarcity

Scarcity in copywriting is selling at a limited amount of time, products, hours, or discounts. For example, when you go shopping to buy new shoes at Kohl's, there may be a sale that ends tomorrow, a coupon that expires on Monday, or one item left in stock that makes you want to buy it now.

Step 9: Scarcity

What's one way you can add scarcity in your marketing?

Sales Letter

When you write your sales letter, have ways to help your prospects take action now with scarcity in your business. It could be a minimal quantity of products you're giving away, a limited amount of available hours, or a short time frame you're offering this product or service.

Always ask for one crystal clear call to action when marketing your business. A call to action will prompt some prospects to take action. Don't have them doing too many things or clicking on too many links.

Step 10: Sales Letter Practice

Google a few sales letter examples and take note of what most of them have in common. Then practice writing a sales letter that includes the information you wrote down for steps 7, 8, and 9.

Testing

You may want to test your idea to see if your business will profit at all. The best way to do any testing is by launching your business.

You test your idea by first gathering data from your audience.

- A. Ask for information through social media or forums.
- B. Look at Amazon book reviews on books in your industry and see what reviewers' problem areas are.
- C. Offer products or services for free or for a discount and collect feedback.

Step 11: Test Your Product or Service

Know the best places to bring traffic to your website. You can always pay for advertisements such as Google Ads and Facebook Ads, but there are free ways to bring traffic to your site.

Here are a few ways to advertise for free:

- Guest posting
- SEO with your blogs and site content
- Offer testimonials for other businesses you experienced with and include your domain
- Be active and helpful on forums
- Submit your business to directories
 - [Yellowpages](#)
 - [Manta](#)
 - [Local](#)
- Use social sharing plug-ins on your website
- Use a lightbox pop-up on your website
- Go to live events and have interested people sign-up to your email list on the spot
- Comment on blogs
- Collaborate with other entrepreneurs and help each other out
- Find or create a meet-up group in your industry at [meetup.com](#).
- Be a guest speaker in someone else's event.

Step 12: Build Your Website Traffic

Use at least two methods, paid or free, to find leads to subscribe to your email list.

Step 13: Continue learning

Gain expertise by continuing to learn and practice ways to market your business.

Instead of playing music, look up some podcasts related to marketing and start listening while you're in the shower or driving.

Start reading some of the top books in marketing. Start with one of the books below:

- Jab, Jab, Jab, Right Hook - Gary Vaynerchuk
- The Copywriter's Handbook - Robert Bly
- Optimize: How to Attract and Engage More Customers - Lee Odden

Now you should be well on your way to launching an online business. This is what you've learned:

- The 3Ps
 - Who your ideal target audience is
 - Increased your knowledge about your product
 - Your reason for creating this business
- How to set aside time to work on your biz
- Starting your website
- Creating content that grabs your audience's attention
- Building an Opt-in Form to gain subscribers to your email list
- How to convert your traffic into new leads

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- Ways to market your business
 - With social proof
 - With Uniqueness
 - With Scarcity
 - By creating a sales letter
 - Testing your product or service
 - Learning where to find new leads

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