



ESSENTIAL STEPS TO STARTING
YOUR ONLINE BUSINESS

the

CLARITY TO CASHFLOW

GUIDE

|

a workbook from

TRACI GURNEY

WWW.TRACIGURNEY.COM

READY TO START? *Is this For You?*

- Do you have an idea but not sure how to get it online?
- Do you have expertise in a specific area but don't know what to do with that knowledge?
- Want to change your lifestyle and get out from working for someone else?
- Need help identifying your skill?
- Want to start and grow a business on the side and leave your 9 to 5?
- Ready to commit to some hard work?

STEP 1 *Why?*

START ASKING QUESTIONS

Why are you doing this?

How will success impact your life?

What are you looking to achieve?

What outcomes are you wanting to reach?

What are your financial goals?

Have you given yourself a timeframe?

STEP 1

Why?

ANSWER BELOW:

1. What's Your Why?

2. Why do you want to start an online business?

STEP 2 *How?*

BRAINSTORM

Think about your skills, passion, life experiences. Whatever makes you unique.

How can you help people with your area of expertise?

What do people say you're good at? Are you?

How are you different from everyone else?

STEP 2

How?

ANSWER BELOW:

1. What's Your Passion? What you love to do?

2. What skills do you have? In what area do you excel or are very knowledgeable?

STEP 3 *Is it Profitable?*

BRAINSTORM

Find out where there's a hole in the market.
An opportunity to offer something that is not being offered by your competitors that fills a need or desire not being met.

Who you will be helping and how?

Blend together the skills you identified and see if you can monetize that service or product?

What keeps your customer up at night and are they willing to pay to make it go away?

STEP 3

ANSWER BELOW:

1. What can you get paid for?

2. Is there a demand for it?

STEP 4 *What?*

BRAINSTORM

What are you selling?

Identify pain points your potential customers are experiencing.

Pain points are problems that you customers have.

They may or may not be able to identify the pain point they're experiencing. You may have to do that for them.

Help them fix it.

STEP 4 *What?*

ANSWER BELOW:

1. What specific problem are you solving?

2. What difference will it make to your client?

STEP 5 *Who?*

BRAINSTORM

Who will you be helping?

What are some common traits of your Ideal customers?

We need to define our Ideal Customer and what common frustrations they are experiencing.

Where are they in their life?

What does their day/week/year look like?

STEP 5

Who?

ANSWER BELOW:

1. Who do you want to work with?

2. Who can you help?

STEP 6 *Be Unique*

THE IDENTITY OF YOUR BIZ

Building a business online comes down to you being YOU.

You may choose not to be the face of your business, but your business should present your VOICE, your personality with all its stories, flaws and values.

How do you stand out?

What are your quirks?

STEP 6

Be Unique

ANSWER BELOW:

1. What is your uniqueness?

2. How are you different and one of a kind?

STEP 7 *Create Your Offer*

WHAT ARE YOU SELLING?

Focus on a specific customer and the outcome they will receive.

What stresses them out?

What do you offer to transform them from having a problem to having the solution?

What will they gladly pay you to make their pain point go away?

STEP 7

ANSWER BELOW:

1. What action can you do to bring them results?
2. What is it worth?
3. How to test if they will pay for it?

2. What is it worth?

3. How to test if they will pay for it?

STEP 8 *Setup Biz Tech*

SETUP

This is where we setup the systems to run our business online.

Start simple with just the basics.

It could be super simple where you are only capturing **email addresses** & taking payments.

Both those items could be automated right from the start.

Scale the Tech as you grow online.

STEP 9 *Start Selling*

PROVE YOUR OFFER

Find your potential customer online through different online platforms & social media accounts.

Show the results you can provide, why you're unique and offer the best solution to their problem.

Provide testimonials of customers wins.

Communicate this message in all your online marketing. Take action and see what works & what doesn't.

STEP 10 *Create Action Plan*

CREATE A 21 DAY ACTION PLAN

- ☒ Start with you and what you bring to the table.
- ☒ Research your market, competition and pricing
- ☒ Research your Ideal Customer
- ☒ Create Your Offer
- ☒ Create Content to Sell Your Offer
- ☒ Build Your Online Presence

WEEK 1 21 Day Action Plan

WEEKLY PLANNER

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

WEEK 2 21 Day Action Plan

WEEKLY PLANNER

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

WEEK 3 21 Day Action Plan

WEEKLY PLANNER

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY



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