

Marketing Your New Online Business – Workbook

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Preparing Your Business for Marketing

Your Pre-Marketing Checklist:

- Make sure your website clearly states the value you offer and how you offer it. Take a look at your headlines and imagery on your homepage. You only have a few seconds to explain to your visitor why they should stay.
- Write 8-10 useful blog posts on your website. These posts do not have to be too long. 400-600 words is fine.
- Create a Freemium. A Freemium is a free, high-value, compelling gift you offer your visitors in exchange for subscribing to your email list. This can be a small eBook, a video or set of videos, or even a guide.
- Gather a few testimonials of your work, product or service from those who know you and your work.

Using Multi-Content Marketing

There are many ways to market your new online business. Here are some of the most effective ones:

- building an effective blog
- email sequences
- video marketing
- social media marketing
- podcasting

Building Your Blog

Creating regular, quality content for your blog can do wonders for your website. Not only will your visitors love your brand and the value you offer, you will be building credibility as well.

Google and other popular search engines love useful content as well, so your blog will greatly help your search engine optimization (SEO).

In this download package, I have provided an editorial calendar you can use. This one is for January 2014 but you can edit it for the months you wish.

Creating an Email Sequence

You can use any of the below email marketing providers to help you set up your auto-responder to start an email sequence for your subscribers. Each one provides their own tutorials to set one up.

Some email marketing services with an auto-responder service:

- [MailChimp](#)
- [Aweber](#)
- [iContact](#)
- [Constant Contact](#)
- [GetResponse](#)

Quick Video Marketing Tips

You don't need to be in a Hollywood studio to create a professional looking video. Use these quick and essential tips to create quality-marketing videos:

1. *Great audio is key.* Bad audio is hard to ignore. Make sure you are using a separate microphone to record your audio. You can plug in a lapel mic directly into your camera or record audio separately.
2. *Lighting is important.* Make sure you are shooting in a well-lit space. Make sure there are no harsh shadows in your shot. Lighting kits start at around \$100. If you don't want to mess around with lights, shoot outdoors and use natural light.
3. *Edit your videos.* Editing your videos adds tremendous production value. Add some titles even some royalty free music to make things interesting and engaging.

Growing Your Audience Tips

You can't grow your audience alone. You are going to need the help of others. You're going to need to build relationships with others in your market that share the same audience as you do. Here are a few tips:

- Build relationships in your market. Make friends.
- Guest post on more popular blogs.
- Guest email with someone who shares the same audience.
- Get interviewed by podcasters or other video interview shows.
- Interview others for your own podcast or video series.
- Speak at live events. Start small at local events, then go larger later on.