

Self Made Boss Babes

5 Secrets to Starting an Online Business in 2020

Online business has been alive and booming for more than a decade. If you're still unsure about starting your own, I'm here to say you'd be missing out if you didn't. COVID-19 has pushed many businesses online, and those who already were online are seeing a massive increase in profits. It's easy to think of all the reasons why not to start a business, but if you slow down and think about it, are those "reasons" really just excuses? Let's debunk them, here and now. You don't need a fancy degree, heck you don't need a degree at all. You don't need a ton of money. You don't need much of anything other than an idea and an e-commerce platform. It's never too late to get your online business off the ground, and 2020 is the year to make it happen. Ready? Let's go.

5 STEPS TO LAUNCH YOUR ONLINE BUSINESS TODAY

1. Pick Your Niche

Many people get stuck at the beginning by not knowing what to make their online business about. Don't overcomplicate it! Narrow it down to what you're naturally good at and passionate about. Keyword: passion! If something does not immediately come to mind, try this exercise. Make a list of the things you love to do as hobbies. Make a list of your interests. Rank both lists by how good you are (be honest) at each of the items. Of the ones you're best at, do any overlap? For example, maybe you love reading and writing - pursue something in this arena. Maybe you love exercising but hate the idea of teaching it, don't pursue it. Find what lights you up that you know you can do. You don't have to be an expert, all you need is a little love, some confidence, and to be yourself. This is what will separate you from anyone else offering the same type of business. As Jim

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Carrey once said, “the effect you have on others is the most valuable currency there is”. Don’t try to emulate anyone. Do what you love, your way.

2. Choose Your Product or Service

Once you’ve picked your business you are truly passionate about, go online and get it started.

- a. Selling something? Open up an account on Shopify or Etsy to create your own virtual store to sell your goods.
- b. Looking to freelance something creative? Get on UpWork or Fiverr to sell services such as writing, editing, music mixing, voice-over work, graphic design, social media management, marketing, and more.
- c. Maybe you’re looking to get into the fitness realm? MyPTHub is an excellent host site where you can create fitness and nutrition plans, track client information, and privately message them.
- d. Looking to create and teach an online course? Sign up for Thinkific to build and host a virtual course with videos, text and interactive content for your subscribers.

3. Grow Your Audience

Alright, you’re officially up and running! You have your idea, you have an online platform to sell it and reach customers...now what? How do you get customers? By growing your audience. Whether or not you are a fan of social media there is no denying it’s powerful reach and ability to make or break any business in 2020. Pick a platform that suits your business that you feel the most comfortable with. Once you do, commit to at least 3 types of sub-content to post and a schedule you can stick to. Consistency is key when building and maintaining your virtual audience and future clientele. Here are a few examples to help get you started.

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- a. Facebook - arguably the best platform for running ads. Now that Facebook is interlinked with Instagram ads can be cross-posted to both platforms simultaneously. Facebook is excellent for all businesses. Set up a Facebook Business page and when you're able, learn to run ads or hire someone to do them for you. Facebook is especially good for fitness trainers and online groups.
- b. Instagram - a picture is worth a thousand likes...well, we hope so, right? Instagram is an excellent platform for creative and aesthetic services such as art, fitness, food, travel, decor, clothing, accessories, and more.
- c. TikTok - there is endless possibility and versatility with this platform. No matter what your business is, you can use music, sound bytes, video effects and more to add humor or an edge to promoting your product. With billions of users the world over, it would benefit any business to get started on TikTok in 2020.
- d. YouTube - this platform is not for everyone (some are camera shy, that's ok!) but is an excellent way to build credibility through vlogs or teaching.

4. Hire Contractors

One of the most challenging obstacles when starting an online business is having to do all the jobs by yourself in the beginning. Once you generate a little revenue, look to hire contractors to take care of smaller jobs so you can delegate your time accordingly. Sites like Fiverr and Upwork offer social media managers, blog writers, and even people who will help you with online marketing and email sequences.

5. Hone In

When you're pulling in consistent money, you can now hire team members. They can be either part-time or full-time. Hire people to help in the areas that are not

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your strong suit and keep your time, focus and energy on whatever it is you're best at. This is how you win at creating a profitable online business.