

SEE

MINI-TUTORIAL



NOTE:

GROUP ZOOM SESSIONS

**More Great Tips On '7 Gold
Nuggets For Online Businesses'
Plus Q&A With Richerd Ho.**

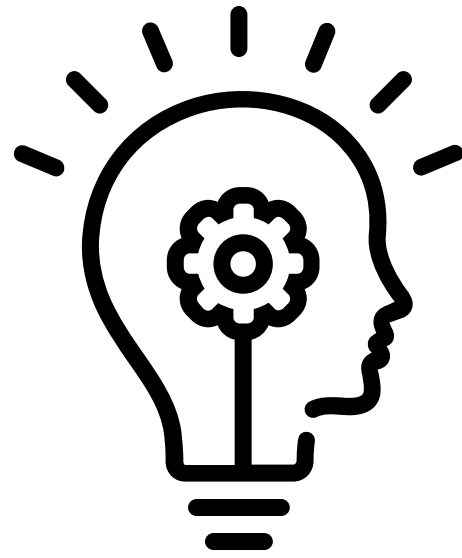
- **Register and receive details via email.**

SEE LEARNING MODEL[©]



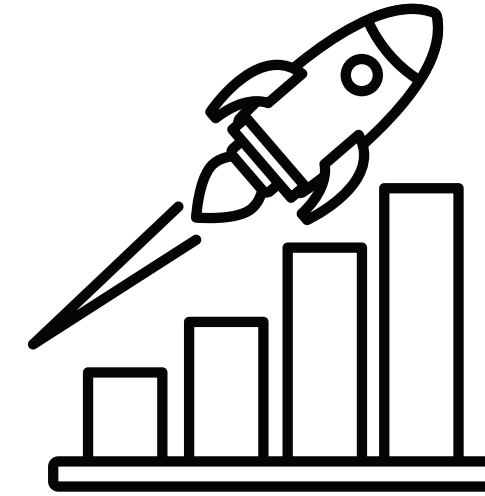
SHARE

We are here to Share with you some Tried and Tested, Easy-To-Follow methods that will fast-track your Online Business Success.



ENLIGHTEN

When we share with you what we ourselves have learned from scratch (a simplified version of course), you'll be Enlightened!



EXECUTE

As like-minded people come together to Share as well as Enlighten, you will certainly be motivated to Execute these business methods to achieve Success!

7 Gold Nuggets For Online Businesses

Vital For Traffic & Sales



SHARE



ENLIGHTEN



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SEE LEARNING MODEL ©



WHAT?

1

How To Discover Your Business Competitors?

NOTE:

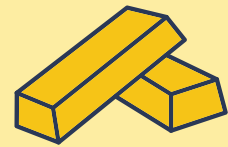
Still undecided about what online business is best for you?

We provide some guidance up ahead!



SHARE

WHY?



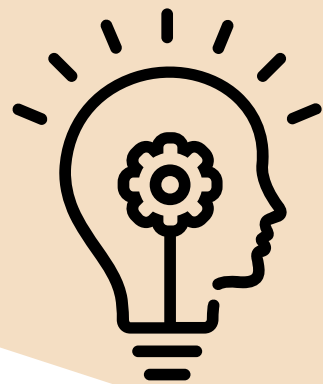
1

This will be an important reference point for decision-making and planning.

To build a successful, long-term online business, you must know your competitors.

NOTE:

***Determine your niche and business idea**



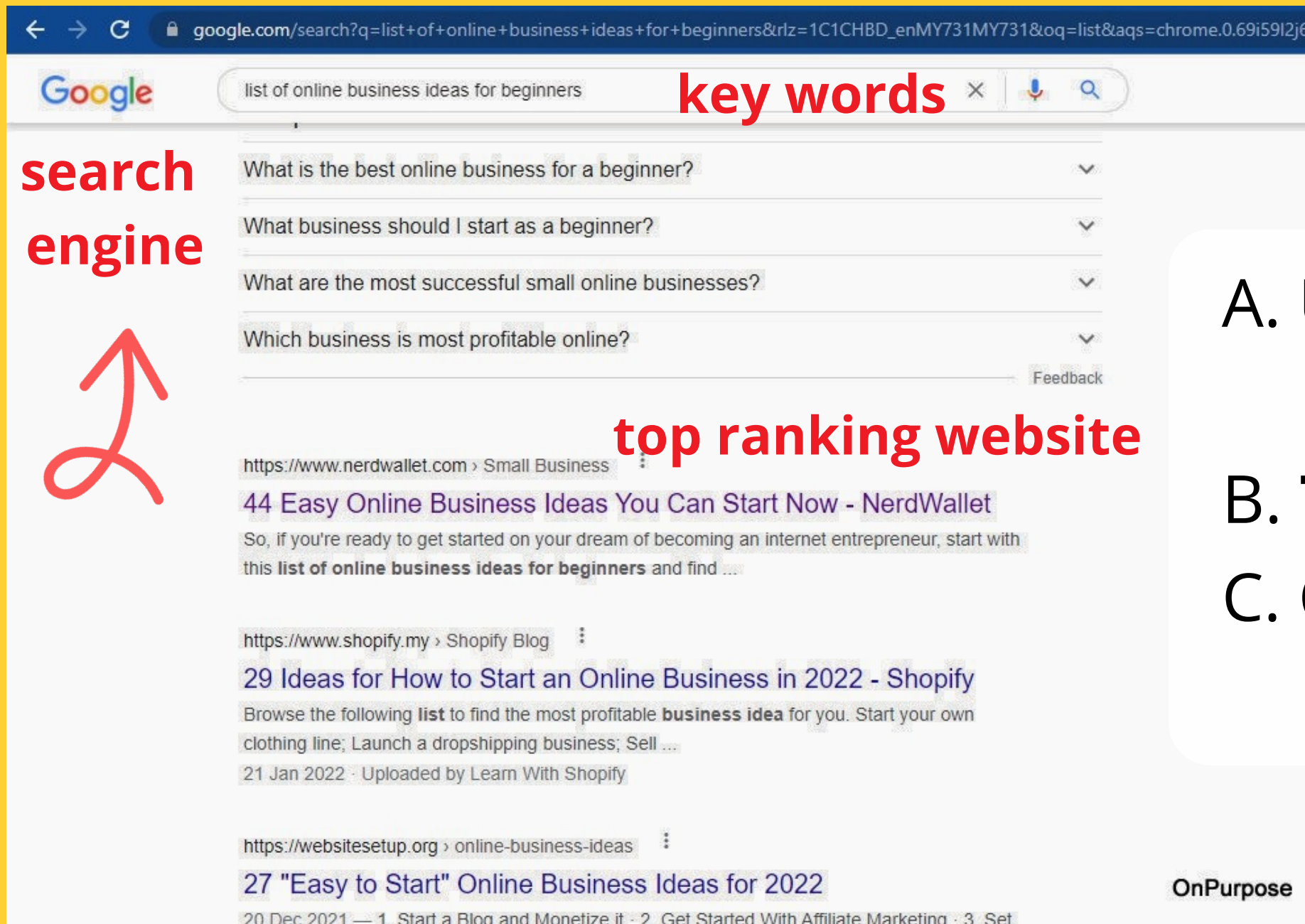
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What are you passionate about, have relevant experience and can solve problems / add value?

HOW?



1



search engine

top ranking website

A. **USE** the Google SEARCH ENGINE

B. **TYPE** in KEY WORDS

C. **CLICK** on Top Ranking Website



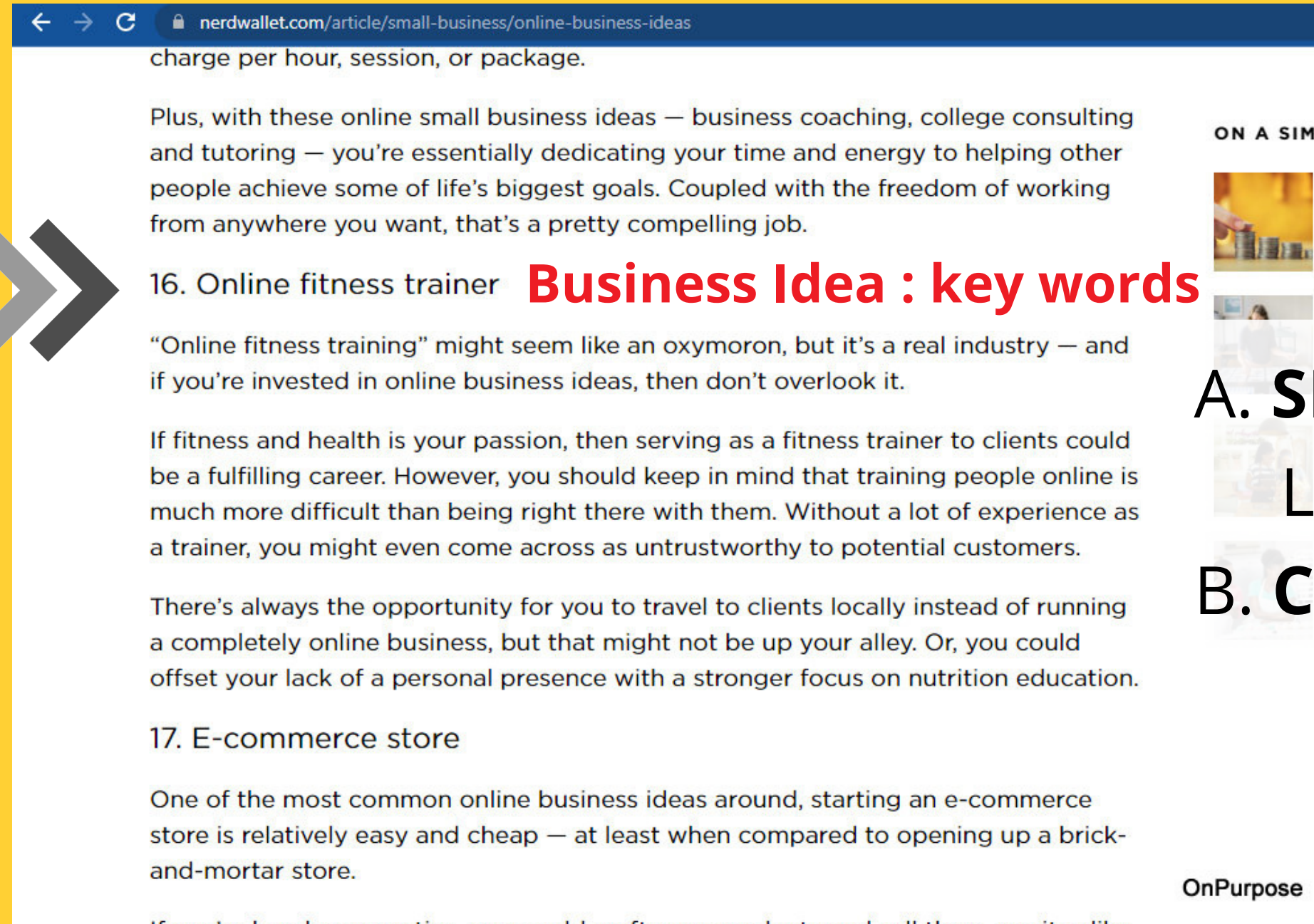
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Research step 1

HOW?



1



A. **SELECT** Business Idea from List

B. **COPY** KEY WORDS



EXECUTE

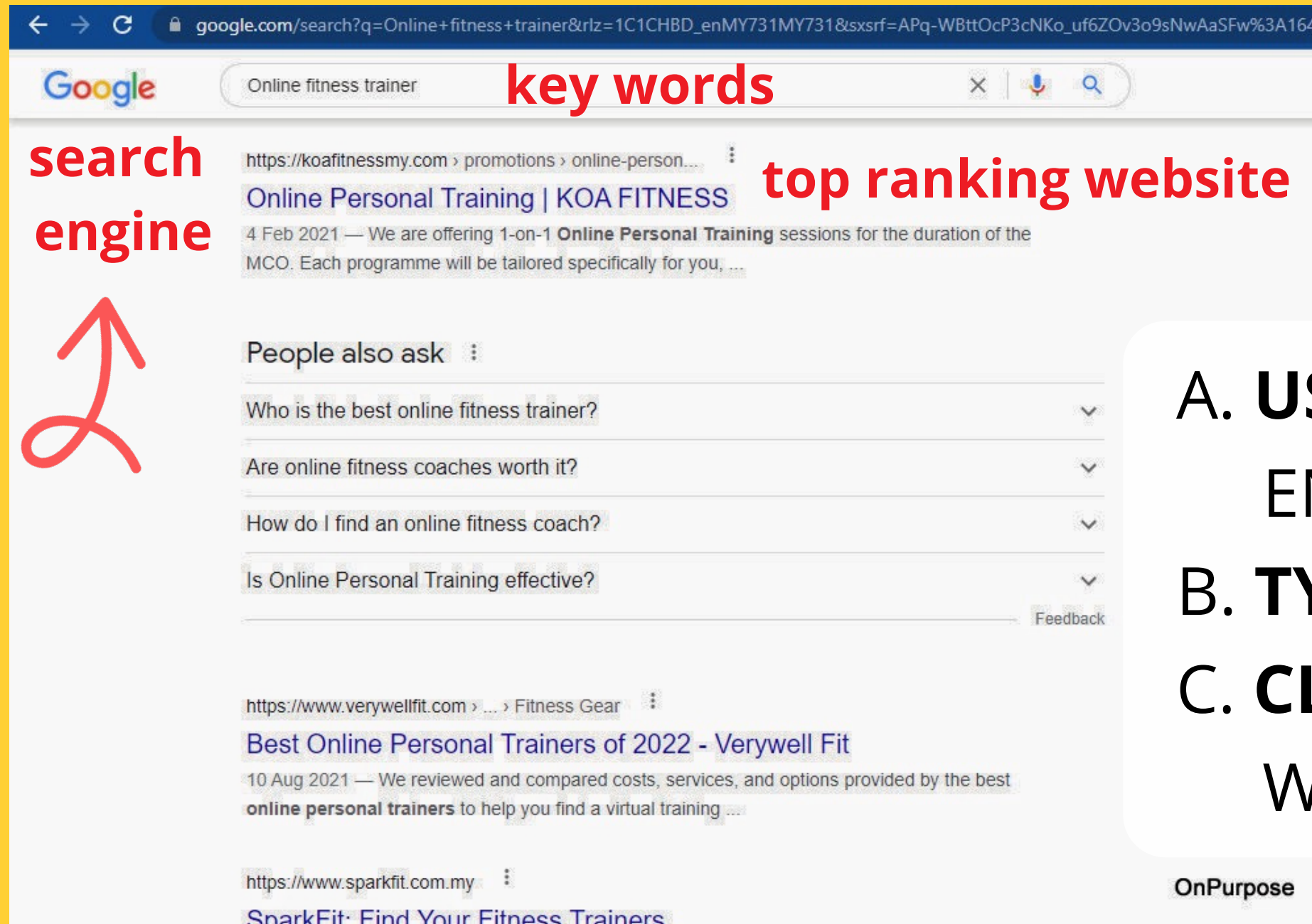
Selection

step 2

HOW?



1



A. **USE** the Google SEARCH ENGINE

B. **TYPE / paste** in KEY WORDS

C. **CLICK** on Top Ranking Website



EXECUTE

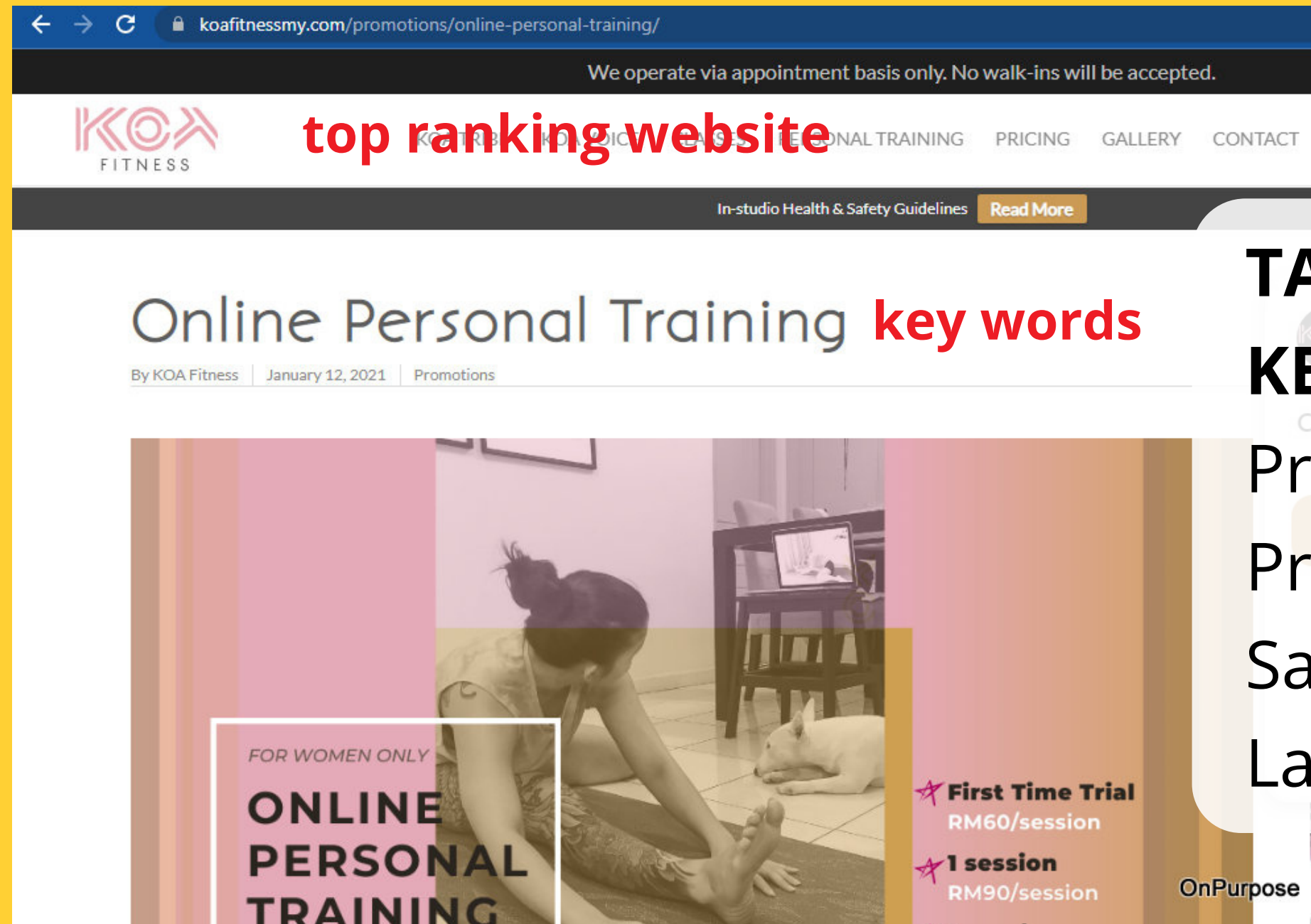
Competitors

step 3

HOW?



1



top ranking website

key words

**TAKE NOTE:
KEY INFORMATION**

- Products / Services Offered
- Pricing / Offers
- Sales Messages
- Layout / Branding



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Take Note **step 4**

HOW?



1

STEP FORWARD

TREASURE CHEST

USE OTHER RESEARCH PLATFORMS



Try More Steps



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HOW?



1

- Use **similarweb.com** to find other competitors.
- Use the “**Related:**” search operator in Google. Eg. ***related: abc.com.***
- Use **bigspy.com** to study your competitor's ads on social platforms.

Find out what your competitors are doing right: LOOK AT

- Their unique selling propositions (**USPs**)
- The content published
- Their social activities
- Their call-to-action (**CTA**)



EXECUTE



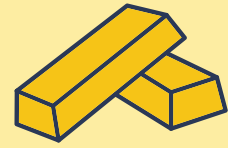
WHAT?

2

Differentiation :
How do I stand out
from the rest?



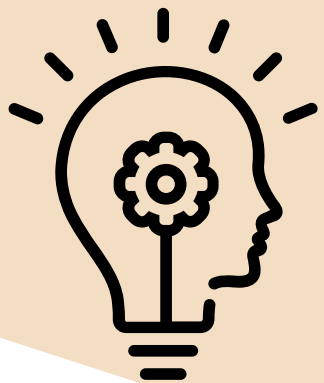
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2

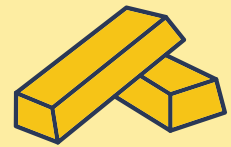
WHY?

So that the probability of **getting heard and seen** by your market **increases**, resulting in **better Sales and Conversions.**



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HOW?



2

- **Focus on:**

- Your strength and your message.
- The value and benefit you bring to your customers.
- Target one customer persona. (eg. single mom)

- **Have A Clear Message:**

- Who you are, what solutions you offer, what problems you solve, and how to get it from you.

- **Be excellent in what you do and niche down to a specialized skill or service.**



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HOW?



2

Focus On Having A Converting Website:

- A Tagline that explains what you do.
- Lead with users' problems and solutions.
- Clear call-to-action on your site.
- Strong Sales Message.
- Social Proofs and Testimonials.
- Fast loading site (3 seconds)
- and more...



EXECUTE



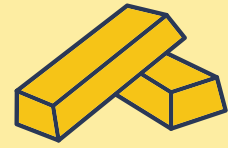
WHAT?

3

How to get your product / service in front of the right market?



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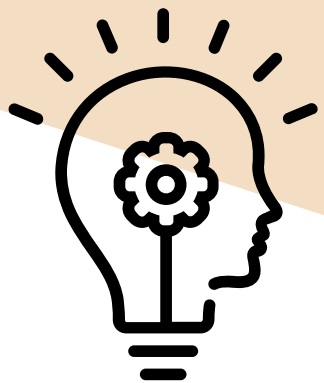


3

WHY?

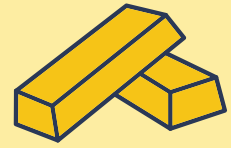
Target marketing allows you to focus your marketing budget and brand message on a specific market that is more likely to buy from you.

This makes it more affordable, efficient, and effective in reaching potential clients and generating business.



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HOW?



3

- Research your **MARKET** :
 - Google Trend, Amazon, Alibaba, Aliexpress...
- Research your **AUDIENCE**.
 - Find them **Without Spending Any Money On Ads**, using social media – Facebook, Twitter, LinkedIn...
- Use **REFERRALS** – existing clients, business partners.
- Use **EVENTS** – business events (BNI).
- **JOINT VENTURE** and **EMAIL MARKETING**.
- and more...



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4

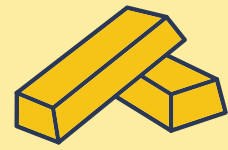
WHAT?

**How to make your
product and service
unique and add more
value to it?**



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WHY?



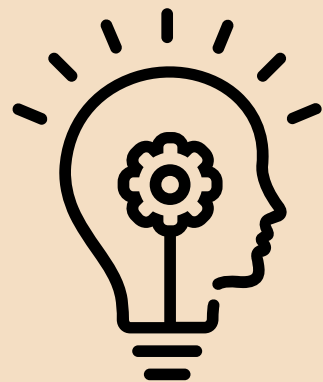
4

The **UNIQUE SELLING POINTS / PROPOSITIONS (USPs)** of your product, service and company will certainly create a solid platform for a long term business.

Having done the necessary research of your competitors, you can now fill the "GAPS" by offering products and services that stand out from the rest.

Focus on this.

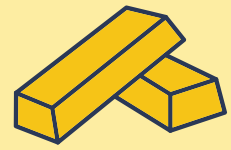
This is the game changer!



ENLIGHTEN

HOW?

7 Gold Nuggets For Online Businesses



4

A. Use Your Unique Selling Propositions (USPs).

- Study Your Competitors. Fill in the missing elements.

B. Your core/main offer is your #1 BRAND ASSET.

- Focus on having a quality, problem-solving core offer.

C. Add more value to your main offer.

- Tell your story. Sell your message and not your product.
- Bring him/her to the solution.
- Create solutions for 3 main problems, customers faced using your core offer.
- Package these solutions to your core offer.



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5

WHAT?

**How do you get
customer loyalty?**



SHARE

WHY?

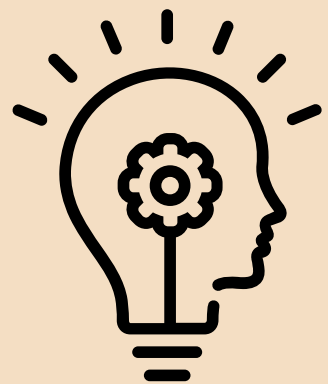


5

Repeat buyers are your most valuable customers.

Though they may not be big purchasers, it is likely that over time, the revenue from them will top revenue from big one-time buyers.

Customers are more likely to be loyal if they feel valued; do you remember their birthdays?



ENLIGHTEN



5

HOW?

1. **ASK** how can you make the **EXPERIENCE JOURNEY** better for a customer?
2. What can you do to **Create A Powerful** and **Remarkable Memory** for the customer?
3. Create a **Customer Loyalty Program**
4. **Establish Relationships** through **Emails.**
5. and more...



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5

HOW?

- **Loyalty is a feeling** – the emotional bond that customers have towards you.
- A customer goes through a **JOURNEY** of what is called the **Customer Loyalty Loop**.
- It starts with the customer at **Awareness > Research > Purchase > EXPERIENCE > Retention**.
- Spend the bulk of your time on the **EXPERIENCE** journey of your customer.



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WHAT?

6

How to upsell and cross-sell?



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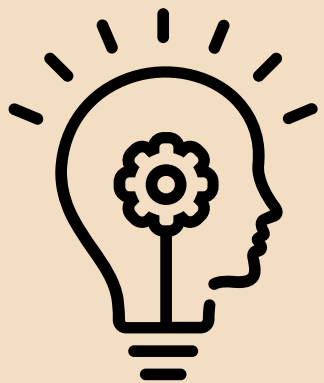
WHY?



6

Up-selling and Cross-selling can boost your sales significantly when put into practice well.

Offering the right combination of products and services that address problems and deliver solutions, makes it easier to sell more and gives customers personal attention.



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HOW?



6

- You want the customer to buy an upgrade or better version of your products.

- **The Process Of Sales:**

- When your customer buys a product, he will add it to the **cart**.
- At the cart, he will proceed to **checkout**.
- On making payment, he will be brought to a **confirmation page** or **thank page**.



EXECUTE



6

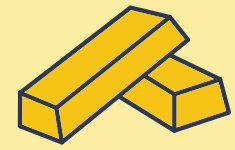
HOW?

Upsell / Cross-Sell On Your Website

- **These are the upsell points:**
- The **Product / Service Page**
- The **Cart Page** (for an eCommerce site)
- The **Checkout Page** (for an eCommerce site)
- The **Confirmation or Thank You page**
- The **Order Email**
- The **Delivery of the Product** (selling physical stuff)



EXECUTE



6

HOW?

The Strategy

- **Create better or improved** versions of products/services.
- **Bundle** the main product with related offers that achieves the same result as that of your core product.
- Create **One Time Offers** (OTO)
- Implement **Scarcity**. Offer with limited time or quantity.
- Promote others' products/services (**Affiliate Marketing**)



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7

WHAT?

**How to scale your
business online?**



SHARE

WHY?

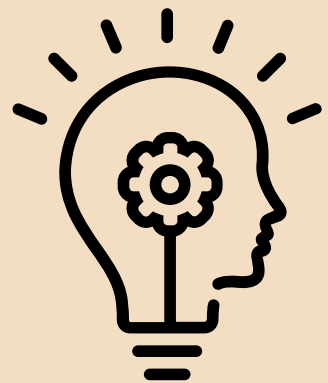


7

The hope of all online businesses is to see **Results, Profits and Growth.**

Scaling correctly helps you manage your business growth effectively.

Having a **Good Scaling Strategy** in place will ensure a smoother journey towards making your online journey a success.



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7

HOW?

The Strategy

It involves a **FORMULA!**

LEADS x CUSTOMERS x PROFITS x FREQUENCY OF SALES
= GROWTH

Having each component of the formula increase will directly impact your growth.

Example - 2 times increase of Leads = 2 times Growth



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HOW?



7

- **LEADS** – using email opt-in
 - The process of getting visitors and nurture into loyal customers.
 - There will be no selling. Just giving free value and offer.
 - **Focus: Get more leads = potential customers.**

- **Strategy**

- Answer a strategic Question.
- Finding the hook with a Freebie to give away.
- Use Case Study.
- Deliver a discount.



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7

HOW?

- **CUSTOMERS**

- Offering low-cost product/service, to bait visitors who opted into your email list and convert them to customers.
- There will be little profits at this stage.
- **Focus: Convert prospects into BUYERS | CUSTOMERS**

- **Strategy**

- Offer low-cost product/service - **TRIP-WIRE**
- Use **Splinter Offer** - take one part of your service and offer it as a low-cost offer.



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7

HOW?

- **PROFITS**

- This is the stage of offering your main/core offers
- This is where the real profits are found.
- **Focus: Sell your main product/service to your customers.**

- **Strategy**

- Focus on solving problems and delivering solutions.
- Focus on those who have bought your trip-wire offer.
- Focus on optimum customer experience and delivery.



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HOW?



7

- **FREQUENCY OF SALES**

- You increase the frequency of sales when the same customer buys more and buys again from you.
- You call this the **LIFE TIME VALUE** of a customer.
- **Focus: Increase the life time value of a customer.**

- **Strategy**

- Upselling + Cross-Selling.
- Upgrading.
- Customer Loyal Program.
- Bundling.
- Affiliate Program.



EXECUTE



**Do look out for
more of these nuggets and gems
in the coming days.**



Web developer and
strategist for more
than 15 years
with a passion for
coaching.

RICHERD HO

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