

# FREEDOM ONLINE BUSINESS

## CHECKLIST



## **Find Your Passion, Find Your Niche**

- ☐ What do you dislike about your current job?
- ☐ What do you like about your current situation?
- ☐ What are your main areas of interest?
  - ☐ Books you like to read
  - ☐ Magazines you like to read
  - ☐ TV programs you watch
  - ☐ New stories you read
  - ☐ Classes you enjoyed taking
  - ☐ Activities you engage in
  - ☐ Website you like to browse
- ☐ Determine your strengths and talents
  - ☐ Activities that come naturally to you
- ☐ Determine your weaknesses
  - ☐ Things you feel less at ease with
  - ☐ Must adopt a growth mindset
  - ☐ Desire to work on your weaknesses
- ☐ What kind of personality do you have?
  - ☐ Will determine what will bring you joy
- ☐ What are your skills
  - ☐ Abilities and knowledge, you've gained through experience
- ☐ Finding your niche
  - ☐ Helps increase chances of success
  - ☐ Helps build authority
  - ☐ Helps generate revenue faster

## **Validating Your Business Idea**

- ☐ Ensure you won't waste your time on an unprofitable business
  - ☐ Must have a market for your business
- ☐ Utilize Google Trends
  - ☐ Shows you if niche is growing or shrinking
  - ☐ Shows you seasonal trends
  - ☐ Use with Google Keyword Planner
    - Shows search volume for keywords
- ☐ Use Moz.com to research keywords
  - ☐ Streamline discovery and prioritizing of keywords
  - ☐ Shows monthly search volume
  - ☐ Gives you an idea of how hard it will be for keywords to rank
  - ☐ Provides an estimated click-through rate
  - ☐ Gives a score for your potential rank
- ☐ Use Buzzsumo to see social media trends

- ☐ Find popular content by topic or website
- ☐ Scans the social media sites for you
- ☐ Gathers information on topic getting attention
- ☐ Looks for influencers
- ☐ Provides insight into what competitors are doing
- ☐ Gather Feedback
  - ☐ Conduct surveys to gauge the need, interest, and gaps

## **Deciding on a Business Model**

- ☐ Blogging
  - ☐ Very lucrative endeavor
  - ☐ Monetize your blog
    - ☐ Google AdSense
    - ☐ Sponsored Posts
    - ☐ Affiliate Marketing
    - ☐ Sell products
- ☐ YouTube
  - ☐ Earn money through on-screen advertisements
  - ☐ The more engaging the content the more viewers
  - ☐ No need for expensive equipment
  - ☐ Don't need professional level of expertise
  - ☐ Get paid through ad revenue
    - ☐ Owned by Google
    - ☐ Pay-per-click model
  - ☐ Get paid with product placement
  - ☐ Earn through red subscription channel
- ☐ Amazon FBA
  - ☐ Sell physical products on Amazon
  - ☐ Amazon handles almost every aspect
    - ☐ Inventory storage
    - ☐ Shipping
    - ☐ Customer service
  - ☐ Variety of ways to sell on Amazon FBA
    - ☐ Retail arbitrage
    - ☐ Online arbitrage
    - ☐ Private labeling
- ☐ Online Courses
  - ☐ Create online instruction videos
  - ☐ Teach what you know
    - ☐ Graphic design
    - ☐ Playing an instrument
    - ☐ Computer programming

- ☐ Create courses with teaching platforms
  - ☐ Teachable
- ☐ Add courses to online marketplaces
  - ☐ Udemy
  - ☐ Skillshare
- ☐ Make sure to use illustrations, scenarios, and examples
- ☐ Promote your course on social media
- ☐ Freelancing
  - ☐ Make a living doing what you love
  - ☐ Utilize freelancing websites to find clients
    - ☐ Fiverr
    - ☐ Upwork
    - ☐ Freelancer.com

## **How to Promote Your Business Online**

- ☐ Google Ads
  - ☐ Show your ad to your target audience
  - ☐ Based on relevant keyword searches
  - ☐ Only pay when someone clicks on the link
- ☐ Facebook Ads
  - ☐ Photo ads
  - ☐ Video ads
  - ☐ Carousel ads
  - ☐ Slideshow ads
  - ☐ Collection ads
  - ☐ Instant experience ads
  - ☐ Lead ads
  - ☐ Dynamic ads
- ☐ Quora.com
  - ☐ Answer questions in your area of expertise
  - ☐ Often outrank bigger brands on search engines
  - ☐ Evergreen content that doesn't need to be updated
- ☐ Collaborations
  - ☐ Work with other companies to cross promote products
  - ☐ Combine marketing initiatives
  - ☐ Cut marketing costs
  - ☐ Produce more compelling content
- ☐ Face-to-Face Marketing
  - ☐ Participate in conferences
  - ☐ Join a meetup group
  - ☐ Hand out your business cards

## **Scaling Your Business**

- ☐ Increase prices
- ☐ Create an effective sales funnel
- ☐ Create an affiliate program
- ☐ Create free or paid downloads from previous blog posts

## **How to Work Less and Still Grow Your Business**

- ☐ Outsource daily, repetitive tasks
  - ☐ IT and Tech support
  - ☐ Administrative
  - ☐ Financial
  - ☐ Marketing
- ☐ Systemize your business
  - ☐ Reduce costs
  - ☐ Increase efficiency
  - ☐ Improve performance
  - ☐ Improve business communication
  - ☐ Free up more of your time