



e-Business,
e-Commerce
and
e-Marketing

The 3 e's to making money online

ALAN MACKENZIE



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TIME TO GO ONLINE

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ABOUT THE AUTHOR

Alan Mackenzie is a Chartered Accountant with degrees in Accountancy and Information Technology. As a young man, he was an Associate Professor of Financial Management and Information Technology. His career has seen him develop a corporate turnaround framework that has achieved turnarounds in small to major national entities that many thought would be impossible. This framework is captured in his book; People Centred Performance Enhancement. It is available internationally from all the major online booksellers such as [Amazon](#).



- An out-the-box strategist

For years, he mulled on the flip side of the Internet being a world wide web and on how the playing field could be levelled so as to enable neighbourhood and work from home businesses to effectively compete with international enterprises.”

Alan suggests that we can participate in the change that is to be but stop it we cannot. He says:“ ...that local business, built on solid foundations, is now increasingly becoming surrounded by businesses on the Internet. They fill the space right into a local home or shop where customers can compare goods and services with Internet-based businesses on their phones. We all know this, but this fact can be turned to our advantage as we can run money making online businesses from home or any exotic destination and earn dollars or any other currency we care to trade in.

Some local businesses will survive without going online because of customer loyalty and some will retain an edge because the acquisition of their goods and services benefits from “touch and feel decision making.” For the rest he says “It’s time to go online ” and he has written this guideline to assist you to start your online business. Read more about him on [LinkedIn](#).

Sally Goodman

 THE OBJECTIVE OF THIS BOOK

To be a Guideline or
Implementation Manual

- Expand the reach of your existing business and get it growing or to
- Establish a new online business and get it growing



The World



Their Friends



Friends

Making money online

There is a high level business plan to making money online. Here it is:

- Get started, be brave, act fast, make mistakes, take baby steps and live with a sense of urgency.
- Research existing keywords, niches and product lines of yours to establish the likelihood of achieving a sustainable profit in a niche you can be an expert on.
- If you do not have an existing product line research product marketing and electronic product marketing opportunities to generate a sustainable profit from the sale of products or information.
- Build a website and online e-commerce store or get it done for you and get started. Do not wait for an earth shattering new idea to pop up. Rather, keep the punches rolling, track, adapt and move on.
- Leverage your website and store so that you maximise the number of people that assist you to market your business. On a daily basis learn, share and promote.

The road to making money online is a journey. It will need commitment to a roadmap, it is unlikely to be an overnight event, is fraught with danger in the form of scam artists who will try to hi-jack your hard earned savings. If you use our ROADMAP it will help keep you on the route to making money from home or the office on a part-time or full-time basis. Note, that with an online business where you work and how often, become choices.

As an option if you create your own products you can join a network/affiliate marketing group that will do most of the administration for your online business so that you just get income deposited to your account which will leave you to focus on the traffic drivers to your online business sites.

ACTION MATTERS



We live in a fast paced world of action that freezes mindsets to accept an inevitable truism that tomorrow is another day and that action today is best left for tomorrow! A good example is that of network marketing. You need to act to execute a plan or your Internet presence is likely to go unnoticed. Driving traffic to one's sites is not difficult but regular action is key to success.

Action offers many possibilities. Inaction offers but one

For some the obstacle is that voice in your head. "I can't..." it says. To which you reply "I know." The advice offered in this e-Book is a road map for use on your journey that makes taking action affordable so that you can respond to that voice in your head.

"I can; I have a road map to success and I'm starting my journey today"

Classical businesses designed in one's mind's eye as a vision of how the money will be made online will all amount to nothing without action; action is what matters. Unless you take action and actually open an online website, store, directory listing, web-page or other online content manager you will not make money online. Action is that critically necessary first step for which you need to be bold but if you follow the advice offered it will lead you to that work from home income or business expansion that you seek.

"Doing something always trumps doing nothing."

Sure you will need to be bold and you will need courage.

Risking nothing risks everything!"

WHY NOW?

During the Pandemic an unprecedented number of people started to work from home and the world over, the concept of working online took root. As a direct result of Covid-19, retrenchments became the norm. Out of economic necessity, having a side hustle has become the norm. By 2021, some 70 million working Americans had a side hustle and by 2022 another 60 million had joined them. Today, the trend towards having a second income has gone viral and it will continue to grow, driven by "one click" technology that enables Websites to be built, without any skills, within minutes. This is all fantastic, or is it?

The TIME TO GO ONLINE is now, it has been the case for a few years and the call to open a business on the www has been heard and it is answered every day. Estimates suggest that from 252,000 to 547,200 new Websites are created every day. The tragedy is that most will never be found!

The most popular and highest paying side hustle is an online business that has an absolutely beautiful Website created in minutes. 45% of these new businesses are owned by Females and 55% are thus Male owned. Of these 54% are 18-34 years of age but the trend includes retirees in their 70s and 80s. The biggest challenges faced by "Side Hustlers" are:

1. *Growing their businesses*
2. *Dealing with Limited Time*
3. *Finding IDEAS to take to market.*

1. 76% love their Side Hustle while 50% love their jobs. Some three quarters of all new businesses started are side hustles. In the USA too 300,000 out of 400,000 new side hustle businesses are started every month.

2. Read on for the nine step / three phase, tried and tested plan to drive a side hustle to success in half the time. PS - It gets customers to grow your business.

3. Most side hustle businesses fail because 90% of all Websites in the world have NEVER BEEN OPENED, NOT ONCE from a search engine result. Read on & solve this.

www.WeboBargains.co.za offers ideas on products/services that you can use to Make Money online (MMO).



THE INTERNET IS FOR SME'S

Globally, many Small and Medium-sized Enterprises (SME's) have become disenchanted with the Internet because 90% of all sites are not found by browsers using search engines and they do not have the time nor budgets to ensure that they are found online.

For many, after launching beautiful websites and presenting them to their customer base and marketplace their interest drops off. Business owners lose interest, the sites become stale and customers, that had the direct URL address, did not return. In short, going online was for many, a costly mistake.

Hundreds of thousands of search results are the norm and potential customers do not have the time to keep searching for local search results that often are to be found after a staggering number of sites.

This book will address the above concerns and it will show how customers and friends can grow a small business provided customers are delighted and relevantly rewarded for reputation and referral marketing. Yes, we believe and will show you how most small businesses can double turnover in half the time if they implement our reputation and referral marketing tactics.



THE SMALL BUSINESS DILEMMA

ACHIEVING A BALANCE BETWEEN FOCUS AND WORK

As one grows a business so the possibility of work overload increases. To start let's look at two important keys to getting your business growing. Focus and workload. No matter the sector or niche that you select to follow you will need to grow a new business to make money online.

The bigger the organisation the more the focus of leadership should be on its people and the focus of the organisation should be on its core competency. Can one create focus? Absolutely. The most common levers to achieving focus are Strategy, Structure and Leadership. To illustrate, it is no accident that Nike focus on shoe design. They own no shoe factories. Large organisations embody many cause and effect loops but the key to high performance lies with leadership. As the organisation gets smaller it gets more complex. With growth, it is often tempting to try and do too much, for leadership must do everything!

Most importantly, leadership must find a balance with also being the workforce and in so doing it will find focus. Yes, hard work is universal to success but you must also enjoy what you do so that you achieve the status of being what has been called a "worker-frolic" rather than being a workaholic. Balancing Focus and Work so as to have a manageable workload is critical to sustainable work performance. Work intensity (going that extra mile) and work pressure (demand vs capacity) are key indicators of the



balance that exists between Focus and Work. How does a small business work less, yet do everything and meet a growing demand? Often, the answer to work overload is focus. Focus on your core competency and outsource the rest; do what you do best. Should you too not be working on design instead of loading boxes for delivery in your factory during your lunch break?

As an alternative to growing the size of your permanent staffing, when faced with a growing business, consider process mapping your business and finding what you can get someone else to do. Do you need to run your payroll and or accounts, online store, website analytics, factory, marketing etc. In the corporate world the objective is to climb the ladder. In a work from home business you are likely to be the ladder!

Given that you are likely to have to do many things the trick is to not do too much. Your focus needs to include constantly evaluating what you can get someone else to do. It's about leverage. In tandem with this you need to have a clear high level business plan. To start I suggest that you adopt one of two broad approaches to business; sell products (product marketing) or sell information (information marketing).

An existing business is well positioned to research the profitability of taking their existing product line to the Internet in the form of an e-commerce store or as an online product showcase. They will sell products marketed online or they will sell products online and offline at their shop in a local mall etc. A new business venture will research opportunity to sell product on behalf of others (on an affiliate, partnership or agency basis) or to stock product and trade for themselves. The business plan will be about product marketing and your focus should be on building a successful line of profitable products.

The next opportunity is to market and sell knowledge and information. Why are you at home? Perhaps you have retired? Perhaps you want to be at home to nurture your children? Perhaps you cannot find a job? There are many reasons and equally there are many opportunities to be rewarded for your available time. Firstly, you could use your knowledge and experience to write articles. You could write an e-Book. You could host a webinar (web based lecture/conference or discussion forum) on your topic of interest. Given education, experience, skill of capability many people at home have the knowledge to write a relevant and informative article, website or book that will be of interest to others. Many feel that they do not have sufficient grammar skills to write. Ho Hum – how many bibliographies do you think are self written. Use your skill, experience and knowledge to jot down facts in bullet form and outsource the writing of the book or website. Books can be sold, websites and articles can attract traffic to generate revenue from affiliate programs. This business plan will be about information marketing and your focus should be on building a successful line of profitable electronic products.

The The Webo Marketplace Site builder is unique as a directory as it combines a huge number of the elements for success. It seamlessly supports an e-commerce site with a managed payment gateway that is ideal for product and information marketing. Online sales administration is fully managed. Information is sold in the form of media files and given the use of a live payment option (credit card, Paypal or prepaid voucher) media file downloads are seamlessly delivered whilst you sleep. Where delayed payment options such as EFT and direct deposit at a bank are used the paperwork is managed and upon your payment clearance download links are sent to the purchaser who is accorded their own account where payment status, delivery status and transaction history is maintained. With a variety of content management systems such as blogs, brochure flip books, outbound link lists, on site music, downloads, image galleries and image presentation by auto created slide shows, alternators and or rotators you will find that Webo's sitebuilder is one of a kind.

How can you benefit from the work of 100 people. To start you can leverage with the assistance of affiliates. You can add relevant, complimentary products on an agency basis and you can use the concepts of network marketing to find you customers whilst you focus on content and on your products.



DISTRIBUTION, COST, HELP AND USE OF THE WEBO SAAS

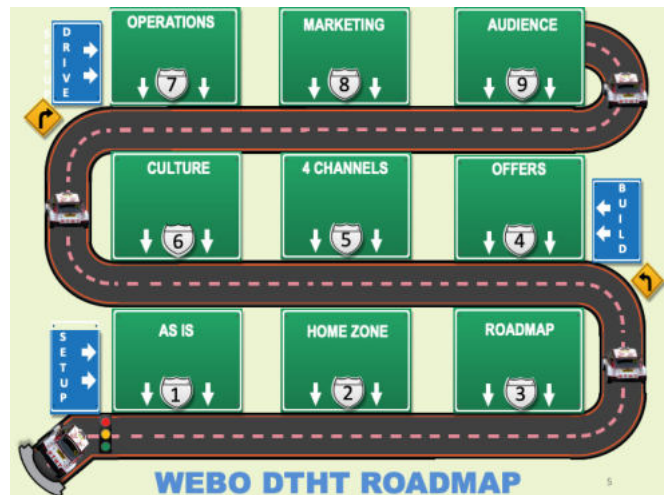
This Book offers a Guideline Roadmap that you should customise to suit your strategy to Making Money Online and I hope that you will read it while implementing the roadmap that you finalise for yourself.

In reality, this book is going to cost you the time taken to read it. I see it as a win-win for us both.

You may forward this book to your friends and business colleagues, offer it as a download on your website and sell it, if you want to, but in all cases it is on the condition that you deliver it in the form of this pdf file without editing it in any way. Your reviews and suggested improvements are encouraged for consideration in future editions.

We hope you actively participate by driving your business along your Roadmap to your defined new online future whilst we navigate your success. Webo offers the most comprehensive directory and site builder in the world. We will use the Webo SaaS (Software as a Service) in all the live demo and live trading sites that we present. Yes, this book will not only tell a story but we will implement what we suggest on the [Webo Bargains](#) and on other sites offered to demo functionality. If you already have a website or if you wish to use a different platform you are encouraged to join us on your journey. All that we ask, is that should your "car" break down, you ask your supplier for assistance.

For those that select the Webo SaaS alternative we are here to navigate you to success. You will find that the Webo SaaS has all the content management enablers that you will need. If you already have a website, blog, reputation and referral platform to drive loyalty points, coupons and referral rewards, please read on and drive your strategy along your roadmap with us while using alternative technology.



In the illustrated example above a Law Firm announces to their staff that they will DRIVE while we NAVIGATE their journey to "DOUBLE TURNOVER in HALF the TIME. This is the challenge we hope you will set for your read.

Some of the questions that will be addressed include:

- Should you start an online business for a product or service that you are passionate about?
- What are the information needs and desires of an existing customer base versus those of Internet browsers new to your business?
- If you could personalise a marketplace (a browse by category directory/yellow pages) as a deal finder for your community, shopping mall or trade show, would you?
- We know that as predicted by [Bill Gates, in 1996, that "Content is King,"](#) but is presentation Queen!

WE WILL NAVIGATE YOU TO SUCCESS PROVIDED YOU DRIVE THE ROADMAP THAT YOU FORMULATE.

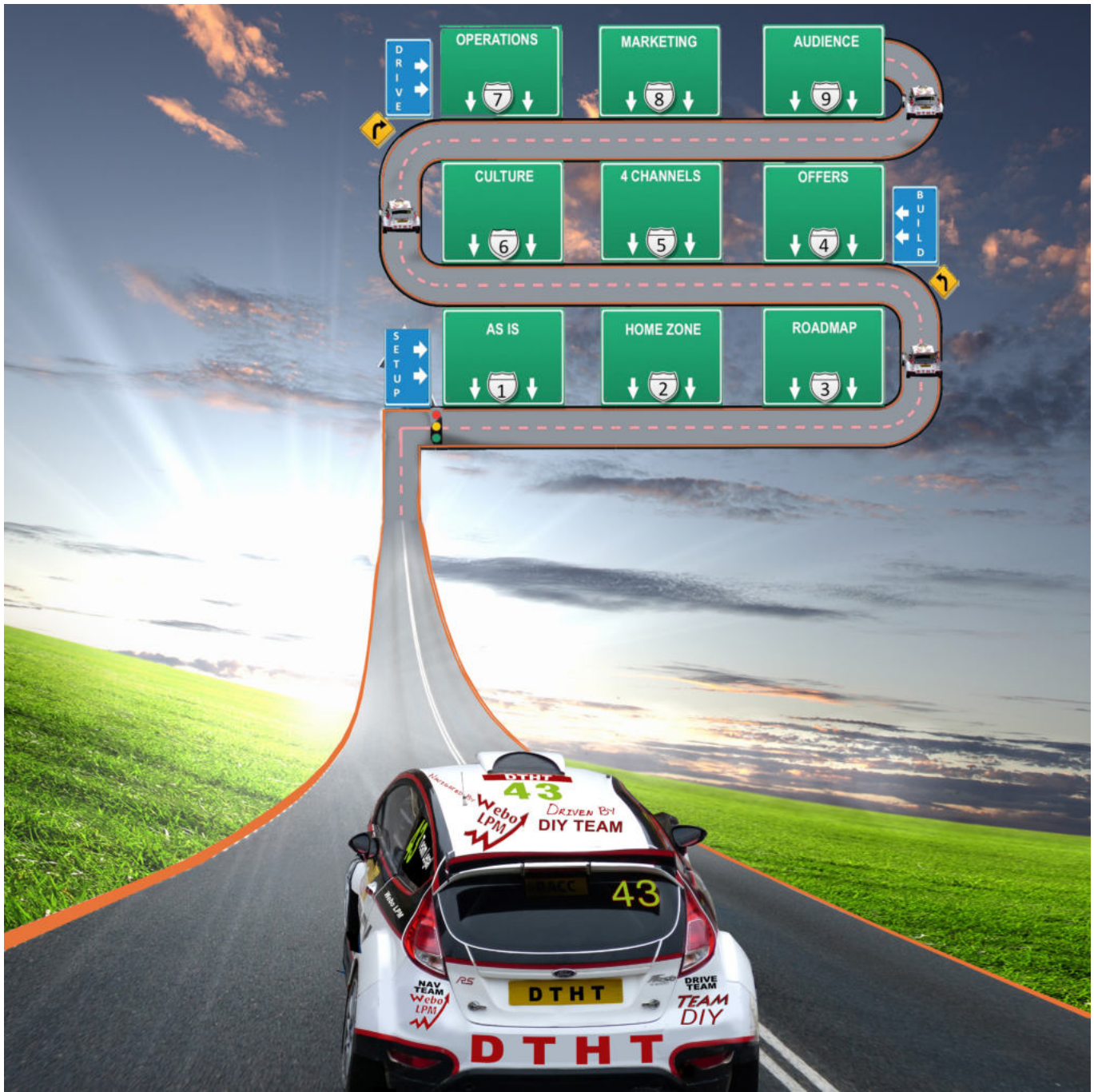
- Starting a new business takes time and energy and you cannot give up.
- The Webo SaaS was founded in 2004 and we will share tried and tested frameworks as well as blank powerpoint templates to assist you in building your supporting schedules to your roadmap to success so that while you read you can implement your desire to go online.
- We will take you on the journey to find the products or services that you have or can acquire the skills to deliver in a niche marketplace that is profitable.
- We will also offer Webo SaaS Distributorships or Agencies, as an option for making money online, in all English speaking parts of the world to selected independent business owners who succeed in taking a business online.



We hope that this book will be the read that you have hoped for, but more importantly, we hope that you will treat it as an implementation manual, to drive the ROADMAP, you formulate for the VISION you define using the Webo SaaS or another software solution.

During the pandemic global DEMAND for online goods and services skyrocketed, will you rise to the challenge and be a part of the movement to "SUPPLY" the needs of those seeking goods and services online?

We hope that you do rise to this challenge as clearly it is TIME TO GO ONLINE!



WELCOME ABOARD IT IS NOW TIME TO GO ONLINE

We invite you to not only read this book but to action it with the objective of doubling your turnover in half the time that it took you to get where you are today. If you are to launch a new start-up we suggest that you use this book as an implementation manual for an online business on an affordable budget that is profitable in 90 days.

TIME TO GO ONLINE

We live in a world in which we constantly generate history. We've been to the moon and back. The thought of discovering little green headed friendly people, on a new green world in outer space, is probably more conceivable to modern man than the idea is that they do not exist.

The days of sea passages and the railroads were a time when the relevance of knowing the difference between port and starboard or left and right had significance. The paradox of living at this time in the history of the world is that we've made it a smaller place into which we do not fit.

Simply put, the era of the Internet is well established and whilst it's shrinking the world as we know it, it's bigger than all of us. The chances of local business surviving in certain sectors of business without going online are, at best, ho hum.

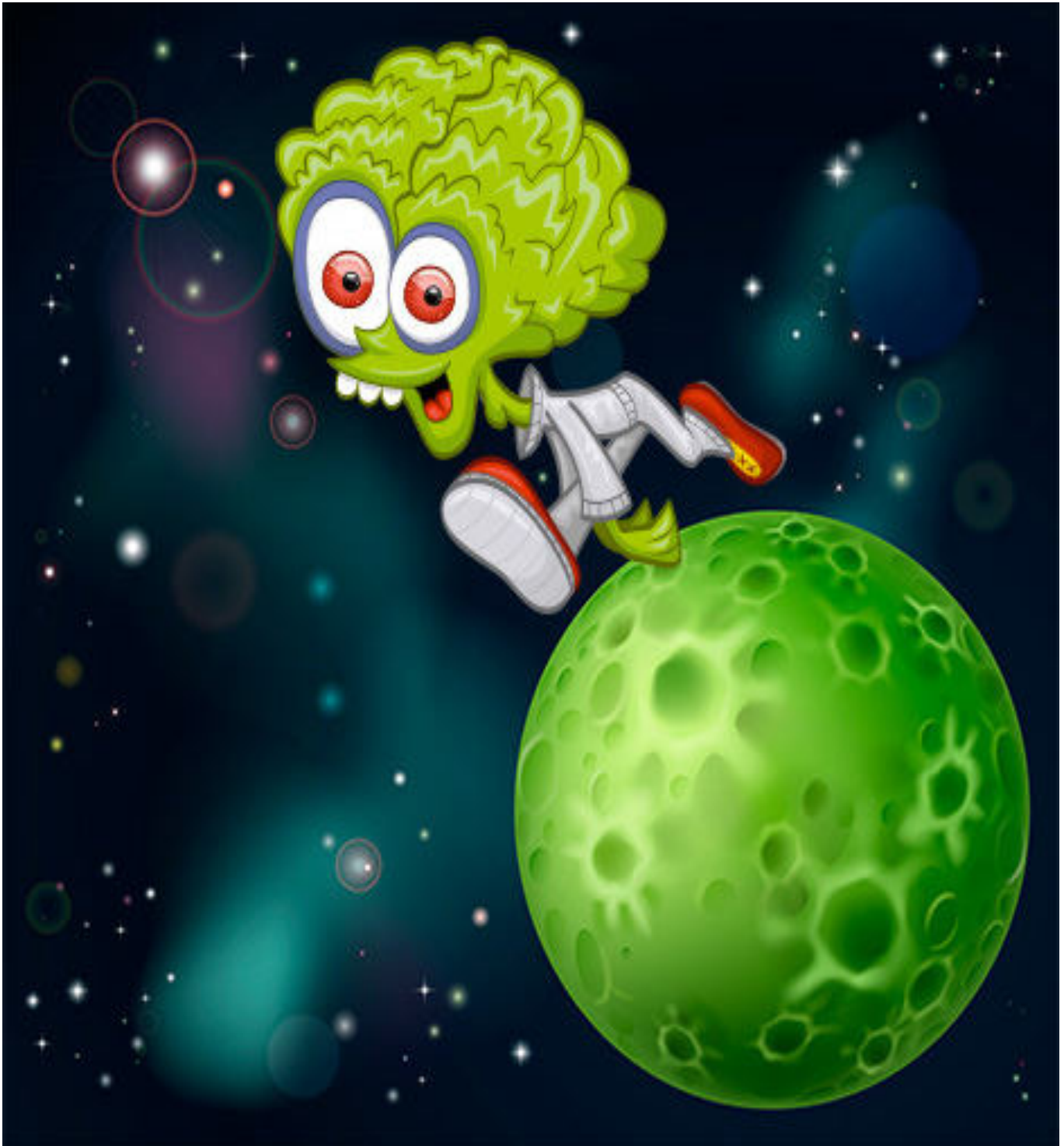
As an example your local electrician is not likely to be replaced by an electrical service provider based in another country however consumers are likely to be exposed to the deals on offer by other local service providers and so the local marketplace will become more competitive.

The providers of digital and information products, on the other hand, are likely to face stiff competition from those that sell document, audio and video content that is delivered by online download. It's no different to what Noah may have thought; "if only they would dip a foot into the rising pond before they find themselves with but the proverbial options; sink or swim."

We have reached a point where the humble phone is accessed via a biometric reader and it is now taking photos of fish under water and thus, is it not time that everyday websites stepped up their game to offer e-commerce functionality?

Local consumers will soon not be satisfied with going online to find their local businesses offline on a playing field dominated by desert merchants from the other side of the globe.

Window shopping has moved to the Internet. Consumers want to support local but because the large national e-commerce enterprises are trading in your back yard you will not survive unless you meet the new expectations of your local consumer audience.



“The thought of discovering little green headed friendly people, on a new green world in outer space, is probably more conceivable to modern man than the idea is that they do not exist.”

This Book is a relatively nontechnical guide to existing and potential local businesses on how to make money by going online. The cries for and about job creation remind me of an old dog; one that keeps barking but where those, within earshot have become deaf to it's tune. Those that do hear are those that respond by adding their voices to the discussion. There are many keys to online business success and you are encouraged to have your say and explore the opinions of others on a blog set up for this purpose. It is suggested that you make notes of your questions and ideas as you read on so as to share these on the blog.

In summary the online opportunities include:

- Taking an existing business online to improve the user experience of customers by taking advantage of one or more e-Business opportunities.
- Starting a new online business to sell your skills such as proof reading, article writing, graphic design, SEO optimization and more that could be sold on sites such as www.fiverr.com
- Writing an e-Book that you sell on sites such as [Amazon](http://Amazon.com), [Barnes and Noble](http://BarnesandNoble.com) etc or which you offer to affiliate marketers on sites such as [Clickbank](http://Clickbank.com), [Warrior + Plus](http://WarriorPlus.com), [JVZoo](http://JVZoo.com) etc
- Starting a new online e-Commerce business designed to service a local neighbourhood.
- Starting a new online business to service the needs of remote clients for physical products that will be serviced by way of an established supply chain.
- Starting a new online business to supply advice or entertainment to remote users on a website, blog, YouTube channel, Twitter feed, Facebook account etc.
- Starting a new online business to earn income by way of affiliate marketing.
- Starting a new online business to trade in listed derivatives, options or shares.
- Starting a new online business to earn income by way of traditional network marketing.
- Starting a new online business that exploits the synergies of combining e-Business, e-Commerce and e-Marketing methods to promote physical goods and services.
- Starting a new online business that exploits the synergies of combining e-Business, e-Commerce and e-Marketing methods to promote digital audio, entertainment and information products.
- Starting a work from anywhere business that exploits the needs of a defined marketplace anywhere in the world that is targeted for trade in any currency.
- Starting an an affiliate-network business to sell goods and services that you create or 3rd party products such as the Web0 SaaS that follows the traditional supply chain model of manufacturer, distributor, dealer and agent.tions to established markets with problems no matter where they may be.
- Allow you to generate, over time, returning customers that are automatically serviced and this then will provide you with the proverbial residual income "earned whilst you sleep."

TIME TO GO ONLINE

e-Business, e-Commerce and e-Marketing. The 3 e's to making money online.



Is there a customer in front of you who is on a phone checking prices?
In the new online world businesses will face the reach of competitors into their marketplaces.
Expect a customer to be in front of you comparing your offers with that of others on a phone!

GETTING THE BASICS RIGHT

Keep an Eye On Your Key Performance Indicators

Done right there are a few indicators of success including:

- Your customers are generating leads on auto-pilot
- Your turnover escalation is consistent
- Your "message" is spread to new audiences by customers

At the core you must have a message, which creates an expectation that you meet. Meet, or better still, exceed customer expectations and they will be delighted.

Delighted customers:

- love your products and services, • invest in them and
- rave about them!

The role of the Webo SaaS

Web Site Builder

- **The World's Most Comprehensive Directory / Community Site Builder in the world**

Engage & Build Relationships, Automate Lead Generation & More...



Setup, Build & Drive Your Customers To Grow Your Business

We provide the:

Digital Marketing tools used to build highly engaged audiences and leads.

Our tried and tested, simple step-by-step roadmaps are designed to take you from where you are to where you want to be.

As your solution engineers and strategists you are not alone; you set up, build and drive your campaigns and we will navigate your journey away from complexity to simple and affordable solutions.

We provide the automation software tools. What does your business provide?

Matters Raised About the Web SaaS

- It takes time to set up a campaign
 - o Yes, but you will learn more about your business which provide a return on the time invested
- I do not have the "Tech" skill
 - o With social media engagement skills, Microsoft Word, Powerpoint or similar skills you are good to go
- I do not have the time
 - o We have a built for you option

What are the objections raised about your business?

Your customers are delighted. You delight your customers by meeting expectations. Key to meeting the expectations of your customers is to create, promote and meet them. If you do not, referrals will not promote your business. In short you need to make a promise and you need to promote it with a USP (Unique Selling Proposition).

Your Promise

To start, we suggest that you define your core competency. Imagine that you are in a meeting and are asked; "What do you do?" In formulating a considered response you should reflect on the pains, desires and frustrations of your customers and upon what it is that you do to help.

The following template will assist you to articulate what it is that you do:

" We help _____
achieve/do _____
so they can _____
without _____ "

e.g. We make it easy for delighted and loyal customers to make referrals that grow reputations so that these businesses generate sales leads on auto-pilot without huge ad spend budgets.

Your USP

In defining your USP, you will better capture it, if you reflect on the following building blocks:

Building Block 1:

What are the problems, pains, desires and aspirations that your products or services solve or provide?

e.g. Webto SaaS : We provide another way for businesses, buried under thousands search results, to automate lead generation and get our customers to grow our business.

Building Block 2:

What benefits do your customers gain from your products or services?

e.g. Webto SaaS: They benefit from the impact of automated lead generation.

Building Block 3:

What does your product or service allow your customer to accomplish?

e.g. Webto SaaS: It enables the business to grow and prosper.

Building Block 4:

What makes your product or service unique?

e.g. Webto SaaS: It is the World's Most Complete digital marketing, platform building, software bundle.

Building Block 5:

Articulate your USP from the above.

e.g. Webto SaaS: The Webto SaaS is the World's Most Complete digital marketing, platform building, software bundle that enables you to build relationships, automate lead generation and more...

Your Building Blocks

What are the building blocks to your USP and what is it?

Your Secrets

The benefits, impact, outcome, concerns and the dream that you have for your business.

e.g. The secrets to our success include:

- The Benefits (direct output): Automated lead generation
 - The Impact: Improved customer relationships
 - The Outcome: Prosperity and service delivery
- The Concerns: That the sheer size of the bundle will mask the ease of use and effectiveness
 - Fun/Enjoyment: Driving campaigns is fun as it is easy to do
- The Dream: Maintaining the excitement of leading edge development

What are the secrets to success of your business ?

The Science to Success

Getting the basics right. e.g.

- Maintaining customer delight • Customer segmentation
 - Ease of use
 - Reward relevancy
- Campaign promotion
 - Mobi friendly

Is there a science to the success of your business?

Agile Quizzes

Customer delight needs to be actively researched:

- Pilot quizzes: Be able to predict responses and nurture response rates
 - Test micro – commitments
 - Test product/service curiosity
 - Test, problems, pains and desires
- Test self-interest: Why is it in a customer's interest to submit
- Interviews: Follow up responses/nonresponsive submissions to find out why
- Test questions to establish if they demonstrate that you know their needs, etc.
- Test your story & questions that segment your customers so that you maintain question relevancy
 - Understand the motives of your customers, better than your competitors
- Understand the step by step usage of your products or services so as to counter objections & inform development
 - Build, engagement, customer buy-in and reward customers for quiz submission
 - Build leads and ask for referrals
- Establish who your most responsive customers are and segment for laser targeting
 - Follow-up and target established needs with solutions and desires

Do you have an agile quiz that you have researched?

Your Customer List

Some businesses e.g., cash based retail stores; restaurants and others may not have a customer list.

- Many businesses do not have customer lists and if so it is a good place to start.

Engage with walk-in traffic and partner with noncompetitor businesses that service similar customer bases. Surveys that accurately define user problems, needs, etc. build credibility and sharing results, establishes your business as an authority in your marketplace.

- The Webo SaaS maintains specialist opt-in databases that offer the opportunity for each and every customer to:
 - Have a private online loyalty account
 - Opt-in for email push notifications
 - Opt-in for SMS push notifications
 - Add a Communicator button to the home screen of their phones for pull notifications
 - Login and engage; register comments, follow, unfollow on blogs
 - Chat and private message participants in online meeting rooms
 - Link to information on Mobi link & list communicators, WhatsGood Communicators, Loyalty & Referral Programme Communicators and in Online Meeting Rooms with video conference options.

Reward Relevancy

You must offer relevant rewards. There is a science to reward relevancy and this will be covered in detail on your Roadmap journey Phase 3 Stage 8: Marketing.

Webo has written Books on growing niche businesses e.g., Hotels, Restaurants, Law Firms ,etc.

The bottom line is that “give to get” works! We will cover success stories along the Roadmap.

Campaign Promotion

One is not likely to buy a new car without allowing for the fuel needed to use it. In similar fashion, setting up a campaign too needs fuel to drive it to it's market. Once seeded it will grow organically.

The Loyalty and Referral Marketing Campaigns built with the Webo SaaS are designed to automate lead generation through reputation and referral growth built on the foundations of customer delight, ease of use and reward relevancy. This said, they need to be promoted to get them growing. Local businesses with limited budgets can promote their campaigns without big budgets by a combination of activities such as:

- Networking with friends, business connections and customers
- E-mailing customers details of financial and information rewards
- Adding Campaign Communicator App URL links to business cards, letterheads, brochures, Facebook pages, newsletters, websites, etc.
- Donating products as prizes that are featured on a Campaign Communicator App to local community gathering points such as schools, churches, local sports events, popular “watering holes,” etc.
- Speaking on your area of expertise at schools or at hosted on or line events, webinars, etc.

- Distributing brochures or flyers at the businesses of those that influence opinion in your market place
 - Appointing affiliate marketers to market your products and services

Customer Segmentation

The one size fits all approach to lead generation campaigns is fine if all your customers have the same interests, demographics, etc. This is unlikely and so to improve response/conversion rates, hyper-targeting a campaign to address the micro needs of your audience is recommended.

In short, a general list will have a low conversion rate as will a list of members or followers that you have from a club, group etc. A list of past buyers of products in a given niche will have a high conversion rate.

With the growing success of audience building campaigns prospects will be at different stages in the customer cycle; prospect, buyer, loyal buyer, raving fan, etc.

Often overlooked are differentiating factors such as benefit relevance, interest and needs. This can happen when there is a dominant focus on buying more and more often versus buying a broader range of products or on boosting reputations, awareness and referrals.

Put yourself in the shoes of the intended recipient of a reward. If the offer does not entice you to action then the chances are that the offer is a perfectly good offer but one that is not of interest nor is it needed by you. The problem in this example is the customer list that you are on. It is either not segmented appropriately or it was not sufficiently researched to ensure that offers are of interest to you.

If each customer introduces one friend or business connection, in a year, you stand to double turnover and you are likely to do it in less time than it can be done by any other means.

The best way of obtaining the information needed to segment effectively is to ask for it!

In cases where there is resistance to quizzes and surveys a key to building acceptance and higher submission rates is gamification.

Use quizzes in a fun way in competitions, etc. so that your customers get to see that submission is in their self interest. Another key is to follow up with phone or in store interviews designed to ensure that customers see the result as being service delivery improvement.

A great way to understand the needs of customer segments is to create researched customer avatars

that represent each segment. In this way the deep dive needed to establish the differences will pay dividends as your marketing will show that you have product knowledge and market credibility.

In a deep dive to understand the needs, desires, problems, etc. of customers a good place to start is to establish what we call the static variables.

These include:

- Gender
- Age
- Education
- Pastimes
- Information sources
- Family/marital status
- Children
- Where they live, suburban home, city apartment, etc.
- Who are their influencers?
 - Work skills set
 - Social media involvement
- Acquisition preferences; online, in store etc.
 - Delivery preferences
 - Lead time to delivery preferences
 - What products matter to them
- What is the meaning of product performance to them
- What challenges do they face to meet their customer's service delivery expectations
 - What problems do your products solve
 - What desires do your products meet
- How can your products be improved or customised to better suit their needs
 - What differentiates your products from that of your competition
 - How big is this segment and is service delivery satisfaction measurable

Showing customers that you have a deep understanding of their needs will give your marketing campaign traction because the relevance will boost participation which will ensure that needs are met and that customer experiences are remarkable.

Time To Go Online

eBusiness > eCommerce > eMarketing

The 3 e's to making Money Online

Let us take a moment to reflect on our journey to Making Money Online.

Thus far we have introduced the foundations to success.

There is no such thing as a Guarantee to instant Wealth and those that believed it to be true often ended up stressed, broke or on the treadmill of trying one "winner" after another.

In the end most give up as they become tired of being fed lies.

What you need is what I call a secret to success. There certainly are others but here is ours.

Define and implement a ROADMAP to Success.

Your ROADMAP must be Driven from the top of your hierarchy.

Get a mentor, coach or navigator, who has done it before, to keep you on track.

Consider moving from a quick start of selling affiliate products to help establish your product specific, relevant, and segmented lists to creating your own products that you promote to your niche product specific lists of buyers.

BUT IT ONLY WORKS IF YOU DO IT!

IN THE NEXT CHAPTERS WE WILL TAKE YOU THROUGH THE ROADMAP TO SUCCESS

WE HOPE THAT YOU WILL USE THIS BOOK AS AN IMPLEMENTATION MANUAL

WHILE BUILDING YOUR ONLINE BUSINESS.

CHAPTER 1: INTRODUCTION TO E-BUSINESS, E-COMMERCE & E-MARKETING

In many parts of the world, consumers have come to accept the Internet as a part of their daily lives. Year on year, the reach of the Internet expands. Consumers access the Internet on PC's, iPads, Tablets, Smart Phones and on Smart Watches. This fact is common knowledge. What is uncommon is the reverse logic interpretation that one can live anywhere and target any marketplace selected in the world and earn income in any selected currency from the targeted marketplaces. In short, you can buy from anywhere and you can sell from anywhere. We now live in a world of choice. Where you live, where you trade and the hours of business that you devote to your 24/7 online business are now a matter of choice.

Estimating the size of the Internet is an inexact science. One might measure it in terms of the number of websites, the overall file storage size, user traffic, search traffic and more. There is some agreement on estimates of 180 million websites added by the end of 2011 and another 340 million added in the three years to the end of 2014. What we all agree upon is that every year the number of websites added exceeds that of the year before, that growth is exponential and that most websites are never found.

DIGITAL MARKETING ANALYTICS

- Google searches are close to 1.2 trillion a day.
- Every day 2.5 quintillion bytes of data are added.
- 80% of online traffic is video traffic.
- User interest has gone from text to images to video and more recently to livestreams.
- To stand a chance of being found a big budget for paid ad's will work.
- Testimonials from friends and customers work if the referral is easy to do and if it is rewarded.
- Popular social media posts educate, entertain, offer a solution and only some 20% of posts that explicitly promote a business are popular.

NOTE THAT

- OVER 95% of consumers believe that adverts are not "very accurate."
- OVER 90% of friends trust referrals from friends.
- OVER 90% of growth is a result of word of mouth referrals.
- OVER 85% of Referral Marketers say it effectively attracts new customers.

- OVER 80% of delighted customers are willing to refer a friend.
- OVER 80% of Referral Programs that fail, fail because of irrelevant rewards.

The lesson: Not everyone wants a costly "something" - target desires.

- OVER 70% of delighted customers refer friends if it's easy and rewarded.
- OVER 60% of referrals are sent via email.
- OVER 50% of delighted customers will make a referral if asked to do so.

Get 3 times more referrals by simply asking for them.

- OVER 35% of all shopping is influenced by social media.
- OVER 76% of Restaurants do not have a customer list.

You need to have or to establish a niche specific relevant customer list to successfully market to your customers. On average your customers have a social share reach multiplier of OVER 1 to 200. If 100 customers share a referral you'll get 20,000 to 35,000 referrals

What is clear is that the Internet is huge, that it is growing and that it will continue to influence the lives of consumers and to offer opportunity to businesses that do not become lost in the vast expanse of the global, world wide web. The Internet has changed our lives but have you got it to work for you yet?



Of paramount importance to achieving success online is the user experience. In the modern world, time is of the essence and consumers seek quick, comprehensive and accurate information and quick and easy shopping experiences. It matters not whether buyers are online or offline, they seek value to achieve satisfaction.

When you go to your local mall to shop the big retail chain stores, you are likely to evaluate the merchandise available. If you took a coffee break, and you went online, on your tablet, you could browse the same stores and compare the items with other similar large retail outlets. These chains buy wholesale and sell retail; both online and offline.

There was a time when blacksmiths who forged better swords were in demand and those with fewer skills shoed horses. The quest for land ownership and the life of a land-owning farmer opened many a new world. There was a time when working was for the poor and a time when being a professional was the ultimate career. Then came the dot.com era when ideas created untold wealth. There was a time where employment offered job security and when business ownership offered opportunity.

New era trends; I believe that:

- Jobs in the trades (construction and services to home owners) and professions (legal, accounting, auditing, health and medical, weight loss and software development) will endure.
- Business ownership both online and offline will also endure but that there will be an explosion of small business as the Internet moves to user saturation.
- That performance-based, variable remuneration in employment and the provision of goods and services will increasingly attract both supply and demand.
- The invasion of neighbourhood business marketplaces by remote Internet based businesses will be driven by the expansion of online home based business enterprises.
- Globally online businesses will compete for eyeballs and Internet marketing will be the next new era vocation.
- Universities (education) and colleges (training) currently lag the need for skills in the marketplace but soon the penny will drop for them, and they will increasingly equip entrepreneurs with online marketing skills.
- A growth in the use of network marketing principles will drive small business expansion and global job creation as it “feeds traffic” into the sales funnel of an online entity.
- “About Us” picture book websites will give way to dynamic interactive blogs, product showcases and mobile phone friendly e-commerce online shopping.

The objectives of this e-Book include:

- Enabling you to create a start-up business from scratch, go online and compete.
- Showing you that you need to create a blog for user dialogue and commentary.
- That you need to add an online shop or product showcase for your products and services and that you need to make an actionable offer to purchase that feeds the appetite of online shoppers.
- That you need to ensure that your online products and services are marketed and reviewed and that your offerings are independently rated because a website that is not marketed is of little value.
- Convincing you that your online content needs to be a draw card.
- Introducing you to an affordably brilliant secret regarding Loyalty Programme Marketing where by you can, with the right enablers, get your customers to grow your business.
- Convincing you that you have to segment your customer list so that each list is relevant to a defined user group that you have researched to establish their needs, desires, pains and more.

It Is Time To Get Your Customers To Grow Your Business

In the last 10 years the number of websites has exploded and it takes big budgets to drive traffic to a website.

**Stats vary but there is consensus that less than 200 million sites are active - thats 1 in 10!!*

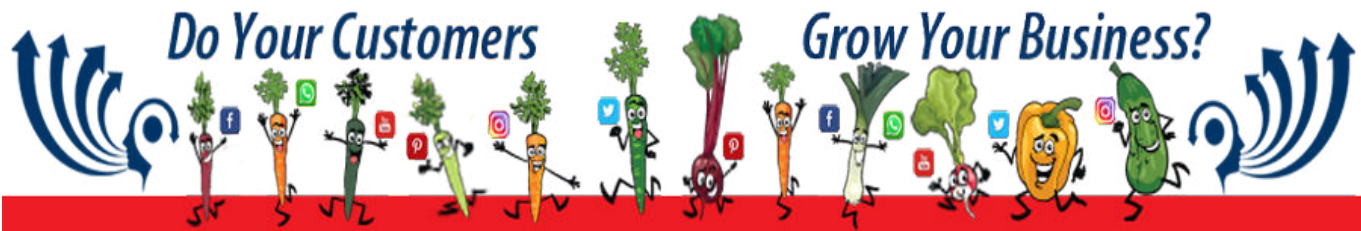
Get Found OnThe Webo Directory
By Country
By State
By City
By Category
By Sub-Category

Go Local & Get Found

During 2023 Expect About 2,000,000,000 Websites

About 1,800,000,000 Websites will never be found online.

Unless you drive traffic to your website it'll not be found. Expect 90% to be DORMANT





For many small businesses the use of e-Mail is often their e-Business point of entry followed by the launching a website and then a blog. The Webo SaaS offers many specialist eBusiness, eCommerce and eMarketing content enablers as an integrated software solution. The Webo eBusiness software solution includes the enablers featured below.



eBusiness

PULL

CHANNELS

WEBSITES with
Image & Video Galleries

EDITABLE
TEMPLATES

SIDE PANEL
ACTIVATION

FLIP BOOKS,
PAGE EDITORS

UNLIMITED NO
OF PAGES, ETC

ENGAGEMENT

CHANNELS

VIRAL BLOGS WITH
SOCIAL MEDIA INT.

AGILE SURVEY
ADMINISTRATION

ONLINE MEETING
ROOMS: PC & MOBI

CHAT BOX & PM
ADMINISTRATION

FORMS, COMMENT
& REVIEW ADMIN

PUSH

CHANNELS

LINK & LIST
COMMUNICATORS

WHATSGOOD
COMMUNICATORS

BLOG FOLLOW
& VIDEO CHAT

DOWNLOAD
TRACKING

BULK SMS &
eMAIL SUBS. ETC

1.1 e-Business

The first enabler to making money online is to establish an e-Business. This requires that you, for example, set up a:

- Website, Blog and much of the following:
- Specialist Information Communicators, WhatsGood Communicators, Online Meeting Rooms, Agile Quizzes, Work from Home Collaboration Desktops,
- LinkedIn profile,
- YouTube account (YouTube is now the second biggest search engine in the world and you can upload video content to YouTube directly from a SMART phone),
- Twitter following,
- Facebook page,
- TikTok,
- Yahoo, DMOZ, Webo and other directory listings, etc.

You will also need to establish quality backlinks to these sites and that you promote these sites via article syndication. Note that you can commission backlink gigs to establish backlinks on www.fiverr.com (at pricing from \$5)). You can add to these e-Business options with the rule of thumb being “the more the merrier.” The purpose is to create diversity in the nature of your Internet exposure and to link all of the options to each other. A risk of purchased popularity is that your site is blacklisted for low quality “robotic” page ranking boosters. Assessing the quality of e-Marketing assistance is critically important and is generally achieved by following up on testimonials that are offered. Given a circle of influence on the Internet, you will improve your search ranking and this will drive traffic to your site. In the offline world, this would be like a local shopping mall running a bus service that drops people off at the mall so as to increase the number of shoppers in the mall.

e-Business relates to the use of the Internet for business purposes in a way that excludes the actual buying and selling of goods and services online. Thus, as examples, having a website, blog, YouTube channel, LinkedIn profile, Facebook account, Twitter following, Pinterest account, directory listing, TikTok, e-Mail address etc would be considered to be within the domain of e-Business.

There are grey areas to the definitions however there are no “right’s” and “wrongs.” What is important is that you understand the opportunities that exist for using the Internet for business purposes and that you know how to access these opportunities.

In the world of “bricks” vs. “clicks” local shops are opened in neighbourhoods the world over.

These local merchants build an audience for their wares within their local communities. They market their offerings by way of the offline channels available to them. They also grow by way of the recommendations of those that are satisfied customers. These businesses know that to remain in business that they must get and keep customers. For online businesses it is no different.

Customers seeking goods and services online are more impressed by the actual goods and services supplied than by the personality, education and history of the merchant that supplies them. This may not be the case for branded and well established businesses that have the support of brand conscious consumers. The objective is to satisfy online customers so that they advocate your business to others.

It has long been agreed that the key to success for on and offline businesses includes:

- Attracting attention,
- building interest to the point of conversion to a sale and
- maintaining customer satisfaction to build brand loyalty so as to convert customers to be active brand advocates.

Along this path relationships are formed. Offline businesses are likely to build relationships more easily than online businesses do. This is so as the offline business has a personal one on one interface with customers. The online business too will have the opportunity to build personal relationships but is likely that they will find it easier to build brand loyalty by way of consistent product satisfaction.

Take the Test

I'm sure you can close your eyes and take the test sitting in your favourite chair in the comfort of your home. Walk a local shopping mall and window shop the goods and services on offer. Generally shopping falls into two categories; day to day necessities and other. When shopping for day to day necessities such as groceries - ease, speed and convenience coupled with price and quality (value) are likely to direct your choice of store. When shopping for services the opinions of others are critically important. When purchasing "other goods" the emotional attachment for the item generated by the touch and feel opportunity are likely to close the deal.

Now take the same test again, but this time do it online. Try to research the same shopping mall online. The search result pages are likely to rank the national chain stores and you are likely to run out of steam before you find most of the others.

Should you however have an online local directory this will effectively localise the Internet and you will have a better chance of finding many of the stores in the mall.

Now have a look at the websites. Most will be, what I will call, "about us" websites that do not have their product ranges on display in product showcases or online shops. This means that you are offered information on the company but not on the full product range. Think back to the walk through. It was a window shopping adventure through the mall where you saw products rather than "about" us posters!

Once one realises that online browsing is just like offline browsing you will realise that it is about "window shopping" products and you are likely to agree that it is time for local business to add product showcases to their online websites.

All businesses are likely to commence with an internal online audience. This audience will be the "internal staff" and existing customer base or audience. Staff members, existing customers and or selected others are likely to be invited to view a new website. In these circumstances are the needs of the internal audience easily catered for in a convenient manner by a website or do they too seek to see the product range?

Let us reflect upon the two tests that you have just taken. In each case you had a specific location in mind. You wanted to search the local shopping mall that you selected. You did not want to be bombarded with hundreds of thousands of search result options from all parts of the world. This is an important realisation affecting the quality of the user experience and the solution lies in localizing the Internet.

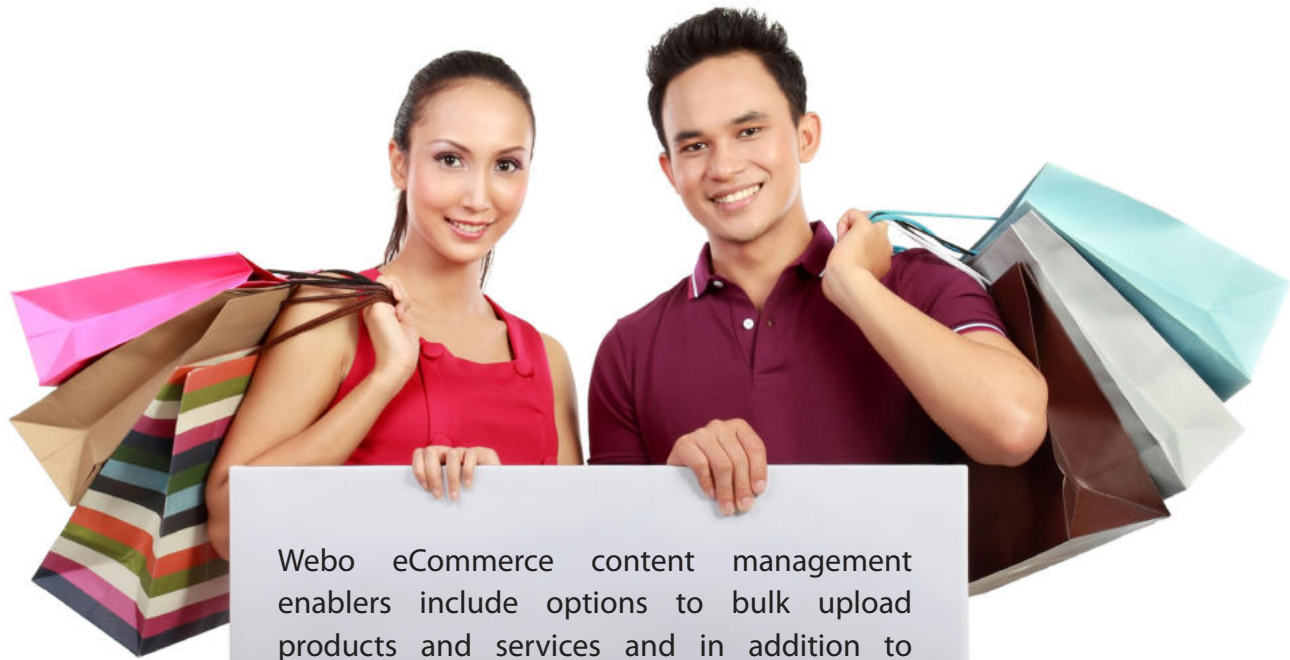
Localization can be geographically determined or it could be defined to incorporate niche market places such as all suppliers relevant to a wedding. As an example, if you look at www.Webo.Directory you will find an international directory and site builder that is a "MARKETPLACE FOR GLOBAL TRADE."

It is my prediction that geographically defined and niche directories will increasingly become the vehicle of choice for local consumers wishing to obtain only relevant (local) content. Generally Online Marketplaces offer "results." Results are defined as being telephone numbers and a limited amount of other static data. In essence, many directories are not a far cry from a telephone book. We believe that users seek content in addition to contact information. They want to see product ranges, user testimonials, guarantees, product manuals and more.

By meeting user needs on a local directory/marketplace the solution to local business being found on the Internet will be solved. For those that do not support the concept of localization they will need to compete in a global marketplace where keyword saturation, backlink creation, article syndication and a host of other Search Engine Optimization (SEO) requirements will need to be met in order to obtain a top position in the global ranking of search keywords. There is another way; customers growing businesses. If you give a customer something of value to share and reward them for doing so, they will!

When the decision is taken to market an e-Business on the Internet to attract new customers then e-Marketing such as coupons, loyalty, referrals, classifieds and more become relevant. Every product on a Webbo eCommerce Site has the free option to be included on the Webbo Marketplace.





Webos eCommerce content management enablers include options to bulk upload products and services and in addition to showcase thousands of staff profiles within a private knowledge management rich content management system.



1.2 e-Commerce

e-Commerce is a sub-set of e-Business that relates to actually trading on the Internet. It adds an online revenue stream and thus opens the door to businesses trading online without having physical business premises open to the public. This approach often lowers the barriers to entry for entrepreneurs. For consumers it means that shopping is more convenient as it can be done over the Internet and because the business never closes. Disadvantages may include not being able to physically inspect the products and, for some, they may be uncomfortable about using a credit card online.

Taking a business online opens the opportunity to expand the market reach of the business. It literally opens the door to the world. Much has been written about expanding the reach of a business but one must take stock of the appropriateness of this strategy. Service based businesses may be restricted to servicing their neighbourhoods. Webo offers the opportunity for work from home entrepreneurs to sell neighbourhood marketing by way of neighbourhood list inclusion and with Marketplace Classifieds promoted in collaboration with local micro businesses. The latter is a Webo strategy that delivers some R300,000 in marketing value per month on a shoestring budget. Join us and we will show you how.

In addition, chasing new business at the risk of losing existing customers is ill advised. A business can increase its sales turnover by getting more customers, getting existing customers to buy more and by getting existing customers to buy more often. Diluting the attention of the business to existing customers in favour of chasing new online markets is ill advised.





eMarketing

REFERRAL MARKETING TO GROW

REVIEWS GROW REPUTATIONS

SHARING GROWS AWARENESS

2 WAY REFERRALS GROW TURNOVER

EASY TO REFER OFFERS

EASY TO CLAIM REWARDS

LOYALTY MARKETING TO RETAIN

SEGMENT

COMMUNICATE

RELATIONSHIPS

REWARD

RECOGNITION

COUPON MARKETING TO ATTRACT

ENGAGE

EDUCATE

SELL

CONVERT

DELIGHT



Increasing profitability is best achieved with a focus on two key performance indicators: increasing turnover and keeping it at the new level plus by decreasing costs and maintaining them at the lower level.

1.3 e-Marketing

e-Marketing encompasses all aspects of marketing an enterprise on the Internet. The nature of the marketing will change depending upon the objectives for the website, blog, shop or showcase, etc. Some sites may be optimised as calls to buy a specific product or service, others may be offered to gather opinion, to entertain or to provide information, etc.

The purpose of e-Marketing is not new; it is to attract customers and to establish trust. Small business can establish trust by offering links to LinkedIn profiles of their key executives. Customers are attracted to sites that offer entertainment, researched insights and other valued content. Having content managers such as a blog on a website will allow you to offer information by way of articles. Maintaining high quality content will attract and grow a loyal following that will boost your reputation and brand. Bill Gates predicted that "Content would be King" and as online competitiveness increases this fact becomes increasingly more important.

High quality content or "rich content" refers to content that is in demand. Establishing what is in demand can be done by listening to the established "buzz" on the Internet. Establishing demand can be done in a number of ways including the following:

- Ask your customers. If you do not have a blog you could conduct a phone survey to establish their areas of interest. You can pose questions on your Facebook page or ask your Twitter following. Having an established social media following will be a great help. If you do not have an established followings on social media sites then you can pose questions and gauge responses on other established forums such as on LinkedIn Groups.
- In a Google search window begin typing in a phrase that relates to your area of interest. Google will predictively offer alternative options that are drawn from what users are searching. This can also be done in a YouTube search window. If you do the same on www.soovle.com you will be offered popular search keyword/phrase ideas that are drawn from Amazon.com, Answers.com, Bing.com, Google.com, YouTube.com and from Wikipedia.com
- Use Yahoo Answers or Quora to assess the nature and extent of questions that are being asked. Alltop.com is a site that suggests popular topics in a variety of niches.

There are a number of e-Marketing channels that can be explored to attract traffic to a site. Taken as a whole one must try and test the options and find what works for you on your budget. In the chapters that follow the need for keyword research will be unpacked as will be the methodology to do so.

Keyword / Niche research is about discovering the form and nature of the demand for your information, goods and services. It will inform you about what people are looking for. It is a process that can be a huge data analysis task however, it can be fast tracked and we will discuss an option that will guide you to success in 20 minutes!

In this regard, cost effective data analysis software is available to assist you. For those that are Twitter followers using optimal keywords is similar to successfully hashtagging topics. #hash-tagging will also be covered later in this Book.

In addition to keyword research, one needs to understand the strengths and weaknesses of the competition before designing an e-Marketing campaign. When you have established how your competition attracts traffic to it's online sites you will have a sound understanding of the market place. You need to research your online competition so as to understand their use of online traffic generators. Traffic generators such as adwords, affiliate marketing, network marketing, backlinks, generic SEO and other mechanisms need to be assessed and the value of each needs to be understood? We will cover the need to "listen to online buzz" before designing and launching online e-Marketing campaigns. Many local neighbourhood businesses have no intention of competing with the world. They have marketing objectives that relate to servicing the needs of their existing clients and those that may be referred by local marketing drives and by satisfied customers. Given that this is the case, e-Marketing becomes significantly less onerous, costly and complex.

For those that do seek to find and trade in a profitable niche in the world wide marketplace it is suggested that you start with finding the market, then the niche, followed by the marketing campaigns and as a final step that you find the product that will satisfy the demand that you will have established exists. All too often enthusiasm dictates that you start with a product that you are passionate about. If you have established that a market exists then it is easier to find a product to meet the existing demand than it is to create a market, from scratch, for a product that you have acquired. This matter will be discussed a number of times as it is the reason for many online trading venture failures.

Time and again, one finds that the allure of new markets is answered before existing markets are exhausted. In existing markets neighbourhood opinion can be strengthened and this can be used to expand market share. In addition, small business should explore customer needs and determine if there is the prospect of upselling the existing customer base with needed goods and services. Selling more to satisfied customers, by way of adding to your range of offerings, is easier than selling into new markets.



It is important to understand that there are different types of items that can be sold online. These include; digital information products that can easily be delivered by download into any marketplace in the world, services that must be rendered at specified locations, physical products that need to be supplied via an established supply chain and products that will be collected from a physical location. These classifications are important as you may wish to consider an online business where the location of the owner is irrelevant to the location of the customer. The attraction of this is that you can live anywhere and target selected marketplaces where you trade in selected currencies. The latter option opens the door to exciting lifestyle options; living in the snow, next to a lake, on a mountain or on an island hideaway become choices by getting the Internet to work for you in the supply of digital products and your role can be customised to suit the time and duration that you wish to work. You will be introduced to options, later in this chapter, where you can set up a business to earn recurring income that is based upon the Internet and on the efforts of others.

The guidelines that follow will explore the objectives for new and existing websites. Should your objectives include attracting an external audience of new customers then the keys to success will be distinctly different from those that will address meeting the needs of an existing internal audience.

In most circumstances enhancing effectiveness will involve asking questions such as:

- Does it promote conversation?
- Is the content interesting and is it fresh?
- Does your site showcase products and guarantees?
- Does it have a call to action?
- What are your objectives for the site?
- What is the feedback on the user experience on your site?
- Is it designed to capture leads?
- Is it optimised for sales conversion?

All too often local businesses get a website made for their businesses without defining and tracking measurable objectives and e-Marketing opportunities for the site. Google analytics and Google Webmaster Tools are free and should be used to determine if a site has traffic and where the traffic comes from. The owners of physical businesses may not do the shop fitting, plumbing, carpet laying, delivery and more. So too with an online business, the owner may not track the website analytics to optimise the e-Marketing opportunities available as they may think that launching a website or online shop is all that is needed. Without online e-Marketing or offline marketing an online website or store will most likely not be found on the Internet.

Within an e-Marketing plan the use of blogs is encouraged. On site blogs are great for delivering content in a way that gets user participation. Blogs that are integrated with LinkedIn so as to place blog topics on LinkedIn pages as well as blogs that are integrated with Facebook for the same purpose are excellent marketing tools. The Webo Blog builder, as an example, is integrated with Facebook and with LinkedIn. A user that is logged in to their Facebook or LinkedIn accounts can select the share option. This will place a topic on their social media site and the topic will be shared with their friends or connections. We call this viral blogging as the potential for a topic to go viral is only dependent upon the attractiveness of the content. When your friends share with their friends, etc., you will soon be marketing to a huge audience.

Small local businesses that are pressed for time, should at least have a Facebook site to gather social media exposure as well as for the opportunity for external conversations.

Blogs and Facebook pages build credibility because users can see the opinions of the current customer base. They are also destinations where satisfied customers can advocate your goods and services to their friends by simply “liking” your content. Customer advocacy is a powerful marketing channel that should be actively encouraged.

e-Marketing is about securing traffic for your site, it can be engineered, borrowed or it can be bought. It should be noted that online search is weighted in favour of results that may be sought by females rather than males. Some estimates put this bias as high as two to one. Whilst generic SEO is often seen to offer the opportunity for free traffic it more often than not is the most expensive form of securing traffic.

As the Internet grows the chances of trading in a niche marketplace that has little competition is slight. The reality is that most niches will require approximately 10,000 backlinks, article marketing and active social media, as a start, to get a “page one - top ten” Google ranking. Achieving this profile will take a full-time effort from a group of people. This will normally be costly. Local

small business should, in these circumstances, begin with looking at offering online convenience that is promoted by offline marketing campaigns.



From the start the Internet grew on a world wide platform. Search evolved on a continuous basis in line with content growth. As the content on the Internet continues to grow exponentially so the search algorithms will have to be adapted to produce meaningful search results. If Google, as an example, is no longer able to offer search results that meet the needs of users then they will have to adapt to retain their customer base. As the “game plan” adapts to

the ever increasing number of players on the field, it is my prediction, that local directories will become increasingly more popular. When one searches for specialist information, the ability to access the world wide body of knowledge, is often desired. When searching for a local service provider, a search result of thousands of options, is at best an irritation. The dynamics of this interplay between the need for being well ranked in local vs. international search results will define the optimum approach to cost effective e-Marketing.

The Webo suite of directories offer a customised Google Search that restricts search results to the directory being searched. This means that mobile phone users will find that search is fast. It will also be economical as restricting results to local options means that data transfer is minimised.

Buying traffic with the use of Pay Per Click (PPC) adwords requires research to ensure cost effectiveness. You should note that you are paying for taking "eyeballs to information" rather than sales. Once again small business is faced with employing assistance to ensure a cost effective adword spend. Small business will need to assess if they have the expertise to test ads and find those that do convert. An alternative is to appoint an affiliate marketer who markets your products for a success fee. An affiliate marketer is thus essentially a middleman between the merchant and the customer. They drive traffic to deals and get paid a success fee based on sales. Network marketing on the other hand looks to product or system distribution via a multi-level-marketing (MLM) hierarchy. Affiliate marketing and network marketing are two mature options for making money online or for distributing your own products.

e-Mail marketing campaigns have the potential of being a cost effective marketing channel but it is plagued with spam probabilities. Building an opt-in list of satisfied customers is recommended. Growing your list is really in the domain of attracting bees to honey! Focus on creating the honey and the bees will come! Often this principle revolves around offering sought after information, gifts and or competition prizes in return for users opting in to receive further correspondence and or offers. Once the "bees have been attracted to the honey" you will need to capture these leads and to convert them into buyers. A managed professional online lead building tool is the equivalent of having sales staff on the shop floor. Would your offline business survive without sales assistants? If not, then you need a managed list builder. This will be covered later in this Book. At a high level, you can pay for e-Marketing or you can get others to do it for you for a success fee. The appointment of others to market for a success fee can be managed on a one on one basis or it can be managed by an intermediate company. Should your product have a sufficiently low variable cost so as to generate a large margin then affiliate and networking marketing need to be investigated to establish the viability of this approach to generating sales.

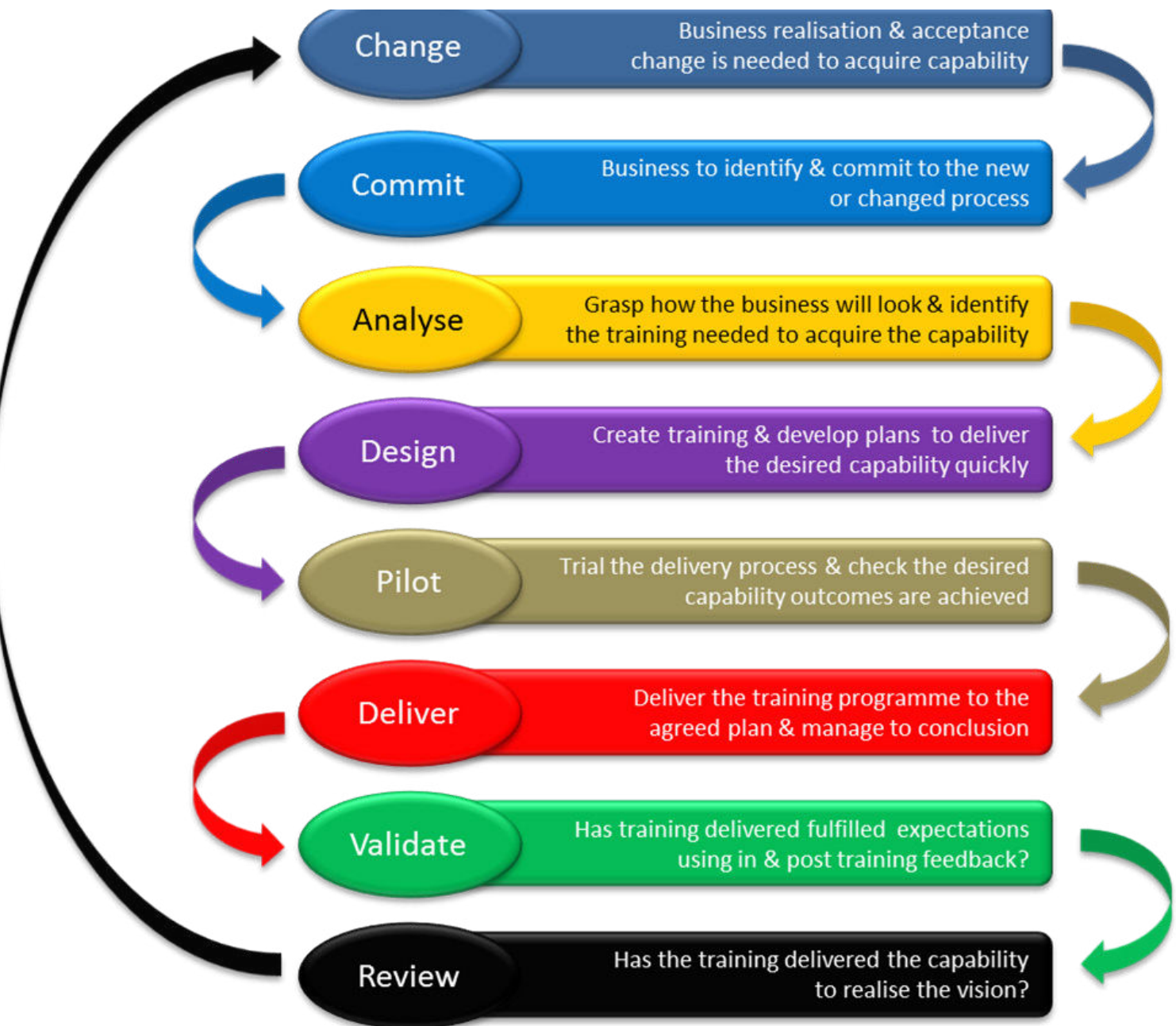
IS YOUR WEBSITE LOST ON THE INTERNET?



Often the research and development costs that relate to product creation are huge but variable costs are insignificant. Examples include beauty products, health and wellness products, digital "how to" manuals, etc. As an example the cost of a bottle of pills may be insignificant but the research and development costs of developing the formula may have been huge. In this case profitability may depend on generating a very large number of sales. If the company does not have the resources for an international marketing campaign it may, for example, consider network marketing as it could, perhaps, see the appointment of hundreds of thousands of sales agents in a relatively short period of time.

Given massive growth "Change Management" will need to be actively addressed.

I suggest that you consider the following infographic posted in the public domain on www.imgbin.com





**LOYALTY & REFERRAL MARKETING
IS ANOTHER WAY OF BEING FOUND
ON THE INTERNET**



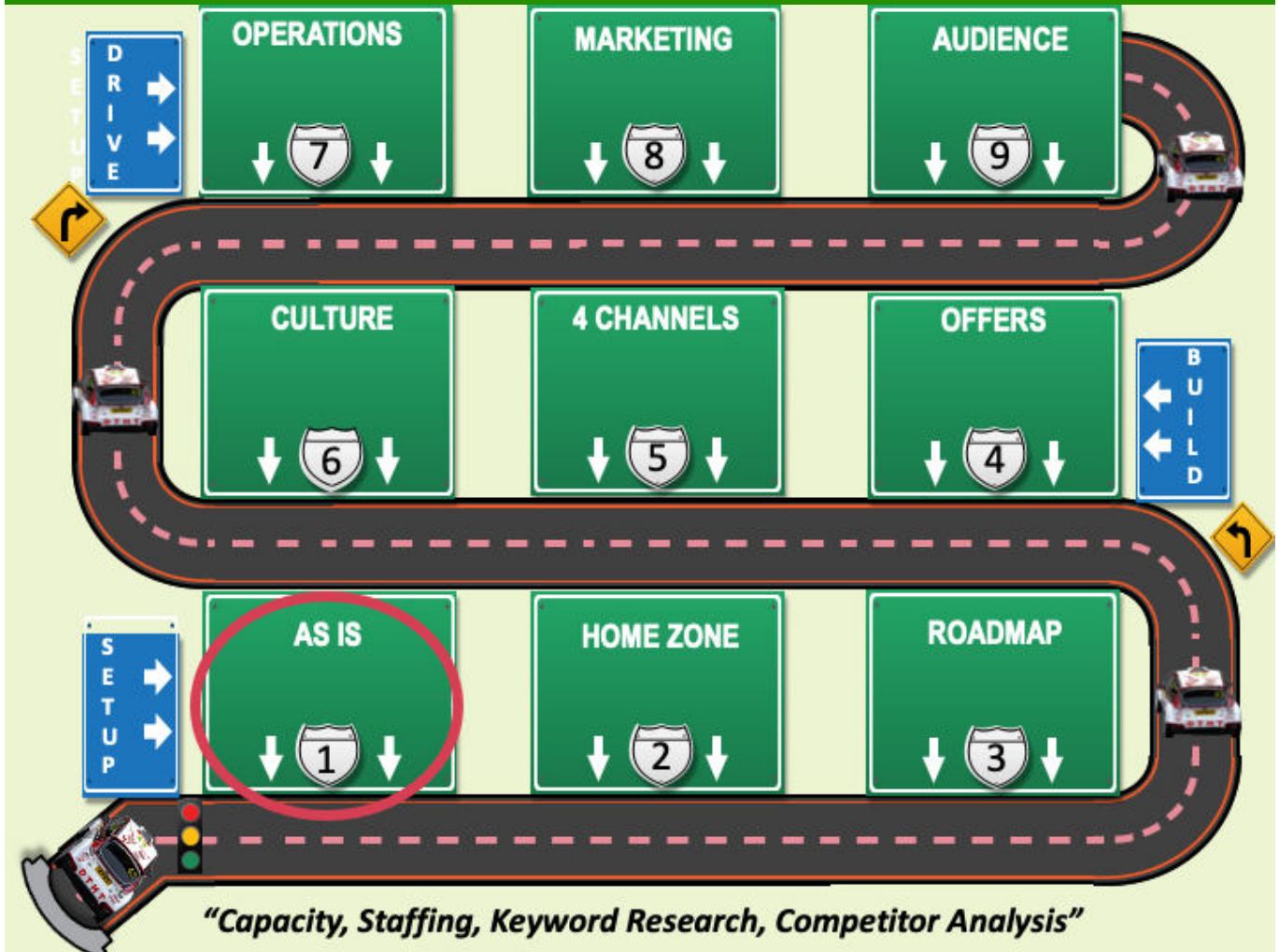
4 CHANNELS



4 COMMUNICATORS



Chapter 2: The DTHT ROADMAP | As Is / To Be | Setup Phase 1 Step 1



Each Phase Consists Of Three Stages

We start with an assessment of where we are in the "AS IS" stage where we research growth opportunities for inclusion in our As Is and To Be business plan. Our ROADMAP to success thus consists of three phases with three stages in each. The three phases are the setup phase in the bottom row, the Build Phase in the middle row and the Drive Phase in the top row.

Note that high-performance firms grow because they constantly seek opportunities for growth.

CHAPTER 2. AS-IS, TO-BE AND HOME ZONE INTER-DEPENDENCY

The As Is, To Be and Home Zone stages are interdependent. Each is defined by a Niche and Keywords. Think of a Niche as a Category or Sub-category and a Keyword as a search term. Search phrases are referred to as long-tail keywords.

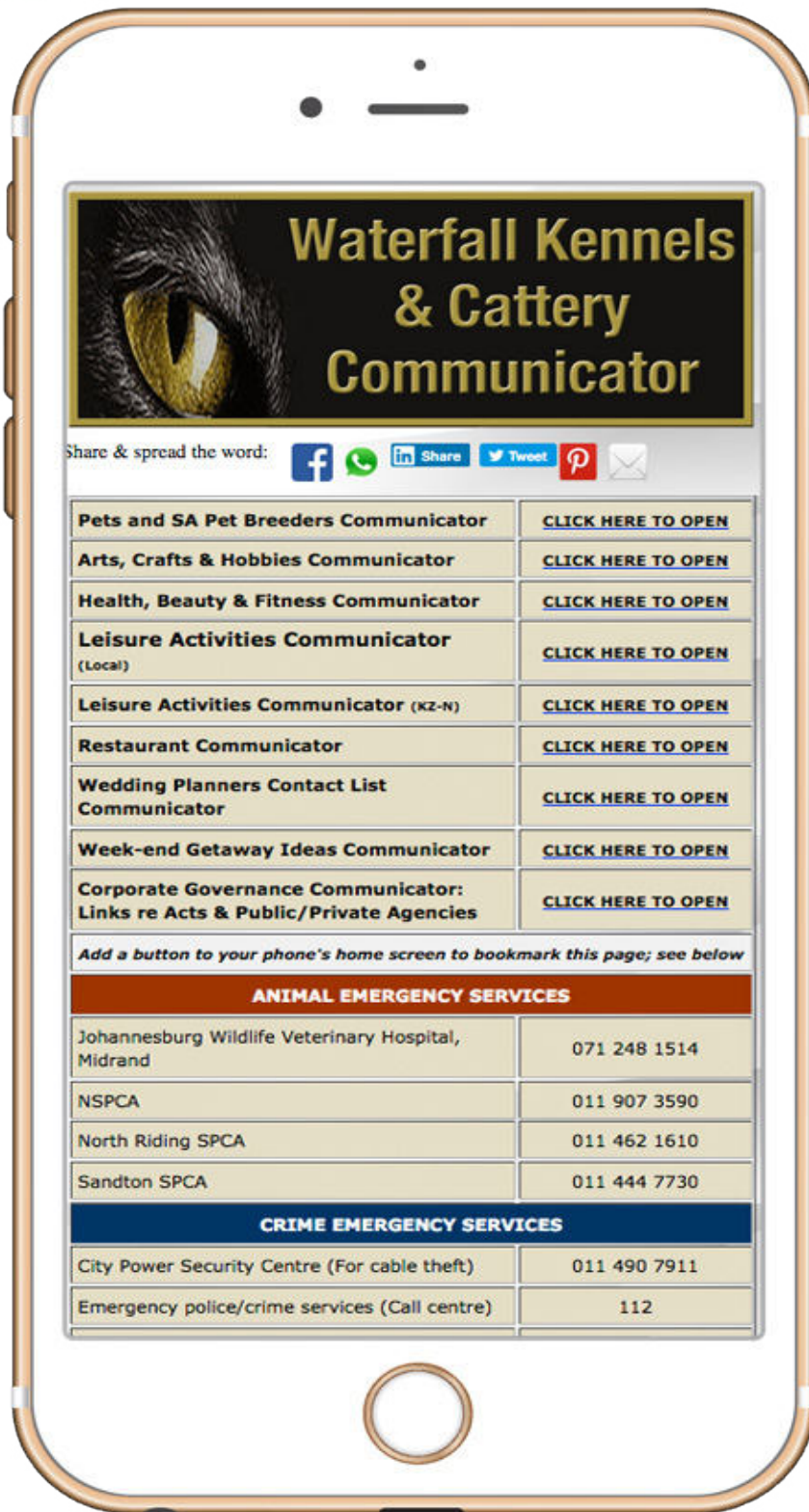
In this stage and in the Home Zone stage I will illustrate the interdependency of Niches and Keywords. It will be shown that while a Niche may be profitable there will be certain Keywords within a Niche that are not profitable. A Niche that is profitable in one location may not be profitable in another location where the performance of keywords too, will vary.

Consider the Niche "Surfing." Taken as a whole, it is likely to be profitable in coastal cities but not in inland cities. It may also not be profitable due to a lack of sales volume in certain coastal towns. Searching the keyword "wipeout" offers some 84 million results, most of which have nothing to do with surfing. Searching the phrase "surfing wipeout pictures" offers an array of relevant pictures. Searching "surfing wipeout pictures for sale" offers a variety of photo sites from whom you can purchase pictures or to whom you can sell pictures to. The latter search will also assist in assessing your competition as a surfing photographer for the keyword wipeout. You can now narrow your focus by adding a location or country which will define your Home Zone.

You need to start with establishing your Niche so as to give direction to your Keyword research. Surfing or Surfing Wipeout Pictures defines your category and sub-category. Within these Niches Keyword research will further narrow the results to the point where you will be able to make the decisions that you face as a startup. On the one hand starting a business based on your interests is a mistake that often leads to failure if the niche is not profitable. This said, the best outcome is finding a niche that you have the skills or for which you can acquire the skills for to drive the business to profitability within geographic boundaries that become your home zone.

Should you have an existing business you will know your market, and you will have to invest less to establish an online product store/showcase. As stated above, it is stressed that if you do not have this advantage that you do not first select a product that you like or are passionate about. As appealing as the idea may seem, you are advised that you shouldn't do this. We will repeat this advise as it is critically important





to success on the internet. You should first research options and select a profitable niche with profitable products that sell in the selected niche in defined marketplaces. Once you have defined profitable niches you can rank them according to your skills and passions. Finding products first, may result in you trying to peddle your wares in a stagnant market. Selecting a niche that is not the most profitable may be a good idea because with your drive and passion you are likely to do grow your business beyond expectation.

Conducting market research can, at times, appear to be complex. It is critically important but mostly it is a laborious process of gathering, filtering and analysing data. Software tools, such as [Semrush's Keyword Research Tools](#) or [Web Ceo](#) are available to turn very labour intensive data analysis tasks into results based solutions in a couple of minutes. SEMRUSH (<https://semrush.com>) can help you find the keywords that your competitors are ranking for. Unlike some of the other traditional keyword research tools you can find, SEMRUSH can help you quickly find long tail keywords from any site on the Internet.

I believe that most work from home and small businesses will stick to the knitting and maintain a customer focus, whilst outsourcing the research required.

Read on to discover the value of Info Communicator Apps given to your customers who grow your business.

2.1 Doing an AS IS / TO BE assessment re taking your existing business online

The advice that follows is equally as applicable to those with or without established businesses, as you will be entering a new online marketplace where different dynamics may apply. Your online and offline businesses are likely to share a common objective to make money; the routes to success however are different but, in many ways, they are the same. You have a head start but you should still take the journey mapped out along the ROADMAP which you need to customise for success in your niche.

Walk a shopping mall and window-shop to admire and filter what's on offer all the way to the coffee shop. Take a corner table, take your iPad out of your bag and research the online sites of the stores in the rest of the world. Now go local and you will again find that all too often small local business has not taken the opportunity to level the playing field with big business in respect of showcasing the products that they sell. Many local businesses have websites but not online shops. This means that you can read about these local companies but not browse their product ranges. Window shopping is moving to the Internet where consumers browse for deals prior to target shopping listed needs. Roughly stated, the consensus on available statistics is:

More and more post-pandemic internet users are shopping online.

The world over, the number of online shoppers is increasing.

Most online shoppers compare prices on their phones before shopping.

I have not offered percentages as these are changing day by day.

A quick Google Search will offer the status and trends in your online focus area.

Reflect upon the mall that you have just walked through. The reverse applies. You can window-shop products or step into a store and touch and feel your way around. The entire product range is showcased and it is available for sale. What's not immediately available in the mall shop is information about the owners and the other stories generally found on websites. The physical offline shops have a trading focus and not an "about us" focus. Why then do local businesses not have online e-commerce trading stores, product showcases or their own auction sites?

The answer, I suspect, lies in the evolution of the migration to the Internet. Some local small businesses:

- Feel that websites without product showcases are all that is needed
- Became disenchanted with the Internet as their sites ranked poorly on the major search engines
- Lost interest and the content became outdated or perhaps
- They thought that it would not be affordable to do what would be needed to get a high page rank on the search engine's results pages

- This said, the move to online shopping is underway and the extent thereof is significant.

Again it is stressed that a product showcase, which permits window shopping without the option to buy is a first step to an online e-commerce trading store. A showcase presents your offerings but unlike a trading store you do not have to man it on a day to day basis so as to answer queries and ship physical products. It is the equivalent of window-shopping; you can see but not buy. Nearly all retailers hold seasonal sales where goods are sold off at a percentage discount, cost or cost plus price. Why not offer these same ranges for online auction prior to the in-store sale with a reserve price based on the sale price and then accept all bids above the sale price?

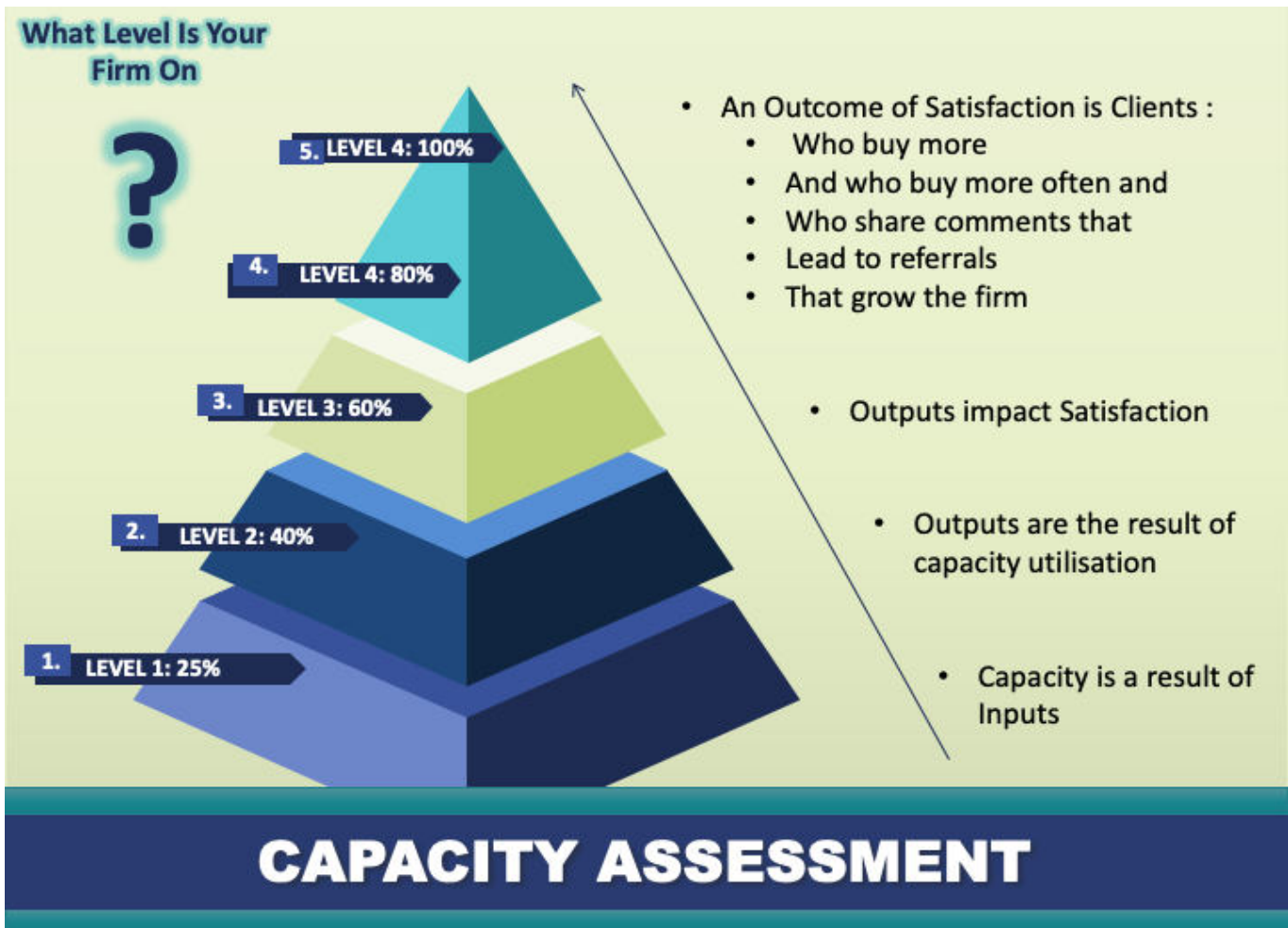
As stated, taking an existing business online enables businesses to expand their reach and it enables customers to research availability and deals online prior to a shopping trip with a “done and dusted” shopping list in hand of where to buy what.

Many businesses that provide services can also expand their reach by going online. These businesses will often provide services based on hourly rates but many of them can offer package deals in which they showcase past jobs as examples of their work. Others such as professional service providers can showcase their knowledge, qualifications and customer reviews.

Would you travel to the other side of the city to take your puppy to a Vet for an injection? What if you needed to replace a drain pipe and you found a highly recommended plumber in a nearby town who offered to do the job this afternoon. Would it worry you that he would have to travel 107 km to replace the drain pipe? Ask yourself a series of normal business questions and you will soon establish whether your business will benefit from expanding it's reach by going online.

At the heart of making money online is your website and store. In short, your website presents your value proposition and your store your product range that could be marketed by coupon campaigns, loyalty points programmes, referral rewards and marketplace classifieds integration. Given that you have an existing offline business now's the time to take action and start the construction of a website and goods or services showcase/store. In parallel with this you need to commence with: researching the marketplace, formalising ideas, exploring niche market places and product opportunities within them, determining niche and product market sizes, the balance between demand and supply for product opportunities etc. This should be the start of the journey for those that do not have an existing business.

You will need to decide on the digital marketing platform that you launch online. I suggest that you consider launching a Website to offer your value proposition and that you add an online store to trade in a wider home zone.



Pick up any map and the first thing that you need to pin point is where you are. Next, you need to see if the map shows you your intended destination. In much the same way assessing your capacity is important as it will tell you if your firm has the infrastructure to support the growth that you desire.

Start by getting to understand your service delivery supply chain. Inputs such as staffing, skills, office space, etc. will enable the provision of outputs in the form of services.

These services will have an impact upon the fears, frustrations, pains and or desires of the client and the change which your services will bring about will generate value via the outcomes enabled which in turn will give meaning to the services.

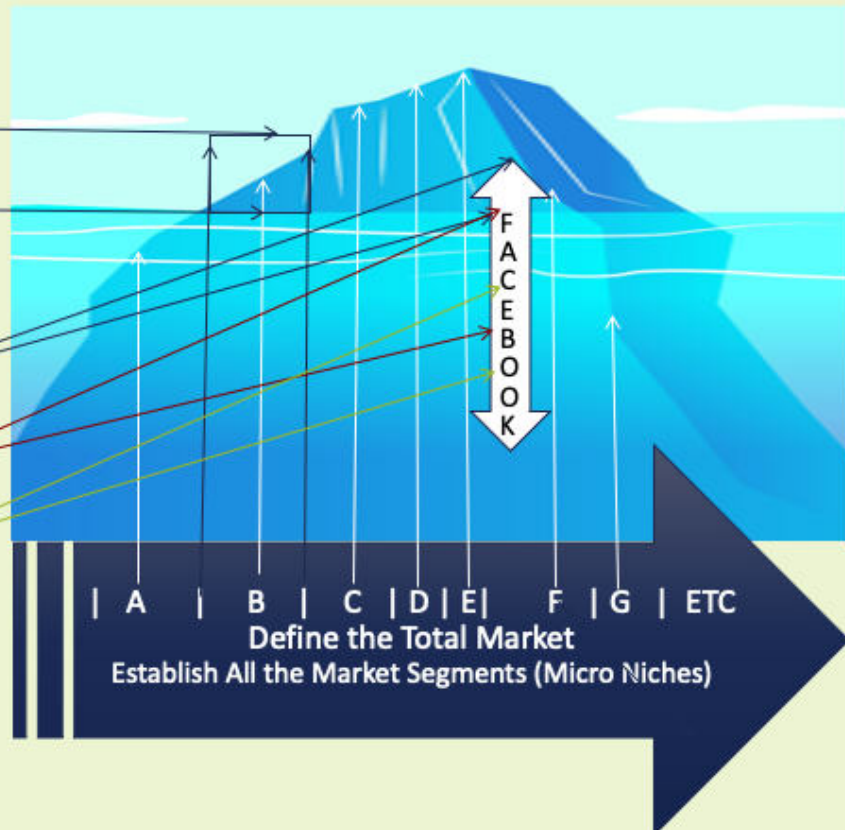
Marketing success stories to potential clients is critically important. Are you writing up success stories in blog posts for promotion on social networks to relevant audiences?

ESTIMATING DEMAND

Divide DEMAND into it's COMPONENT PARTS

Google
Keyword Search

1. Start with a Customer List as a Custom Audience
2. Use this to build a Lookalike Audience
3. Use Avatars to expand your reach



When you are research options for your start-up's TO BE framework / vision you will need to assess the demand for a variety of options.

A way of assessing the market demand for a service is to break the demand down into it's component parts.

What is the size of the online search. Define your client persona or avatar. With this information you can get Facebook to estimate the size of your market.

You can also use your current client list to create a lookalike audience whose size will be estimated for you by Facebook.

Next you can research where the search traffic is being directed to and this will give you a head start in assessing the extent of relevant competitors.



Our Key Performance Indicator is Growth. We start with an assessment of where we are by looking at the left-hand side of the pyramid which details the KPI Symptoms. On the road to maturity, you will go from sporadic client engagements to have a regular client list who will start to experience the need to make an appointment and finally there may be a waiting list for the services of key staff.

Once we know where we are we can plan the steps to the next level. Is your firm establishing itself in the marketplace and thus does not yet have a steady stream of work? At an early development stage, turnover growth percentages can be huge while the turnover is low. As the firm grows turnover growth expectations will decrease. As you rise up in the growth pyramid so the annual turnover will decrease and it will take longer to achieve a doubling of turnover. This said we believe that our tried and tested framework which has achieved international success in a wide range of industries will halve the time taken to double your turnover.

With your commitment to driving and ours to navigate your business will grow. In addition, A business that is struggling needs to actively research alternative niche business opportunities.

2.2 Defining Your Niche as a First Step to Defining Your As Is Status and To Be Vision

2.2.1 Why You Should Define Your Market Niche

When you're thinking about starting an online business or blog, it is critical that you take the time to define your niche. Niche marketing involves focusing your business marketing efforts on a small, well-defined group of the population so that you can better serve them. When you delight your target audience, you'll enjoy referrals that will grow your business. However, this isn't the only reason why you need to define your niche; here are three more reasons for deciding on a niche for your business.

2.2.1.1 You Are More Likely to Focus Your Energy

Narrowing down your product and service offerings allows you to address your target audiences' needs and better meet them, but it also allows you to focus your time and energy. This can be incredibly helpful for making improvements to your business and will allow you to produce your best work.

2.2.1.2 You Will Build your Reputation as an Expert

Defining a niche market can be beneficial to your business in terms of reputation because you can become known for your specific kind of product or service. When you narrow down, your niche customers are more likely to remember what you excel in and will be more likely to refer you to others who are looking for your particular product or service. If you spread yourself too thin and try to be everything to everyone, you are less likely to succeed.

2.2.1.3 It Becomes Easier to Form Industry Relationships

Narrowing down your business to a single niche can help you network and collaborate with companies in similar markets. When you focus your time and energy on promoting a specific niche in your industry, rather than offering everything, it becomes much easier for you to reach out to others in your field and form beneficial partnerships. By narrowing down your offerings, you are more likely to complement other businesses rather than create competition with them.

Notwithstanding all the reasons offered above for defining narrow or small niche you need to spend time of ensuring that there is a growth path for your focus within a broader niche that is a logical growth path for your business. If there are no prospects for growth it is best to establish this up front before you set your focus. This matter is discussed below.



2.2.2 The Most Common Mistakes to Avoid When Defining Your Niche

New bloggers and online business owners will have an almost impossible time of starting their new business without first establishing trust with their target audience. Too many business owners enter the online world of blogging or business and choose a niche that they know nothing about because they are more focused on the money they could make, rather than on the knowledge they can share with their target audience. Here are some more common mistakes that you will want to avoid when defining your niche.

2.2.2.1 Choosing a Popular Niche Because it Looks Lucrative

Selecting a niche based on how lucrative you think it will be can end up being a big mistake that stops your business before you can get it off the ground. For example, if you've never made money blogging, how can you try to teach others how to blog and make money from home? If you want to have a successful blog or online business, then you have to have or commit to gain a certain level of experience and knowledge in the niche you select.

2.2.2.2 Choosing a Niche That is Too Specific

If you try to start a business around a single product or service, you will limit your ability to grow your traffic and revenue. When you choose your niche, you need to try and make sure that you can broaden your reach in the future. Before you limit yourself to a single topic, perform a Google search with your keywords, and see what phrases Google suggests. Scroll to the bottom of the results page and take note of the "searches related to . . ." list.

2.2.2.3 Choosing an Over Saturated Niche

On the other end of the spectrum is the niche markets that are over saturated with the competition. If you've chosen a popular niche, it could be incredibly difficult to become known by your target audience. If your expertise lies within one of these niches, then you will have to write professional, information-packed content that solves your target audiences issues if you want to become well-known in the niche.

2.2.2.4 Choosing a Niche with an Offline Target Audience

Believe it or not, not everyone is online. Before you pick a niche, you have to determine your target audience and find out if they are online and where they spend their time. If you discover that your target audience spends their time on Pinterest, then that is where you should market. Do this research before you choose a niche to ensure that you will be able to reach them online.

Finding the right niche for your business doesn't have to be hard. We have cautioned against defining a niche based on your interests. Your interests may point to your areas of expertise.

Finding that niche that you have the required skills for, which is of interest and which is lucrative ticks all the boxes. In the end the right niche for you will require balance and compromise but it should be viable and defined so you can build a profitable online business.

2.2.3 How to Find a Profitable Niche Market for Your Online Business

Obviously you need to pick a profitable niche. Luckily, there are thousands of niches out there that you can choose. Unfortunately, not all niches are profitable, and not all will appeal to you. However, here's how you can find a profitable niche for your online business and get on the path to success.

Step #1 – Research

Research the right niche for your online business, then you're going to have to spend some time researching keywords based on your skills, interests and the demand in the market. So, the first thing that you should do is write down a list of all the possible ideas you have for your business. Write down anything that comes to your mind. Once you've written everything down, choose your top niches and research these before moving to the next most attractive niches. Focus on those ideas that you would most enjoy doing for a living, which you have or can acquire the skills for and which are profitable.

Step #2 – Narrow Down Your Niche

Narrow down your niche for each of the niche topics that you choose, you're now going to do some keyword research to determine the number of searches conducted every month that are related to your business. This matter was covered above. See 7.3 above. Make sure to search not only the broad topic, but also the more specific aspects as well.

If the Google Ads Keyword Planner shows more than 10,000 searches per month, it's usually a good indication that the niche is a profitable one.

Step #3- Pick Your Online Niche

Pick your online niche after you've researched your keywords, the final step is deciding which niche you will choose. Look at the top topics that you researched and make your decision. You want to make sure that you choose a niche that will be viable and profitable, based on your keyword research, as well as one that interests you. If you aren't interested in the niche you choose, chances are you won't last very long in the business.

Once you've chosen a niche market, you can start to create the products you want to sell and identify and build your audience. Finding your niche is just the first step to running a

profitable online business.

2.2.4 Choosing a Niche For An Online Business or Blog

When it comes to starting a blog, many people will tell you to find your passion and write about what you know. While this is excellent advice, it isn't enough if you want to be successful and make money online. The key to creating a successful blog, and making money from it is finding a profitable niche. Finding the right niche to base your blog on is an essential part of building a blog that is often overlooked. Here are the top four tips for finding the perfect niche for your blog so you can start to make money online. These four tips are a perfect fit with the tips for selecting a business niche namely, skills, interest and profitability.

In much the same way, to become a successful entrepreneur you must pick a profitable niche. Luckily, there are thousands of niches out there that you can choose. Unfortunately, not all niches are profitable, and not all will appeal to you.

However, set out below are ways to find a profitable niche for your online business and get on the path to success.

2.2.4.1 Pick a Subject You Like Talking About

Starting a blog or online business is an incredibly fun and exciting process. Unfortunately, most people tend to give up after just a couple of months because they've lost interest. This is why it is incredibly essential to pick a niche for your blog or business that you not only like to talk about but that you like to learn about as well. This could be a hobby you love, your work, or about the new house you just bought. You don't have to be an expert, but you do need to choose a subject that you enjoy talking about and which you commit to becoming an expert on. When it comes to finding a niche, you have to ask yourself the right questions. Think about how you can use your experiences and knowledge to add value to your target audiences life. Think about your accomplishments and unique abilities to help you determine your niche. Once you figure this out, you can pour your personality into making the highest quality content for your niche.

2.2.4.2 Complete Market Research

Complete market research before you choose a niche for your blog or business, you need to make sure that there is a big enough market for the topics you want to write about and that you'll be able to make a profit. As discussed, you can do this with a little market research.

Remember to check the Google Trends. Type your topic into the search bar to see if it has any interest and the monthly search volume for the term. The graph will show you whether or not the topic is stable. If it shows the topic's interest as declining, you might want to move on to another niche.

2.2.4.3 Pick a Smaller Niche

Search for your topic on Google to see how much competition there is for the niche. If there are a lot of results returned, you may want to consider a smaller niche that doesn't have as much competition but which enjoys growth potential. You can scroll to the bottom of the search results to see other related search terms that you could choose. Pick one of the keywords and analyse it with Google Ads Keyword Planner to find the low competition keywords that you can target.

2.2.4.4 Browse Through Reddit

Reddit is a popular forum online for thousands of topics. You can find communities built around every conceivable subject from entrepreneurship to dog training to jokes. Using Reddit to find a niche is easy. You can click on the "Random" button and browse through the page that you land on and find communities that you might not otherwise know about.

2.2.4.5 Use Google Trends

As mentioned, you can use Google Trends to see what people are currently searching for. Plus, Google provides users with tools that allow you to compare different keywords and provides the geographic location where the search volume for a topic is higher. This information can help you find your target audience.

2.2.4.6 Utilize Social Media

Another way to find a niche for your blog is through your social media networks. You can use Pinterest to see what people are pinning the most and look at other people's boards to find new untapped markets. You can use Facebook groups to find different topics and communities. Since you're probably already on your social media accounts daily, why not tap and use them to their fullest potential.

2.2.4.7 Consider the Time of Year

You should be aware of the season, holidays, and traditions to provide you with ideas for different niches. For example, during the year-end holidays, the market becomes flooded with Christmas related items; however, items for Hanukkah and Kwanzaa aren't as plentiful during this time. This gives you the perfect opportunity to change your target, limit your competition, and niche down.

Over the last decade, blogging has become a great way to make money online. In fact, there are more than two billion blogs on the Internet currently, but unfortunately, not all of them are making money. Too many bloggers try to be everything to everyone. If you want to be successful as a blogger or online business owner who makes money from the content, products and services you create, then, once again, you have to focus.

Remember that the Niche selected is but a step towards opening your blog or business. Most businesses should also have a blog as it is a great way to establish credibility thus after you've researched your keywords, the final step is deciding which niche you will choose.

Look at the topics that you research and make your decision. You want to make sure that you choose a niche that will be both viable and profitable, based on your keyword research, as well as one that interests you and for which you have or can acquire the skills for.

If you aren't interested in the niche you choose, chances are you won't last very long in the business.

Once you've chosen a niche market, you can start to create the products you want to sell and identify and build your audience. Finding your niche is just the first step to running a profitable online business.

2.2.5. How to Assess the Future Profitability of a Niche Idea

Given that you are looking into getting into the niche marketing business, then it is essential for you to know what makes a niche profitable. In order to determine if the niche that you have chosen will be profitable, you will have to take the time to do some research online. Here are a few ways that will help you estimate if a niche will be profitable.

2.2.5.1 Check the Marketplaces

You can browse marketplaces like Amazon, Webo and Clickbank to see if there is an interest in your potential niche. You can enter broad keywords in their "Find Products" search bar to uncover niche products. Take a look at the results and see what products are popular. Those that are at the top of the results page are the most popular and this is a good sign that there is some demand.

2.2.5.2 Check Google Search Volume

Finding out how many people are searching for your niche idea is an excellent way to tell if it will be profitable. Enter your keywords or phrases into the search bar on the Google Keyword Planner tool to see the monthly volume of searches being conducted for that keyword. Searches that offer some 10,000 results per month or higher show that there are a lot of people looking for help with that topic, which means it could end up being profitable.

2.2.5.3 Check Google Trends

You can use Google Trends to quickly check to see whether or not your niche idea is a dying trend. When it comes to picking a niche topic, you want to try and focus on evergreen niches rather than the hottest trends. You can enter your niche idea or keyword into the search bar to see if it is a solid niche.

2.2.5.4 Validate Online Activity

You can look for popular blogs and websites to validate the online activity for your niche idea. If you find a lot of authority blogs and sites on your niche idea, it's a good sign that there are customers online looking at that niche. A profitable niche will have easy to find hubs where the target audience hangs out, which allows you to network with the owners and drive traffic from those sites.

2.2.5.5 Look at Forums and Message Boards

Many large chat groups or online forums with a lot of active members mean that people are passionate about the niche topic and are willing to discuss it and ask questions about it. When people are passionate about something, they are almost always prepared to spend money on it. You can use <https://FindAForum.net> or <https://boardreader.com> Boardreader to find forums about your niche idea.

After you've gathered your data from the above suggestions, you can determine whether your niche idea will be profitable. If the data points to it not being profitable, don't worry, there are plenty more niches that you can choose plus you can consider the following which are generally speaking the most profitable and you should assess your suitability to promote them.

2.2.6 The Six Most Profitable Niches that make Many People Money Fast!

It can be a challenge to find a profitable niche that can ensure your success. If you don't take choosing the right niche seriously, the chances are high that you will struggle to succeed. Success is not only based on returns you must assess your interests, the returns and your skills.

There is consensus of opinion that the following are the top six most profitable niches that will make you money fast.

2.2.6.1 Making Money Online (MMO)

How to make money online is the most profitable niche, hands down. Unfortunately, it is also the most saturated niche. There are a huge number of websites and niche sites that are created to serve this market which is probably the most saturated. The reason why this niche is so popular is that it provides “evergreen” content, making it one that can make money year after year. Ask yourself how you can create a sub-niche and add value to narrow the focus.

2.2.6.2 Finance

The finance niche has become one of the hottest and most evergreen niches around. You can blog about hot trends like cryptocurrency, retirement, and blockchain if you're an expert in these and other finance fields, even if you don't have a ton of knowledge, you can still cover topics on investing money and saving for the future. These attributes make the finance niche one of the most lucrative and easiest to enter because, as an affiliate, you can sell other peoples products.

2.2.6.3 Travel

Just about everyone has the same universal urge to travel, whether domestically or internationally. The travelling niche has become a billion dollar industry over the last decade. However, the only way you can really blog profitably in this niche is if you become a digital nomad, ditch your 9 to 5 job, and share first hand experiences that capture the imagination of a subscribed readership.

2.2.6.4 Fitness

Today, the fitness industry continues to grow globally by between 3 and 4 percent annually. Everyone wants to reduce fat, get fit, and eliminate belly fat, and they are shy about being willing to spend thousands of dollars every year to accomplish these goals.

2.2.6.5 Personal Development

Ten years ago this niche rose to prominence and even then it was worth a fortune. It is estimated that it will continue to see gains around 5% to 6% every year. If you are a life coach or want to provide advice to people, this could be an incredibly lucrative niche for you.

2.2.6.6 Relationships

The subject of relationships is one of the biggest industries in the world and continues to

grow. Many people are looking for relationship advice to help them lead a better lifestyle so they can manage all the relationships in their lives, which is why this niche is so desirable to those with the specialist skills needed to drive your business to success.

Picking a profitable niche isn't an easy task, especially when you are just getting started. Keep these top six most profitable niches in mind on your journey to finding online business success.

2.2.7 Can you fast track Niche Selection in say, 20 Minutes

All the tips and suggestions on finding a good niche seem to be matters that will take a long time. An illustrative example often helps to grasp how the fit can be recognised in a matter of minutes.

I often cite the case of Book of Halloween VooDoo spells targeted at children doing a trick or treat run through their neighbourhoods. My research showed that there was zero competition and a high demand for a lucrative digital product that needed not much more than a creative imagination. Once you have found the right niche, you can start to write high-quality content for your blog and start to source products and services that helps you stand out from the crowd.

Keep the following three tips in mind as you try to fast track the perfect niche for your blog and business. Finding and defining a niche for your online business is important. If you don't, chances are you won't get very far. If you want to be a successful business owner, then you need to focus on finding a niche that will allow you to focus on creating successful online products and services.

If you haven't found your niche yet, and if you are short of time, here's how you can find it in 20 minutes or less.

2.2.7.1 The Fast Track to Finding Keywords to Work With

Searching for niche ideas is incredibly easy when you use Google's External Keyword Tool. The tool is free, and it allows you to discover both local and global search volume numbers for keywords, related keywords, and the competitiveness of those keywords. When it comes to choosing a niche, you want to find keywords that have a minimum of 1,000 searches a month. You also will want to make sure that the keywords you choose aren't overly competitive as well.

2.2.7.2 The Fast Track to Determining the Competitiveness of the Keywords

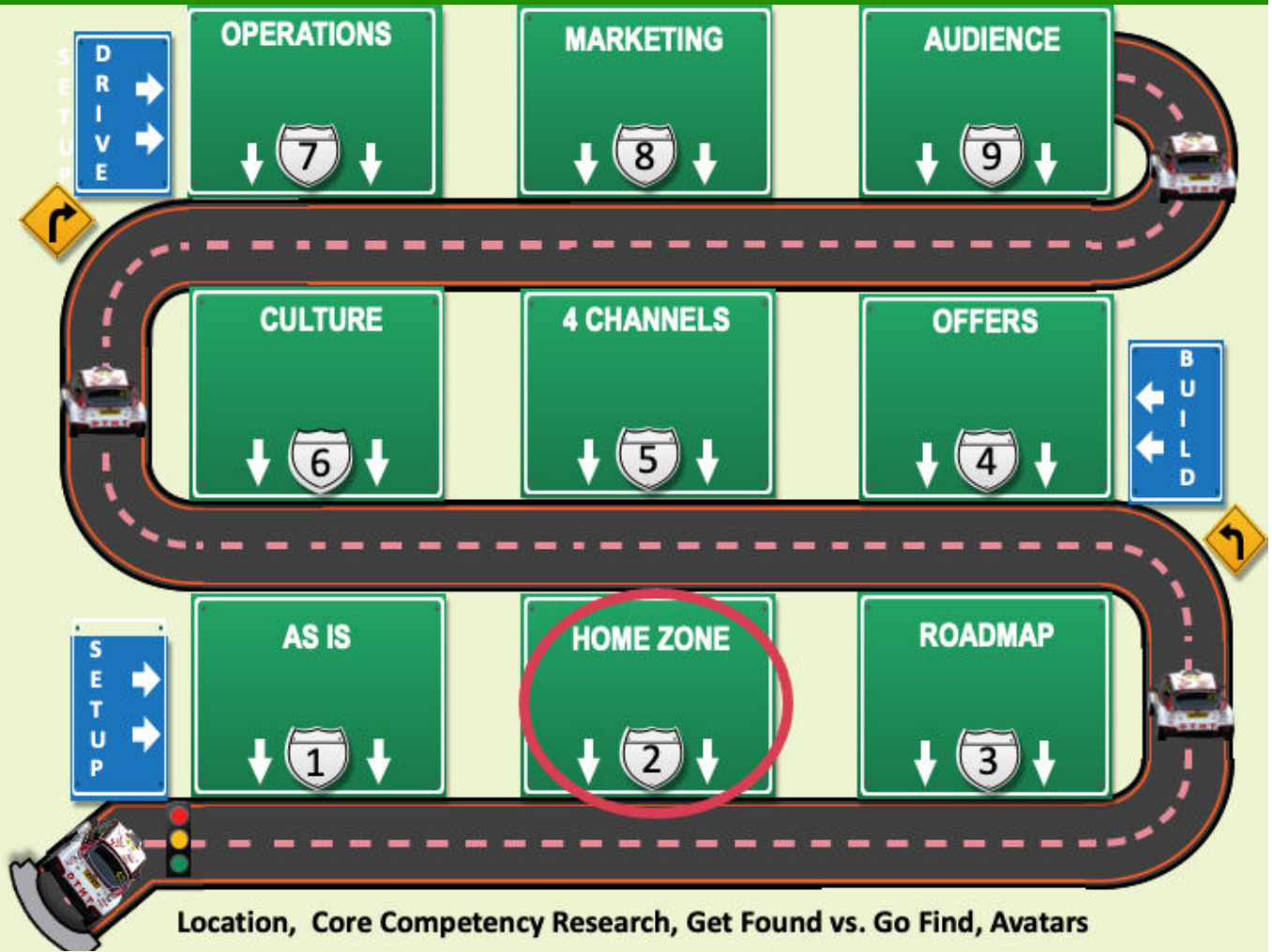
Once you've found some keywords that you think you want to work with and which ones you want to focus your time on, you can start to check out how competitive each one is. You can do this by typing your chosen keyword into the Google search bar to see how many other pages show up on the results pages. Don't forget to spend some time looking at the video and image search results as well. This will allow you to see what other kinds of competition you'll be up against besides the organic search results and PPC customers.

2.2.7.3 The Fast Track to Making a Decision

Now that you have found some relevant keywords and determined the competitiveness of those keywords, you can decide on whether or not you have the interest and skills to move forward with your niche idea. If the organic competition is low and there isn't a lot of paid for competition, then you can feel reasonably confident in moving forward with your idea. However, if the competition is high, you might want to move through the process again to find a better niche to enter. If you decide to move forward, the next thing you should do is select a domain name that fits your keyword.



Chapter 3: DTHT ROADMAP | Home Zone | Setup Phase 1 - Step 2



Not only must you define what you will sell, in your Home Zone, to whom, but you must also define the marketplaces that you plan to target. Your appetite for market reach and your capacity to engage and dominate will require a rethink on skills, funding requirements, supply chains, as well as your organisations process and systems flows and management.

The bottom line is that knowing the demographics and psychographics of your target market will help you to find the solutions that seen

CHAPTER 3: OVERVIEW

The idea of earning money online has become popular. Once browsers overcame their fears of going online the convenience factor maintained the movement towards online shopping and you guessed, demand begs supply! According to the "Get-Rich-Quick" mail that many of us get, on a regular basis, you can make money online without any kind of skill. It is possible to get lucky but it is improbable. The fact is that there are steps to online profitability, they are not complex, but they need to be followed to increase your chances from being a possibility to being a probability. We suggested, in Phase 1, Stage 1 of your ROADMAP that to make money, you start by choosing a profitable niche. In this Stage 2 of the build Phase of your ROADMAP I suggest that you research keyword popularity and profitability for defined locations.

Most independent e-Commerce sites offer physical or digital products or services as unpriced classifieds, at fixed prices, or at pricing to be determined by auction. Today e-commerce sites like Webo, eBay, Craigslist, Amazon, Bid or Buy, Webo and more are marketplaces that also offer new and or used products and services on sites within their marketplaces. These sites have no Geo boundaries or Home Zone as they market to the world.

Your objective may be to host an e-commerce store that could sell goods made by others; buy wholesale and sell retail. Alternatively you could sell products created/manufactured by you. Most offline shops in your neighbourhood sell goods manufactured by others. Researching niche opportunities either vertically or horizontally within a selected industry will offer many opportunities. You need to find a niche where the online balance between supply and demand is relatively favourable. Would you sell more from a stall in a large or small flea market? Certainly the dynamics of supply and demand are applicable. You will be guided by research and by trial and error.

Often wannabe vendors/merchants get straight to it and start to sell a chosen product line only to find that the market is overtraded or there is no market. As has been suggested the approach should be to establish the existence of a market that will sustain a business and then to test the market by offering casual sales on an established e-commerce site whilst your Website/store is under construction. To find and test a market, research niches, then keywords and then keyword dynamics. Keyword dynamics is often considered to be complex. This is not so. One establishes the number of monthly searches for defined keywords by exact words and then for exact phrases. This done, one needs to establish how many possible sites there are so as to create a rough index of relative competitiveness; searches divided by the size of the niche.

There are many readily available clues to popular niches within the marketplace. I define a popular niche to be a segment of the marketplace that is frequently searched. Try this; enter the words – work from home, in a Google search window. You will see that a drop down list of frequently searched options will open that is probably headed by the option; work from home jobs. Next, open the e-commerce sites and the business directories that are popular in your area and note the listed categories and sub-categories. These categories and sub-categories exist because they meet the needs of users. Finding products on e-commerce sites is done by carefully filtering through categories whereas search engine search is done by keyword or by keyword phrase. It is likely that there will be many online merchants within broad category/niche headings. This means that unless you can favourably compete because of an advantage such as price, location (lower delivery costs), quality or other significant factor that you will have difficulty in establishing a market share that satisfies your appetite for sales volume.

Having established a niche that you have an interest in, either because of the possibility of it presenting a relatively unique opportunity, or because you are passionate about it you need to further analyse the niche in search of an under traded niche opportunity. To do this you need to look to the sub-categories on the big e-commerce sites and on specialist online directories. The largest online directory in the world, DMOZ is maintained by some 90,000 volunteer editors and it has over a million categories. Researching DMOZ will offer you many specialist niches that have Internet search interest or they would not exist on DMOZ.

3.1 Keyword Research

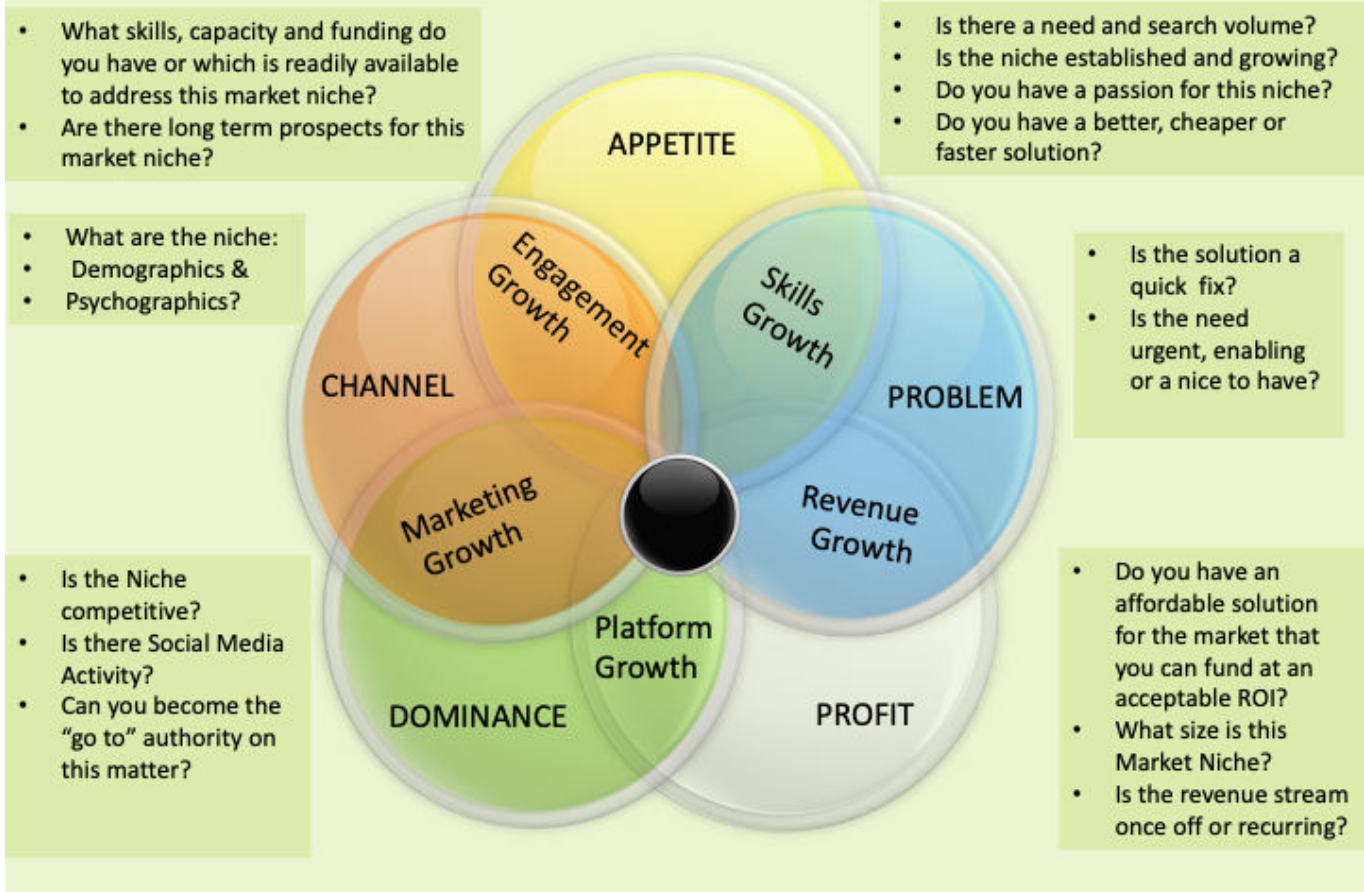
DMOZ's Keyword Difficulty Tool is one of the most useful features of their paid suite. It is an excellent resource for analysing the competitiveness of a keyword as well as unearthing low-hanging fruit. When you put your keyword into the tool, it provides you with the top ten ranking for that specific keyword. Then it assigns a difficulty score based on those pages that currently rank for that keyword.

When you have completed your research you'll have a list of niche possibilities.

You will next need to explore products and or solutions that have commercial value within these identified niches. We will these matters in Stage 4 of your ROADMAP.

With the list of possible niches that you found in Phase 1 Stage 1 in hand, ask yourself if these niches can be further broken down into precision segments. Let me elaborate. Mass marketing via bulk e-Mail campaigns, TV, radio and newspapers is often used for building brand awareness and for broadcasting price competitiveness to mass markets. The audience is not differentiated and the products or services are likely to be used by everyone. On the other hand marketing to

EXPLORING NICHE OPPORTUNITIES IN YOUR HOME ZONE



veterinary surgeons by way of an opt-in SMS campaign run by a National Association of Veterinary Surgeons might be termed niche marketing (the niche being "Vets") however this audience may be further classified so as to be relevant to a small segment of veterinary surgeons that use a particular piece of diagnostic equipment in an attempt to get them to upgrade their equipment with a new add on, in what would be termed, a precision marketing campaign (the precision market being "Vets" with the equipment). Market segmentation may be done in terms of a variety of criteria such as geographic filtering to target farmers, income filtering to target high end expensive product promotions, gender filtering to target cosmetic promotions, etc. As you segment a niche market the narrowing of the focus will require you to explore long-tail keywords which will deliver your focus as a search result.

Long-tail keywords play an essential role in search engine ranking as they are more specific and which people are more likely to use, especially when they know exactly what they require and

they tend to be ready to buy versus just browsing as they know specifically what they want. People using voice search are also likely to use long-tail more descriptive phrases when searching the net.

With short keywords, competition for ranking can be high and your ROI can be low because you will get search results that are not relevant to your narrow market segment. With long-tail keywords, you may pull in less traffic, but the return on your investment will be proportionally much higher: you'll be attracting exactly the audience you're looking for, and that audience will be far closer to point-of-purchase than that of your less-savvy competitors.

To determine the popularity of each niche on the list in an affordable way you could use the [Google Adwords Keyword Planner](https://ads.google.com/home/tools/keyword-planner/) (<https://ads.google.com/home/tools/keyword-planner/>).

Start by researching keywords that are associated with the niches on your list. Open Adwords and enter a keyword phrase associated with one of your niches. Set the option for the results to be – broad, exact or phrase. The broad option offers a rough guide but the exact and phrase options give you a more relevant result.

The Google Ad's Keyword Planner is also a great place to start looking for long-tail keywords for your niche. When you input a keyword, the tool will provide you with a list of related keywords, as well as simple metric that allow you to gauge how fierce the competition is with each keyword. It will also provide you with the monthly search volume on both a global and local level.

If you are looking for a list of long-tail keyword suggestions related to one that you already have in mind, Keyword Tool.io (<https://keywordtool.io>) can be incredibly useful. It uses Google Auto complete to generate a list of long-tail keyword suggestions, which can be helpful if you are searching for your topics.

When you need detail Term Explorer (<https://termexplorer.com>) has probably the most in-depth research reports of any of the keyword tools on the market. From a single keyword, you can get more than 10,000 variations. It will give you data for all the results on the first page of search engines, including the number of results, trust score, link strength, and keyword difficulty.

I suggest that you list your search results on a spreadsheet with columns for the number of local monthly searches by exact keyword and keyword phrase. Next, list the number of competitors being the number of sites with the exact keyword and also the number of sites with the keyword in the site title. Search > allintitle: keyword < The number of sites with the keyword in the site's title will be a lower but more relevant number and it is this number called the "results"

number that is often used to determine the index or R/S ratio where S is the number of searches for the given keyword and R is the number of sites that are optimized for that keyword. This done you will be able to do the maths and have an indication of the relative competitiveness of your selected keywords.

Another option would be to use a free service like Topsy: www.topsy.com Topsy offers valuable insight to the market as it "listens" to the internet for buzz i.e., it offers measured results on how many people are talking about a given product. For smaller countries one needs to temper volume predictions for local preferences however as a means of assessing popularity and especially for sourcing foreign suppliers and overall popularity it is a valuable source of instant information.

You can search and analyse the social web for links, tweets, photos, videos, influencers and all-in. As an example, searching "Black leather hand bags" offers the following:

- 29 Tweets over the past 25 days; you can see the images and read the messages
- Links; eBay and direct URL links can be read and followed up on.
- Photos; see them
- Videos; see them
- Influencers; e.g., #recycledrunway

I suggested that the number of searches can be found with Google Adwords. The number of competitors is also relatively easily determinable. Type the keyword names for the niches identified above into a Google search box and note the number of search results. Certainly it is a guideline as Google have found these results to be relevant to the niche's keywords or phrases that you entered. This research can take time and there are free keyword analysis tools that will do some of it for you such as Keywordeye in the UK, Keyword Spy and Semrush.

3.1.1 Keywords and Keyword Research Revisited

When you build a web page, website and or store you are able to specify keywords for your site. Keywords are words that describe the content of your site and suggest your site should a browser search for your keyword. Many sites can have a large number of descriptive words (keywords) that legitimately describe the site; which should be specified? In addition many sites may suggest the same keywords; how do you select the best keywords to use? It is really all about correctly signposting your site.

It is not uncommon for Internet browsers to search by typing a single broad descriptive word like "dogs" into a search engine such as Bing, Google, Yahoo etc. Often the initial search result is rejected because the results are irrelevant and or because there are just too many results offered. So, when you have got over the shock of having tens of thousands of options you may just

scratch your head and try to be more specific. Results are generally seen as irrelevant when they match broad categories versus the specific topic that is being sought e.g. "dogs" versus "puppies for sale." In the latter example, where there are three words, versus a single word the search text is called a "keyword phrase." The quality or relevance of this keyword phrase may be improved if it were restated as "puppies for sale in (Name a City)." On the other hand, if the puppies sought are expected to be from international champions then adding the word "City Name" would probably exclude many puppies available on the world wide market.

The above example illustrates the concept of keyword relevance. When you build a site you need to ensure that the keywords that you specify for your site are relevant. Will a person searching for your keyword be satisfied with your site as the answer to their search. Long keyword phrases are likely to enjoy higher ranking as they will often have less competition. This said, the demand to supply ratio should not alone influence selection for chiselling a slice of a large established marketplace may be easier to do than to establish and build an under developed or new market. The answer lies in the purpose of the site. As one expands a keyword phrase so one opens the door to multiple or overlapping individual keywords. Thus, instead of achieving a highly focussed result one may open the door to being swamped! The reason for this is that very few people search for phrases in quotation marks. Using quotation marks when entering search keywords in a search engine directs "exact phrase" answers. It's not a new idea - the better the question the better the answer!

Search, to many people, is seen as a simple matter however it really can be very complex. Set out below are guidelines to help you achieve awesome results from your keyword research.

3.1.2 What is the purpose of your research?

There are many reasons for doing keyword research but let us say that you have decided to start a business venture and that you are going to build a website that will require you to specify keywords so as to optimise your site for better search engine ranking. You want better ranking so as to attract more traffic to your site. You also wish to hashtag your content (see below for a discussion on hashtagging).

What you are looking for is what is often called a keyword "Gem." A "Gem" is a keyword that attracts many through Internet search and which, relatively speaking, does not have much competition. Should you optimise your site for a few keywords that are "Gems" then you will attract hits by "fishing where the fish are!"

Some corporate social clubs, for example, may only desire to provide information to their "internal public" or membership and thus may not wish to reach an "external public."

The purpose of the website will dictate the need for keyword research. In the same way an existing small business may seek to offer the convenience of online shopping or online range reviews to existing customers only. They may have decided that they, for budget reasons, will not try to achieve a Google page one ranking status as they have established that it is more cost effective to use the limited available funding to target their established local customer base by sending them a seasonal catalogue with their website address on it. Their customers will then know who they are and where to find them on the Internet.

Where the purpose is to only service an existing audience, membership or client base then the importance of keyword relevance is reduced but the need for new content is increased. A static membership will stop reviewing the site if the content does not change. As the purpose moves to servicing an "external public" that needs to find your website on the Internet then keyword relevance becomes more and more critically important.

Taken as a given, internal audience marketing is a legitimate "opt-out" from keyword research and for the need to buy online traffic by way of Adwords or by Affiliate marketing. The balance of this section is thus designed to inform those that do seek to attract online traffic.

3.1.3 Research Methodology

The fact that you are reading this is likely to mean that you recognise the need for researching keywords. This boosts your chances of success immensely. There are many approaches to research and we have set out below an approach that is affordable, expedient and effective:

1. Brainstorm Possibilities and Categorise
2. Research and Summarise
3. Establish Competitiveness
4. Prune and select your "Winners!"
5. Make the decisions that the research is meant to inform

3.1.4 Brainstorm Possibilities and Categorise

You should brainstorm possibilities and then research each of them. Think about what the market may be searching for - try and put yourself into the shoes of a potential customer - what keywords would you be typing into your browser? Hone in on a tight or crisp category - the wider the category the greater the chances that you will be swamped by irrelevant results. Having a narrow focus ensures that the users are more likely to quickly be offered relevant content by your site. If the subject matter has a broad audience then having a broad focus is needed. The answer to this debate often lies in establishing the "home zone" of a buyer. By "home zone" we

mean the geographic locality that suits the buyers intent. If you sought a “cute brown puppy” then you are likely to buy one from a seller that is located nearby. Alternatively, if you wanted a future “best of breed” champion you may well have a worldwide “home zone!” “Home zone” has a critical influence upon the success of your research.

We suggest that you begin by entering possibilities into the Google Adwords Keyword Tool that can be found at:

<https://adwords.google.com/select/KeywordToolExternal>

At the outset you should set the advanced options and filters to ensure that you focus on your country. Next notice that you can set the search type. The options are Broad, [Exact] and “Phrase”

I entered the word “dogs” into the Google Adwords Keyword Tool and set the Match Type to be “Broad.” The purpose was to generate a broad range of keyword possibilities. I also found 727 keyword phrases that included the word “dogs” and lower down on the above Adwords page I found another 185 related keywords. In this example our Category is “dogs” and the suggested alternatives are sub-category options that we may consider. By selecting “Group by suggested ad group” instead of by the similarity of keywords one can obtain further suggestions to add to your brainstormed listing.

3.1.5 Alternatives

- use a “~” in a Google search e.g. search for dog ~breeders. The words dog and breeders will appear in bold in the search results. Words that Google consider to be alternative keywords to ‘breeders’ will also appear in bold. This will assist you to explore alternatives.
- An alternative to the Adwords approach is the Microsoft Advertising Intelligence plug in for Microsoft Office Excel. <http://advertise.bingads.microsoft.com/en-us/bing-ads-intelligence>

The above approach to exploring alternatives would differ if you are a site owner seeking to specify keywords for an established business with an established website. In this case it is suggested that you regard your site as “the answer.” If your site really meets a defined purpose then understanding what the right question is, and which question your site answers, becomes easier to define. Essentially structuring and building your site with this question and answer scenario in mind needs to be an active strategy that is implemented to achieve a defined outcome. On the other hand, if you have a new business and or a new website in mind then research keywords to find GEMS and then write the site around these GEM keywords so that the pages are optimised to be relevant as an answer to these keywords if they are searched.

Let us look at another example and explore possibilities in the field of specialist medicine. Let us say that you are a specialist plastic surgeon and that you are relocating to Johannesburg from London. You are doing the research so as to see how your competition got to the top of the Google search page ranking and also to see how competitive the keyword market place is. Using the above approach or by looking up the notice board at your local medical centre you could brainstorm the following list:

- Acupuncture
- Audiologist
- Chiropractor
- Dentist
- Dermatologist
- Dietician
- Ear, Nose and Throat
- Eye Specialist
- Gynaecologist
- Homeopath
- Occupational Therapist
- Paediatrician
- Physiotherapist
- Plastic Surgeon
- Podiatrist
- Psychologist

3.1.6 Research and Summarise

Using the Adwords tool research each of the above possibilities but with the Match Types set to [Exact] and then summarise your findings on a spreadsheet such as is on the previous page. I suggest that you consider the applicability of what is termed search noise. If you seek browsers who are “buyers” of goods and or services then the concept of “search noise is applicable.” We would consider “plastic surgery” versus “plastic surgeon Johannesburg” to be “noise.” A person searching the later is far more likely to be seeking a surgeon to consult (a buyer seeking services) than a person seeking an answer to a general question. As you are doing the research to relocate a plastic surgery practice then you have in mind finding out how many people find a plastic surgeon on the Internet. Information seekers are thus categorised as noise.

Once you have an idea of the popularity of your list of keywords we suggest that you search known popular competitive sites for the use of these (or other) keywords using the Firefox

	A	B	C	D	E	F	G
	Possible Destination Marketing Opportunities	SEARCHES Local Monthly Searches for the exact words	SEARCHES Local Monthly Searches for the "Phrase" >	COMPETITION NO OF SITES WITH THE EXACT KEYWORD "-"	COMPETITION NO OF SITES OPTIMISED WITH allintitle:--	Topic Noise Local Monthly Searches for the exact words	Topic Noise Local Monthly Searches for the "Phrase" >
1							
2	dermatologist johannesburg	720	880	127	305		
3	dermatologist					1 300	14 800
4	johannesburg dermatologist	10	10	194			
5	dermatology					210	2 400
6	dermatologist in Johannesburg	110	110	772			
7	dermatologists in johannesburg	170	140	1 790			
8	skin cancer					1 300	4 400
9	skin doctor					73	260
10	skin specialist					46	320
11		1 010	1 140	2 883	305	2 929	22 180
12							
13							
14	gynecologist johannesburg	36	73	131	228		
15	gynecologist in Johannesburg	480	480	776	96		
16	gynaecologist in johannesburg	58	140	139	8		
17	gynaecologist johannesburg	390	590	303	108		
18		964	1 283	1 349	440	0	0
19							
20							
21	plastic surgeon johannesburg	22	58	5 870	158		
22	laser lipo johannesburg	73	91	83	74		
23	plastic surgery johannesburg	46	58	6 100	218		
24	plastic surgeons johannesburg	170	210	122	110		
25	plastic surgeon johannesburg	22	58	5 870	158		
26	liposuction johannesburg	28	58	249	210		
27	breast augmentation johannesburg	36	46	35	59		
28	breast reduction johannesburg	10	12	1 250	73		
29	breast implants johannesburg	12	16	54	53		
30	tummy tuck johannesburg	0	12	9	14		
31	laser liposuction johannesburg	12	0	1	3		
32	laser lipo					1 600	4 400
33	lipo					91	9 900
34	plastic surgery					1 000	14 800
35	plastic surgeons					140	1 900
36	plastic surgeon					110	3 600
37	liposuction					880	6 600
38	breast augmentation					880	3 600
39	breast reduction					590	2 900
40	breast implants					480	2 900
41	tummy tuck					390	2 900
42	laser liposuction					390	10
43		431	619	19 643	1 130	6 551	53 510
44							
45		Exact match searches - no extra words	Words in this order but may have more words	The exact phrase only with no extra words	All words must appear in the title of the page		

browser. Once you have opened a competitors site using Firefox right click your mouse to open a drop down list of options. Select the "View Page Info " option and you will find the keywords that this site has specified under "General > Meta tags > Keywords."

As a part of your research you need to consider the applicability of narrowing the "home zone" which is your geographic focus. Here one considers and defines the boundaries that may be built into your keyword phrases. The Google Keyword Tool searches for keywords by country. Where your research has a focus upon a location within a country the addition of the area of focus is a useful way of narrowing the focus and at the same time of increasing the relevance of search results.

Mmm... it is a long list and we could add a few more but let us commence with these options that were "brainstormed." Having a list of possibilities suggests an answer to the "What" question. One must now brainstorm the "Where" question. Taking the advise that one should localise, where ever applicable, into account, one would have decided that one would be likely to travel "across town" to visit a specialist medical practitioner but that more often that not one would not travel to another city if you had the option of seeing someone that you trust in your own city. Thus the searches for these keywords on a countrywide basis is unnecessary and one would continue the research for the following more geographically specific keywords:

- Acupuncture Johannesburg
- Audiologist Johannesburg
- Chiropractor Johannesburg
- Dentist Johannesburg
- Dermatologist Johannesburg
- Dietician Johannesburg
- Ear, Nose and Throat Johannesburg
- Eye Specialist Johannesburg
- Gynaecologist Johannesburg
- Homeopath Johannesburg
- Occupational Therapist Johannesburg
- Paediatrician Johannesburg
- Physiotherapist Johannesburg
- Plastic Surgeon Johannesburg
- Podiatrist Johannesburg
- Psychologist Johannesburg

3.1.7 Establish Competitiveness

Researching the nature of the competition is at the core of this step as is establishing the extent of the competition. An indication of the competition one may experience may be gauged by searching Google using the Advanced Search page. Alternatively one may use specific search instructions such as:

allintext: dermatologist johannesburg Google will offer search results that are the pages that have the word "dermatologist" and "Johannesburg" on them. i.e., allintitle: dermatologist johannesburg Google will offer search results that are the sites that have the word "dermatologist" and "Johannesburg" in the title of the page. You will find the title at the top of your browser page. It is the Meta Title that is defined for your website. This is the title that is the first line presented by Google in a search result.

Quoted phrases

"dermatologist Johannesburg" will return results for these two exact words in this order. Searching without the quotation marks will return results for pages that have these words somewhere on the page and they need not be in order or next to each other.

Using a wildcard in a search

"dermatologist *in Johannesburg" will return results for searches where the 1st and last words are as specified however the * or wildcard word may be replaced by another word e.g. dermatologist from Johannesburg

-

For a summary of a wide range of specific search instructions go to:

http://www.googleguide.com/advanced_operators_reference.html

You can also use the Google Advanced Search page to achieve most of the results that one may achieve with specific search instructions. See:

http://www.google.co.za/advanced_search

3.1.8 Prune and select your winners

Once you have gathered the information one needs, you need to prune the less attractive ones from the list and, categorise those that are applicable. Distinguishing between possible "buyers" versus information seekers is also suggested. Having done this your "pruned" summary may look something like the Microsoft Excel spreadsheet page on the next page. If you were only interested in the plastic surgery topic then the reason for looking at other specialisations is to see how they perform versus your own subject area. If "plastic surgery" offered poor prospects and you only looked at this topic then you may miss any good ideas that the other specialisa-

tions may have used for success. Often ideas for optimization can come from completely different industries. Research the keywords of successful sites and then look at the sites and see how they present their content. Could you use the content framework for your site?

The Microsoft Excel summary can be simplified to have three columns; keyword, average monthly searches and competition. The competition could be assessed as low, medium or high. The searches would be a number and the keywords would be all relevant keywords. At this stage you need to master the art of the "inexact sciences!" At the bottom of the 1st column have the total number of relevant keywords. Given many keywords it may indicate that there is a broad vs a narrow market for the product. The total of all searches will give you a total search volume and then you can do a "1,2,3" averaging on the competition.

The purpose of this is to "inexactly" but systematically predict sales as follows:

- Determine the volume as above and multiply it by $\rightarrow x$
- The Click Through Rate that is projected. Let us say that there is a search volume of 1,000 searches. Given that you reach a Search Engine Ranking of page 2 say, what will be the Click Through Rate? It could be say, somewhere between 10% to 30 percent. You will need to assess the characteristics of the product, the pricing, guarantees, competition, etc., to be able to guesstimate the Click Through Rate. Of importance is that you play this calculation at different percentages to assess the sensitivity of the product to what may be seen as a quantification of a "first impression." $\rightarrow x$
- Next, multiply it by a conversion rate that may be say, somewhere between 1 to say 7%. Here the nature of the product will have a big impact upon the time to decide and whether or not browsers are buyers or not.

When you have done the above for all the products and options under consideration you will, ultimately, need to file all the paperwork that will constitute an influencer to your final decision on demand. If your budgets require you to be risk averse you will be able to limit consequences by your choice of components in the supply chain. But, more of that later.

The quantitative analysis above begs comment:

- Can it be that there are some 6,000 sites with the keyword plastic surgery and or plastic surgeon Johannesburg?
- Here collaborative evidence should be sought
- Yes, it is a competitive industry - However it does mean that it is a successful marketplace.
- You will need to "chisel your way in?"
- Note: Gynaecology is the USA spelling.

Make your decisions

- Given the research one would be in a far better position to take a decision than before there search was conducted.
- You will have an informed idea of what keywords to specify for your website and around which your site's content should be structured.

3.2 Dig Deeper

Research the trends in the marketplace towards establishing seasonality, cycles or direction. Is it a fad? Is it a growing market?

Google Trends; www.google.com/trends/ Whilst it has less of an African focus, you may, depending upon the topic, find trending information.

Amazon Best Sellers: www.amazon.com/Best-Sellers/zbbs It is another place that may be useful.

Terrapeak: www.terrapeak.com offers a service that does much of the analysis for you on eBay sales and on Alibaba sourcing. At a small fee per month you get the baseline analysis on what's selling on eBay. For a slightly higher fee per month they add research reports on Alibaba sourcing, competitor research and marketplace research. Whilst the focus is not on the African marketplace it does offer trending information that may be useful.

YouTube; www.youtube.com See if, and to what extent, the product features. Pinterest and other social media sites. See if there is significant exposure. You will most probably have done much of the work on social media sites already.

3.2.1 Competition and customer base.

Establish who the main competitors are and where they are located. It is possible that you may have a "home Ground" advantage in the local marketplace if the major competitors are foreign.

Given that you establish your business in a local marketplace it is likely that you will, on balance, get local support if you can offer an equivalent product or service.

3.2.2 Selling Price

The selling price not only impacts upon profitability but it also has an impact upon demand. Are

their exclusive high priced versions of the product? Are there low cost product clones? These matters need to be assessed as they will impact upon the risks of achieving predicted sales targets.

3.2.3 Subscriptions

Does the product lend itself to customers subscribing to it. If so it enables a more predictable level of demand.

3.2.4 Sales Volumes

Sales volumes will impact upon the likelihood of being out of stock if budgets do not afford you the option of buffer stock comfort.

3.3 Keywords in SEO Meta Tags

Search engine meta tags are:

- Meta Titles (the top title line in the google search result and the text at the top of your screen)
- Meta Description (the following few lines of text in a Google search result)
- Meta Keywords (the keywords that are presented for search engine crawler collection)

It is important to not overload a page with meta keywords and it is critical that the site content refers/uses the meta keywords on the site's pages. Balancing the focus on keywords in the Meta tag with page utilisation will ensure keyword relevance and this will significantly enhance keyword effectiveness. How many keywords should you specify? There is no answer to this question - many agree that 10 is too many and as you lower the number so you will find that more people will support the number as being ideal.

It is suggested that you research the keyword marketplace and find as many GEMS as you can. Then use these on your site without over using them. If you do this then you will be well positioned on this matter so that you are able to move on to other matters that need SEO (Search Engine Optimization) attention.

Where one suspects that many may have difficulty in spelling a keyword one should test it to assess the relevance of the word. If you add a misspelt keyword to your site then you will need to use it on the site. This may give a negative impression to browsers for remember that all too often the first impression gained is the last! A regularly used way is to acknowledge the matter as fol-

lows:

- Comment on the spelling, e.g. At times I have found the word “dogs” spelt as “dags”
- Add the acknowledgement, e.g. dags (sic)

What about Keyword Rich Domain Names? Consider a keyword rich domain name such as www.johannesburgplasticsurgeon.com The negatives relate to length and the positives relate to ease of remembering the name as it is keyword rich. Optimally I suggest that you try and find a balance.

3.4 Researching For Trends and Advice

When you first open your online store you need to generate traffic. To do this you need to establish your brand in a variety of locations. These locations will offer links to each other and they will, together, be the online network that supports your brand.

3.4.1 Owning the Local Market

In the local market being listed on the Webo Directory and Mobi Directory will enable you to be found in a targeted provincial community. Being listed on an Webo Mobi List allows you to be found by a defined focus group that has an interest in a niche or neighbourhood.

The brilliance of the Targeted Marketing opportunity that inclusion on a Mobi List offers is that it is designed for the mobile phone marketplace. Phones work on contact lists and being listed on a contact list of a relevant focus group is about as personal as a marketer can get.

3.4.2 Trend Spotting

When you go online and you research (Google) for answers to keywords and for long tail keyword phrases Google “Geo Locates” you and it offers results that are skewed to be relevant to your location. The first thing that most people will say, including me, is that if you search for a local cup cake baker the chances of getting local results that dominate the results is slim. This is because of the ongoing tug-o-war between SEO Professionals and the Search Engines.

This being said, one can take steps to Geo Locate yourself. This is important for the following reasons:

- You may wish to stress to Google that you have a preference for South African results and that you are a South African located in South Africa.
- Many trends emerge in foreign countries and you may wish to stress to Google that you have a preference for German results and that you are a German located in Germany.

Fortunately, you are able to advise Google on your needs. To do this you need to add a country code to your search query.

Google defines how you can do country coded search as follows:

- You must add the appropriate coded instruction to your search query.
- There are a few options which include:
 - Searching as if you are at a selected neighbourhood.
 - Add the following code to your search query
 - `gl=countryXX`
 - Replace the XX with the code that you will find at
 - <https://developers.google.com/adwords/api/docs/appendix/geotargeting?csw=1>
 - A recommended alternative option is to use the FireFox or Chrome plugin called "Google Global."
 - <https://www.redflymarketing.com/internet-marketing-tools/google-global/>
 - What does it do? It allows you to:
 - View paid and organic search results as they appear in different cities.
 - View paid and organic search results as they appear in different regions.
 - Open all results from countries, cities and regions in multiple tabs for easy comparison. Useful for digital marketing agencies of businesses with multiple websites in multiple locations.
 - View paid and organic search results from a specific IP address.
 - View paid and organic search results from any US ZIP code.
 - View paid and organic search results from different language results pages.
 - Save advanced custom searches for easy right-click access at any time.
 - Searching for results from pages on servers in specified countries.
 - Here you add the following code to your search query.
 - `cr=countryXX`
 - You swap the XX for the code found at:
 - <https://developers.google.com/adwords/api/docs/appendix/geotargeting?csw=1>
 - All the results will be for pages on servers hosted in the specified country.

3.4.3 Building A Network Platform for your Brand

Being found on an Web directory is a great first step. After that you need to use the tools that the Web Directory and site builder provide. You need to establish a working relationship between your core enablers.

The Directory Listing; keep it fresh and keep interesting. Offer flipbooks, Galleries, Polls, Testimonials and most importantly offer DEALS. It is the DEAL that is the “Call to Action” that will excite a click though to your store where the browser can browse products and become a customer.

- Youtube; You need to get active on YouTube to establish your brand.
- Pinterest; Pin interesting infographics and get some made that feature your business.
- TikTok; Really? It's just one more base that offers credible backlinks and it has a loyal following.
- Blog and share topics on Facebook, LinkedIn and on Twitter

3.4.4 SEO Blogs

Joining groups or following Blogs is a great way to tap into the online resources available to boost your understanding and wisdom on matters that are pertinent to making money online. In short, you need not “learn the hard way.”

There is a wealth of information available. The most successful strategy to adopt is to commit to learn and share. In your niche, research daily, learn something, share it on your blog and then promote it by tweeting, e-mailing somebody about it and sharing it on other social media sites like TikTok, Facebook, LinkedIn and Pinterest.

Useful links include:

- Search Engine land; www.searchengineland.com
- Distilled; www.distilled.com

3.4.5 SEO Audits

- You can establish the state of your SEO with many paid SEO Packages.
- Try SEO PowerSuite; www.seopowersuite.com There is a free version and it will give you a comprehensive insight to your SEO Health.
- Use it to:
 - Find your target keywords.
 - Check your website's ranking.
 - Detect on-site issues and fix them.
 - Optimize your landing pages.
 - Eliminate harmful links.
 - Find new backlink sources.
 - Build quality links
- The Package offers the following tools:

- A Rank Tracker: Automatic rank tracking & keyword research
- WebSite Auditor: Full website & content optimization.
- SEO SpyGlass: In-depth backlink research & anti-penalty link audit.
- LinkAssistant: Effective link outreach & link management.
- My advise is to not loose sight of the 80/20 rule.
- Chasing that last 20% of the recommended Google compliance requirements can drive an SME on a meagre budget and without dedicated SEO professionals nuts!
- Keep your sanity and attend to the first 80%.
- If you do the above you will be way ahead of local competitors and you will find yourself ranked way ahead of where you were.
- The extra exposure can be addressed far more easily (see above) with a relevant broad based presence on YouTube, Other Social Media Sites and by Blogging.

3.4.6 Marketing

Ok, you have your online store. Now what? The answer must include the requirement to start marketing. The following Blogs will offer invaluable advice in this respect:

- KissMetrics; <https://blog.kissmetrics.com/>
 - Blog post examples include:
 - The Simple A/B Test That Increased Our Product Adoption by 16.5% and Blog Conversion by 9.2%
 - The Advanced Guide to Startup PR
 - The Power of Persuasion: Utilizing Brain Science to Get Users to Act
 - 10 Ways to Improve Your Marketing by Tapping the Power of the Phone Call
 - 30 Must-Use Methods for Killing Shopping Cart Abandonment
 - Diagnosing Traffic Drops Using Google Analytics
 - Interactive Content Is Where the Action Is Now
 - And much more...
- Seth Godin's Blog; www.sethgodin.typepad.com
 - Subscribe and he will e-mail you updates.
- Hubspot Blog:
 - The categories marketing, Sales and Agency are rich in content and the blog is well worth the visit.
- Mixergy; www.mixergy.com/goto/welcome/
 - Learn from proven entrepreneurs - Over a thousand interviews
- Copy Blogger; www.copyblogger.com/blog/
 - Free e-Books on a variety of relevant topics.

- SparringMind; www.sparringmind.com
 - Essays on start-ups, creativity and on doing better work
- Quick Sprout; www.quicksprout.com/blog/
 - A marketing blog by Neil Patel who is mooted to be one of the most profitable bloggers in the world.

3.4.7 e-Commerce Stores

There are numerous Blogs about running an e-Commerce Store. I suggest that you try www.ecommercefuel.com which has a balance between "How To" tips and Success Stories.



HOME ZONE MARKET PLACES

PROBLEM



- DO YOU HAVE THE SKILLS FOR THIS MARKET NICHE?
- IS THERE A VISIBLE NEED & INTERNET SEARCH STATS?
- DO YOU HAVE A SOLUTION?

PROFIT



- RECURRING REVENUE POTENTIAL?
- MEASURABLE ROI?
- MARKET SIZE?
- CAN THEY AFFORD TO STAFF YOUR SOLUTION?

PRESENCE



- HOW COMPETITIVE IS THE MARKET PLACE?
- CAN YOU ESTABLISH MARKET LEADERSHIP?

CHANNEL



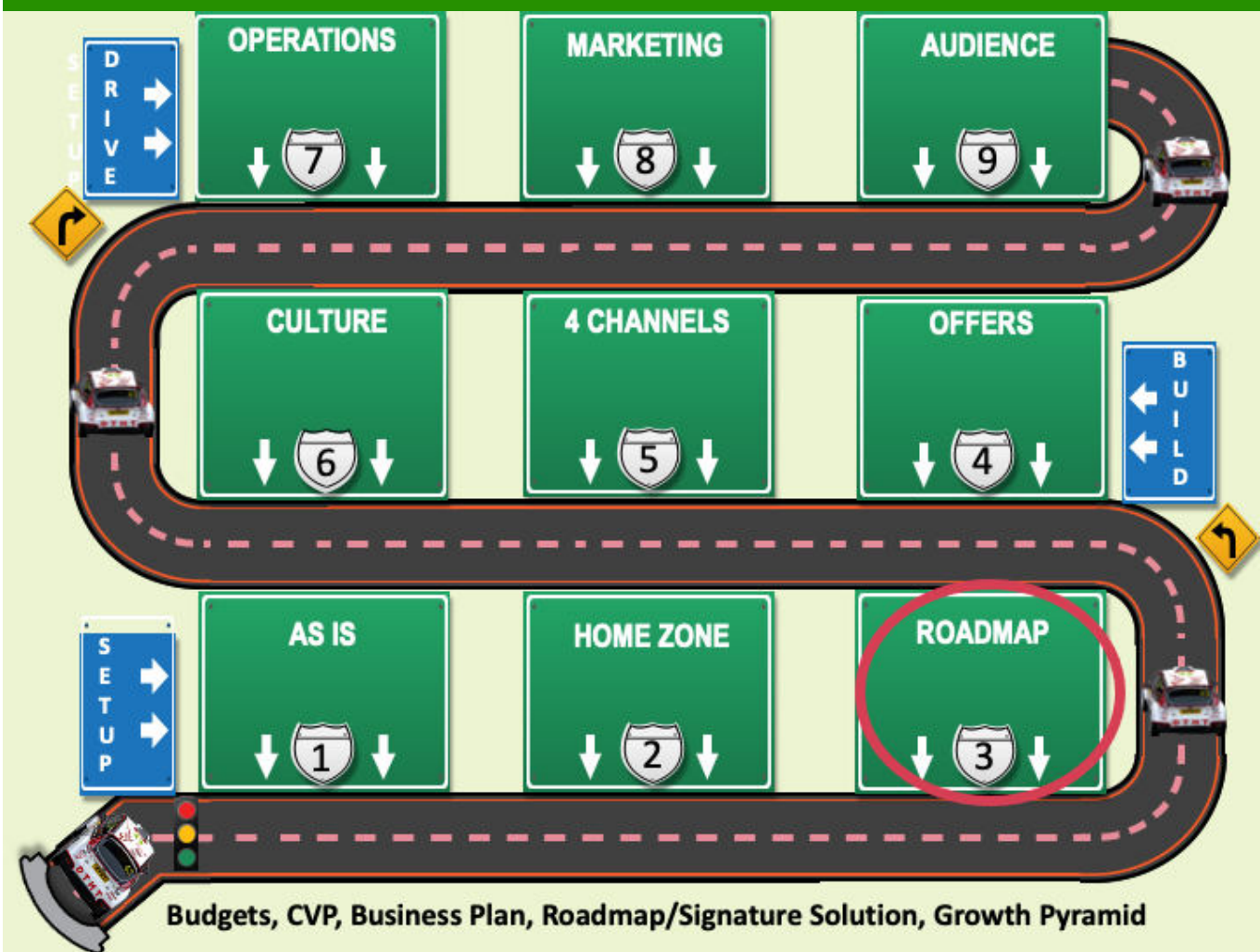
- CAN YOU TARGET THE MARKET ONLINE?
- LIST GROUP PSYCHOGRAPHICS;
 - INTERESTS
 - GROUPS
 - WHOM FOLLOWED ETC



NICHE EVALUATIONS AND THE IMPACT OF CVP & VALUE



CHAPTER 4: THE DTHT ROADMAP SETUP PHASE 1 STEP 3



There is a golden rule to building a ROADMAP; there is no one size fits all ROADMAP.

Your ROADMAP needs to be customised to suit your requirements.

The above three phased ROADMAP with nine stages is used the world over.

A TEMPLATE AND A FEW EXAMPLES OF CUSTOMISED ROAD MAPS FOLLOW:

Every service that you offer a client should have a roadmap / signature solution to explain the "FROM" and the "TO" that their journey with you will take. If you do this, with a timeline and cost probabilities, you will manage expectations and ensure desired outcome satisfaction.

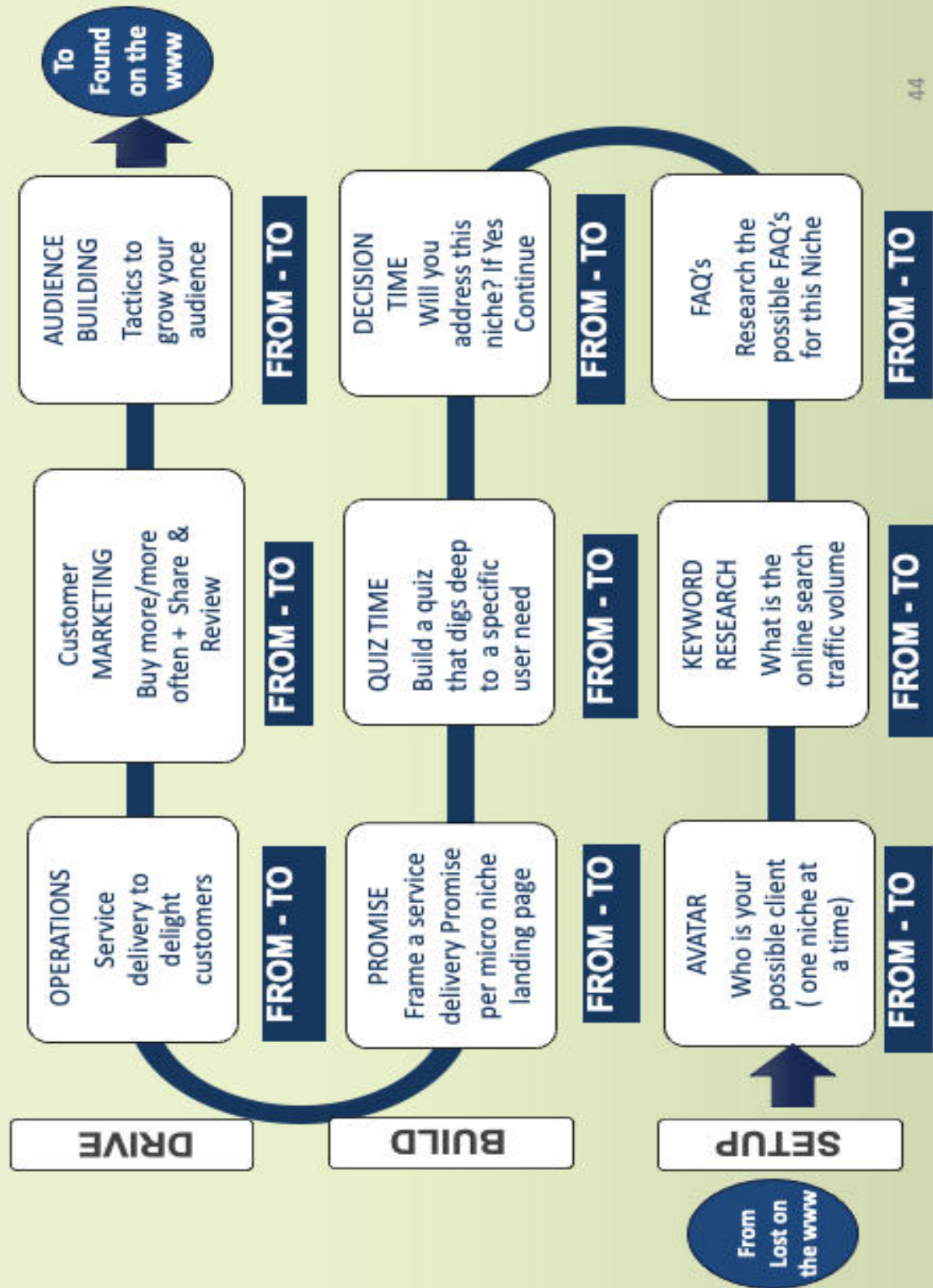
Satisfied clients will be prepared to pay more for expediency.

Satisfied clients will share comments and they will offer Referrals

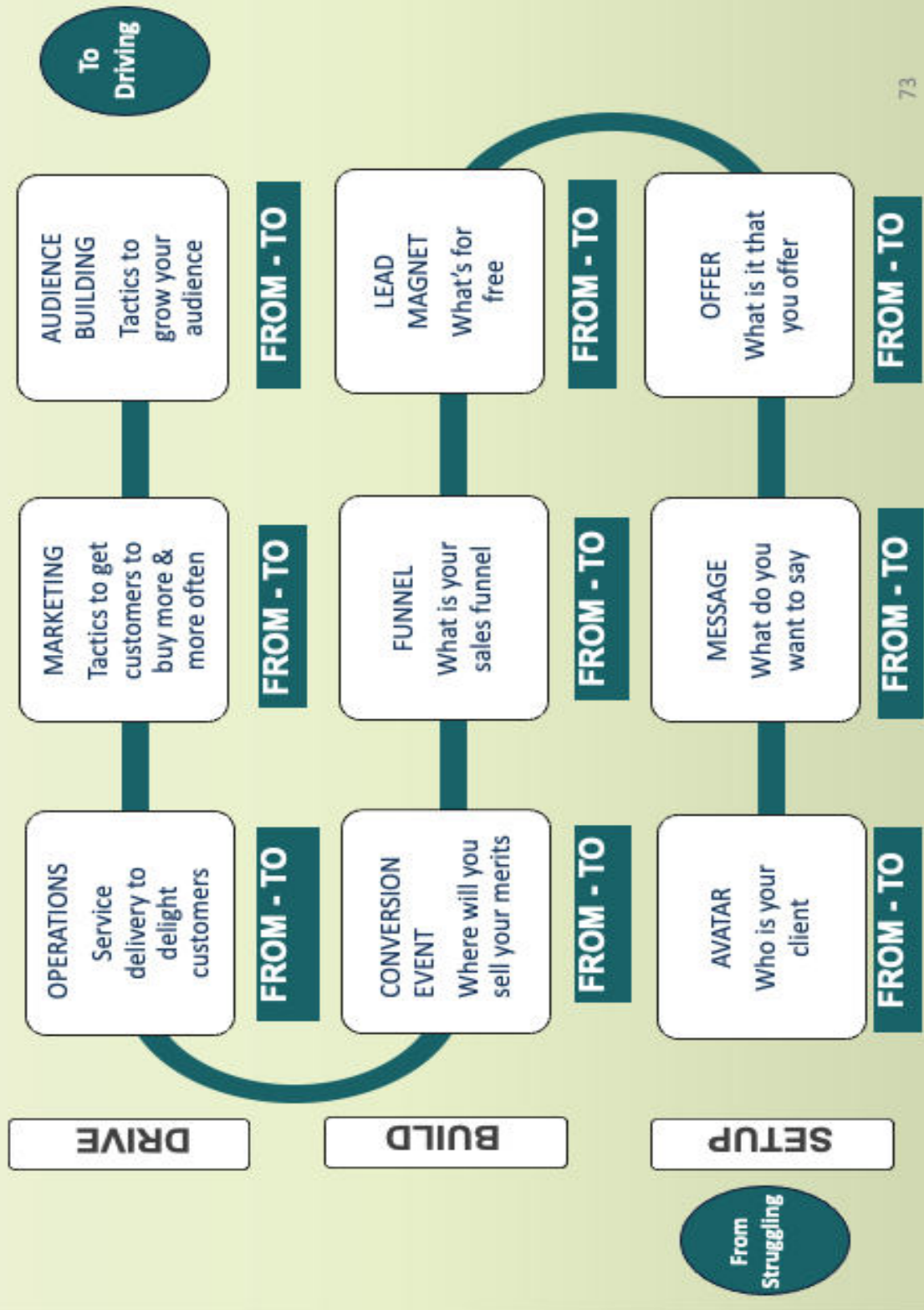
leading to increased profits & peace of mind if they are satisfied & if it is one click easy to do.



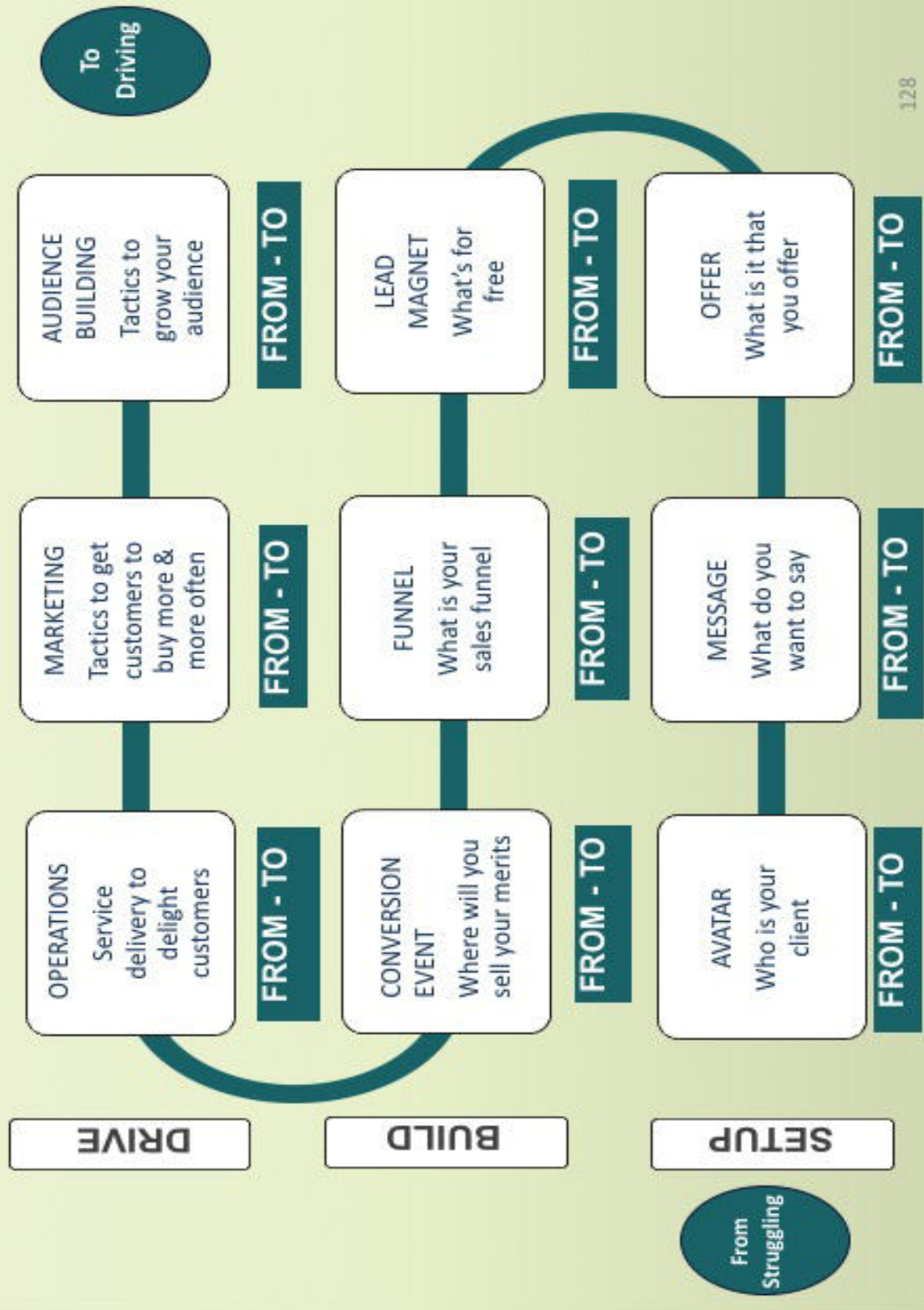
My Website Micro Niche Landing Page Transformation Roadmap



My Webinar Transformation Roadmap



My Webinar Transformation Roadmap





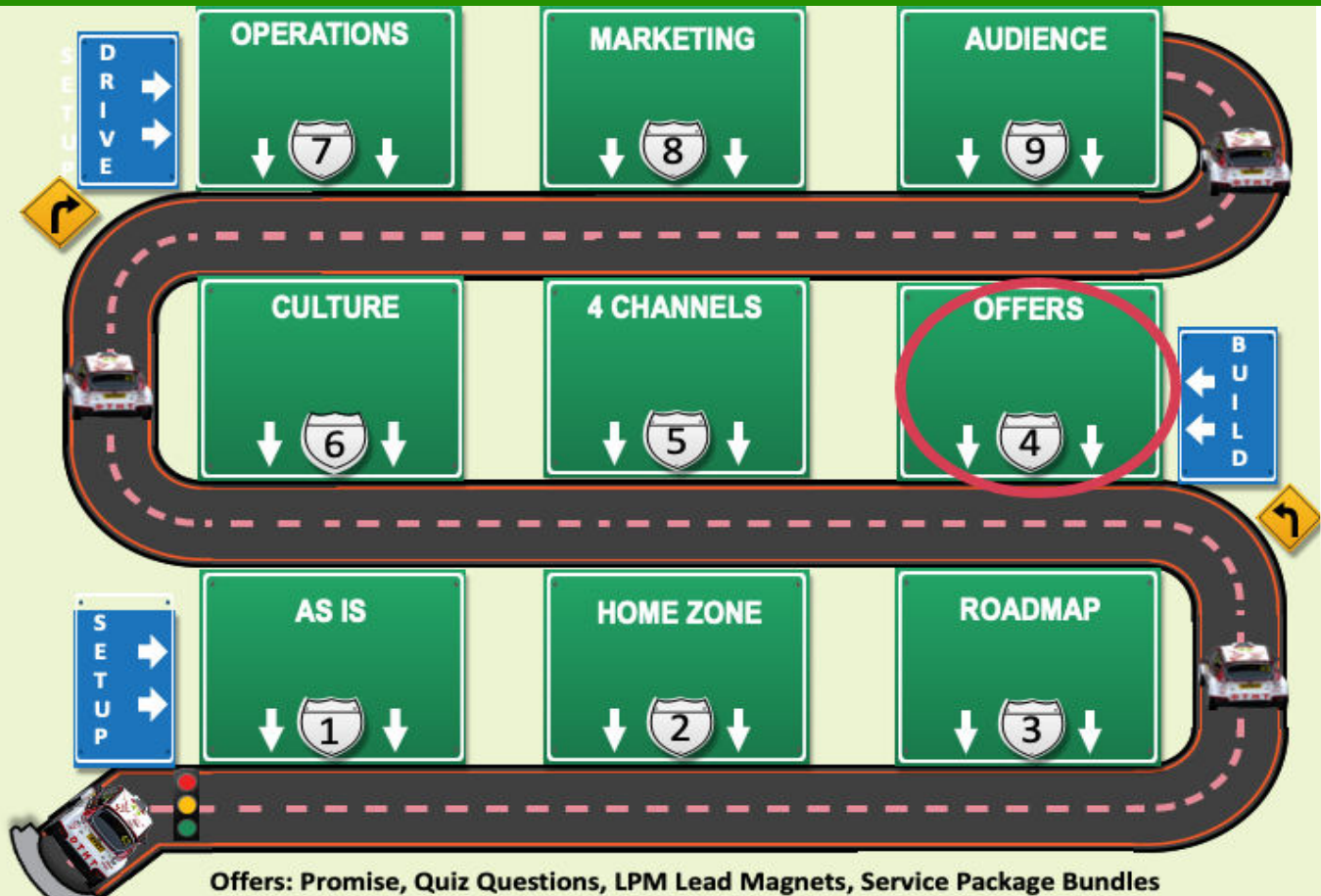
**LOYALTY & REFERRAL MARKETING
IS ANOTHER WAY OF BEING FOUND
ON THE INTERNET**



*DO YOUR CUSTOMERS
INTRODUCE THEIR FRIENDS ?*



Chapter 5: DTHT ROADMAP | Offers | Build Phase 2 - Step 4



The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.

Peter Drucker

PLEASE BEGIN THIS STAGE WITH PROFILING AN IDEAL CLIENT FOR EACH SEGMENT IN YOUR HOME ZONE AND DETERMINE THEIR LIKELY BUY TRIGGERS

CHAPTER 5: OFFERS - PRODUCT EVALUATION AND SOURCING

5.1 WHO IS YOUR CLIENT?

(One More Time) Profiling your client enables accurate Push Marketing

DEMOGRAPHICS

- Name?
- Gender?
- Age?
- Marital Status?
- Location?
- Citizenship e.g., British?
- Net Income & Worth? Assets? Turnover?
- Languages e.g., English and German?
- Education e.g., Masters Degree?
- Generation e.g., Millennial?
- Home ownership & Type e.g., Farm?
- Income Earners e.g., Working Spouse?
- Life Events e.g., New Job?
- Religion?
- Race?
- Sexual Orientation?
- Health?
- Age of Children?
- Family Size?

Demographic data is used by businesses to relevantly market to consumers and plan strategically for future trends in consumer demand, e.g., age or generation data such as baby boomers (born 1946-1964) or millennials (born 1981-1996) are likely to have predictable buying patterns.

Segmenting a customer list enables companies to better predict the size of the potential market that they can reach for defined goods and services offered by them.

PSYCHOGRAPHICS

- Social Media Group Memberships?
- Publications Subscribed To / Read?
- Association Memberships?
- Club Memberships?
- Brand Preferences?
- Experts Followed?
- Tools Used e.g., Apps / Software?
- Activities e.g., Cycling?
- Opinions and Causes Supported?
- Behaviours?
- Events?
- Hobbies & Interests?
- Entertainment e.g., Strategy Games?
- Sports & Outdoors e.g., Golf?
- Fitness & Wellness e.g., Running?
- Reading e.g., A Magazine, Newspaper?
- Music Preference?
- TV Preference e.g., Talk Shows?
- Movies e.g., Documentaries?
- Business & Industry Focus e.g., Retail?
- Technology e.g., GPS Devices?
- Auto e.g., Vehicle Cost?
- Company Size e.g., 5,000+ Employees?
- Spending Methods e.g., Debit / Credit Card? Premium Credit Card?
- Cosmetics e.g., Perfume Type?
- Lifestyle Indicators?

Facebook offers hundreds of criteria.

KNOW YOUR CLIENT AND THEIR NEEDS

5.2 CLIENT TRIGGERS

Ask the right Questions and Listen!

PAINS & FRUSTRATIONS

- No time to deal with marketing?
- Figuring out what niche markets to target?
Deciding on intangible service suppliers
- Contract Law: Upsell and Cross Sell?
- Labour Law: Upsell & Cross Sell?
- Not being up to date on trends?

FEARS & IMPLICATIONS

- Dealing with complaints?
- Admin and time management?
- Cold calling?
- Profitability / no time or money?
- Finding skilled staff?
- Finding support services?
- Trying to be an expert at everything?
- Watertight / bad deals?
- Legal & legislative/regulatory compliance?
- Selecting the best options?
- Hidden decision implications?
- Running out of time?

GOALS & DESIRES

- Grow customer list in core competencies?
- Brand Recognition?
- Staff needs fulfilled?
- Team drive & appetite to grow?
- Family time?
- Automated marketing?

DREAMS & ASPIRATIONS

- An established brand?
- The "Go To" firm for.....?
- People Centric Culture?
- Community standing?
- Opening new branch offices?
- Financial security?
- Constant referrals & testimonials?
- Reliable knowledge management?
- Awesome affiliates?
- A 40 hour week?
- Health, fitness & time to enjoy it?
- No crises, fires & pressing problems?

Relevant Offer Creation

Segmenting customer lists based on attitudes, values, desires, goals, interests, activities/lifestyles and opinions will allow you to predict the emotional triggers that drive an impulse to buy.

It is about getting to understand how customers choose and compare offers by way of customer interviews and surveys.

eg Other than sleep and work how do you spend your spare time? This will give you an idea of favoured activities/hobbies which will enable you to predict interest in certain product ranges.

5.3 AGILE QUIZZES

You researched Niches in the Marketplace and you narrowed these down to find those that are profitable. These are also referred to as the marketplace categories and sub-categories. Next, you researched the demand by researching search terms and search phrases known as keywords and long tailed keywords that potential buyers use in trying to find goods and services that they require. This means that we have a good idea of what is profitable in the marketplace and we know what there is demand for. We have or will establish a list of customers and we must now explore specifically what our potential customers want. To assist in assessing their requirements we can utilise our customer demographic, psychographic and emotive triggers to draft Agile Quizzes to determine what our customers want. Once determined we source and supply these products and services. Whereas a standard survey asks a variety of questions an Agile Quiz is intelligent in that the next question asked is dependent upon the answer to the last question.

5.3.1 Quiz Formulation

Consider the following when designing your Agile Quiz. Done right the quiz will ensure that every question is relevant and that most of your quiz questions will not be presented for consideration.

- Give clients options that you think they want & discover their true desires
- Give clients (when) and (how) options and discover their preferences
- Establish your client's pains, frustrations, goals and desires by testing options
- Use rhetorical questions to establish yourself as a credible authority
- Use quizzes to build your list by customers sharing the quiz (ignite curiosity)
- Establishing needs before a sales pitch establishes credibility. Explore possibility
- Do you know what our core competencies are?
- What do you do and think about..... & offer alternatives
- Connect one quiz to another that digs deeper than the general question
- Quizzes address Search Keyword Demand without giving away answers
- Quizzes are difficult to copy so they give you the edge and a USP
- Build lead questions that follow with technical questions to discover needs
- Establish what upsell and cross sell opportunities exist
- Explore their curiosities and desires
- Tell them what results they are going to get or link to appointment options
- Problem: If you have no customer list would you partner with someone who has a list?
- Introduce Service Options | Would you like to attend a webinar on.....
- Establish credibility & authority | Did you know the following about us.....

- It won't work for me | Did you know that Is succeeding with.....
- Did you know that the following variations offer price flexibility?
- will take a lot of work. Did you know that Makes it easy and faster?
- Do you know that "Tech / Legal Matter" is easily understood if you consider.....
- It is pricey but do you know what the meaning of success is?
- Did you know that most fail because of.....
- In relation toThe devil is in the detail. Did you know
- Do you know that(this approach)..... does not work?
- Do you know that(this approach)..... does work?
- Do you understand why will continue to work?
- Do you know why you should do it? Offer a "Freedom / More Time" related reason.
- Do you know why you should do it? Offer an "Impact" related reason.
- Do you know why you should do it? Offer a "You will leave this legacy" related reason.
- Did you know that if you do this.....You will have the confidence to (desires).
- What do you do and think about..... & offer alternatives.
- Explore their possible / potential / expected curiosities and desires.

5.3.2 Structuring a Quiz

Consider starting with establishing the customers Demographic profile eg. Establish in

Q 1 - Gender

Q 1.2 - Age

Q 1.3 - Lifestyle

Q 1.4 - Select from a list of lifestyle products those that are used by you

Q 1.5 - Request detail on a friend that also uses the products selected

You could explore a popular Psychographic say, hobbies and quiz a list of hobbies that may indicate a specific need.

Alternatively, start with the most popular keywords and if the customer is looking for this item drill down to define their exact need.

5.3.3 Next Step.

Armed with the exact need you can, with confidence, proceed with sourcing products to sell online.

5.4 Product Sourcing

At this stage, you will have researched and found a keyword rich niche with an acceptable balance between demand and competition for that demand. Your site will need to be optimised for these keywords, but for now, let us accept that there are a number of products within this niche.

Even with planning and research the final outcomes that were predicted may not materialise. There can be no guarantees. However, product selection using the guidelines below are likely to have a solid chance of success. The best product evaluation process is to start small and to take a keen interest in trading results. There are many ways to limit the size of the investment and this is advised until the venture gains initial traction. As soon as profitability can be predicted, within a variety of business process models, the decision on the most appropriate profit optimization process should be taken.

During your assessment of client triggers for each of your client Avatars you will find that an agile survey of your general client lists will enable you to accurately profile your clients and drill down to define their exact needs and desires.

As they say; *"When you know what they want, all you need do is give it to them."*

Thus, the next step relates to the supply chain. There are options that will be decided by sales volumes, sales consistency and the budget available. Meagre budgets will favour options that otherwise might not maximize profitability. Risk too plays a part and one's appetite for it will impact the final decisions. At the core, the supply chain must ensure that the product or service moves from the source of supply to the customer. Typically a supply chain will involve manufacturers, distributors, wholesalers and retailers.

The following matters should be taken into consideration:

5.4.1 Manufacturing

- Ease of manufacture; setup costs, breakeven volumes, working capital and more.
- Packaging and labelling; availability and design criteria may dictate costs ranging from more than the cost of the product to being only a fraction of the production cost.
- Cost of manufacture; relative mark-up margins and the risk of obtaining the market share predicted in the business plans.
- Mark-up margins will vary widely depending upon the margins and location of manufacture.
- Will you be one of a few suppliers and will you be able to influence pricing?

- The location of manufacture will impact distribution, labour and overheads.
- Legality of manufacture; patents, controlled substances and other considerations.

5.4.2 Wholesaling

- Alternative wholesale sources of supply.
- Trying to lead with a low cost business plan against established vendors needs careful consideration.
- Typically mark-ups will be about 50% in many sectors of the market.
- Light vs Bulk buy requirements; minimum order requirements.
- Annual volume commitments and scaled volume based pricing.
- Liquidation wholesaling
- Location; domestic vs foreign
- Touring factory shops and local industrial zones is a great place to start hands on research on opportunities that most likely are not on the internet.
- International wholesalers;
 - www.alibaba.com - showcases Asian manufacturers and hundreds of thousands of products.
 - www.made-in-china.com - similar to Alibaba
 - www.globalsources.com - you can source by country including African countries.
 - www.tradekey.com Trade with wholesalers from around the world.
 - The eAfrica Boot Camp offers the use of a dynamic database of hundreds of South African wholesalers.

5.4.3 Dropshipping - Great for meagre budgets.

- Dropshipping is an approach to wholesale supply whereby the seller orders from the dropshipper for delivery to the seller's client. The seller never stocks nor sees the product. The seller's client is not aware of the dropshipper who remains hidden to the customer. Where supply issues arise the seller will be at a disadvantage as they have not managed the supply chain.
- Given that the system requires no stocking nor warehousing of a very large range of merchandise it offers a low working capital alternative albeit at a lower margin.
- Getting started is easy and it enables many businesses to be run from home or on the move which saves on office rentals, etc., and it allows for the business to be scaled in terms of ad hoc spikes, seasonal spikes, etc., in business demand.
- The above ease of use and flexibility comes at a cost in terms of a lower margin and a possible further margin reducing factor relates to multiple dropshippers supplying different products with the result that freight forwarding costs are high due to product shipments not being consolidated.

- Dropshippers too can experience sudden and unexpected demand peaks and they could be out of stock.
- Dropshipping is a freight forwarding service on the front end of a traditional supply chain business and it could be a business that is a manufacturer, wholesaler or retailer and thus you need to research the pricing to see where they are positioned in the supply chain and how much margin is available to you before selling prices reach customer expectations.
- Dropshippers need to have advanced systems and first impressions gained from websites will be important as will the ability of staff or account managers to answer industry specific questions.
- Be sure to be clear on the notice period for price changes and on the payment terms and methods available.
- One will generally expect to achieve a mark up of about 20% to 30% on drop shipping sales. The drop shipping market place can also be engineered by arranging with a freight or courier service to collect returns and deliver. In South Africa the marketplace for branded and unbranded corporate and sporting clothing and gifts is large and very active.
- International Dropshippers:
- www.worldwidebrands.com Thinking of living anywhere and whilst opening an online business in the USA or elsewhere? This is your answer to becoming a global trader.
- www.salehoo.com They only have 5 SA wholesalers but for foreign supply and import they may be what you need.



5.4.4 Visit Trade Shows To Find Products

- Typically trade shows are strictly controlled to ensure that the public do not have access to the show.
- Proof of VAT or Company Registration may be required.
- Examples of Toy Trade Shows that I have attended include the SA SARCA Retail Gift, Toy, Decor and Design Trade Exhibition /450+ exhibitors, The Chicago Toy Fair /600+ Exhibitors, the Birmingham Toy Show /500+ Exhibitors. The mind boggles at the size of the Nuremburg Toy Show with 3,000+ exhibitors. I have also attended international Hospitality Trade Shows in France and other countries. At one minute per stand that's nearly an 8 hour walk with no break to walk past 480 stands!
- The advantages of attending include the availability of many wholesalers in one location - Just keep walking & find the surprises and chat to those you know after the show.
- The disadvantages include the limited duration of the trade shows.

- Online research will uncover a huge range of trade and other shows where suppliers with a given focus may be contacted.
- Depending upon size, weight and customs duty category the major trade fairs in the far east and in the USA are recommended.

5.4.5 Product Checklist / Sourcing Products for Rewards

Products Selected should Showcase the Value that your Customers Seek. Eg:

- Coupons: Free Promotional Coupons issued as: - Rewards
- Promotional Incentives
- Subscriber Gifts
- Benefits: Use of Asset Vouchers
- Knowledge: Expert advice
- Exclusivity: Access to scarce resources
- Partnerships: Buddy benefits
- Recognition: Awards for advocacy or reviews.
- Inclusion: Participation in events
- Volume Pricing: BOGOF (Buy One Get One Free) deals etc.
- Discounted Deals: % Off Deals

What's the most compelling incentive you can offer? There are a wide variety of possibilities including:

- Information: Offer knowledge to someone that needs it is, I believe the most valued.
- Fun and entertainment: Quizzes, Competitions, Lucky Draws, Giveaways, Free Gifts Information: How to Guidelines, Newsletters, Books, Articles, Brochures, White Papers, Trends: Top 10 lists, What's Good Apps, Surveys and the results thereof
- Simplify: Articles that summarize or which include Infographics or Graphs, Checklists, etc. Events: Social events, Workshops, Guest Speaker Presentations
- Reviews: Video feedback, Written Opinions, Audio Podcasts
- News: Topical Press Releases
- Reality: Case Studies, Success Stories
- Discounting: Buy More (2 for 1) Coupons, Discount (50% off) Coupons, Cash Backs, Free/ Expedited Shipping Referrals: Comments, Reviews, Free Consultations
- Memberships: Exclusive VIP Access, VIP Memberships, Secret Menus, Free Trial Memberships Educate: Workshops, Webinars, Mini-Courses, Video & Audio Presentations
- Other: Loyalty & Referral Programmes, Gift Cards, Parking, Personal Shopping Assistants, Gift Cards

5.4.6 Trend Watching Social Media, Stores, Mags and Blogs

- Springwise; www.springwise.com They offer a free subscription to their publication that covers what's trending across the world e.g., temporary tattoos that last for two weeks and misty shower heads that save 70% of the normal water used.
- Trendhunter; www.trendhunter.com Is a trend publication with an international focus egs include wooden baths, wireless charging pads, GPS trackable wallets and luggage locators.
- Outblush; www.outblush.com Outblush is a blog for girls who love to shop. Their staff dig up the best clothes, home stuff, beauty items and more. New items are posted daily.
- Wanelo; www.wanelo.com It's all about amazing products(Want/Need/Love) including ladies fashion, accessories, shoes etc
- Polyvore; www.polyvore.com It's an online shop with a focus on what's trending in the ladies style community.
- Etsy; www.etsy.com/ca/trending Etsy explores shoppers top finds from around the marketplace. Clothing & accessories, Jewellery, Craft Supplies & Tools, Weddings, Entertainment, Home & Living, Kids & Baby and Vintage.za
- Uncrate; www.uncrate.com Gear, Style, Cars, Tech, Architecture, Vices (coffee, beer, tech gadgets etc), Body & Skin plus more all for him.
- Little Bird; www.getlittlebird.com Finds and tracks influencers who are relevant thought leaders.
- Firebox; www.firebox.com Deals and ideas to let you shop for the unusual. They offer a top 50, a gift finder and a browse gallery
- Fancy; www.fancy.com It's an online shop that has a focus on amazing stuff.
- Buy It For Life; www.reddit.com/r/buyitforlife It's devoted to listing practical, durable and quality made products that are made to last.
- Cool Material; www.coolmaterial.com Shop Men's Gifts, Steals, Features, Gear, Tech, Style, Rides, Beer, House and Videos. Steals: We sift through the crap and find seriously good deals. Real ones. Get on the list and never miss a steal.
- Werd; www.werd.com Gift ideas for men, Tech, Gear, Wear, Host, Media, Rides, Space, Groom, Sport, Escape.
- Bless This Stuff; www.blessthisstuff.com Categories: Vehicles, Motor Bikes, Wear, Accessories, Technology, Apps, Living, Bed & Bath, Culture, Food - Recent Stuff - Random Stuff - Most favorited.
- Gearmoose; www.gearmoose.com Style, Tech, Gear, rides, Home, Media, Drink and Videos.
- Hi Consumption; Gear, Tech, Rides, Style, Living and Buyer's Guides.
- Pinterest Popular: www.pinterest.com/categories/popular/
- Third Party Products
- Sell products created by others as an affiliate marketer for a commission.

5.4.7 Affiliate Marketing

5.4.7.1 What is Affiliate Marketing ?

Affiliate appointments take the form of a variety of arrangements. They may be:

- Formal partnership agreements.
- Agency agreements.
- Loosely structured success fee arrangements.
- Formal or informal referral arrangements.
- Cross-selling arrangements and other similar arrangements by which there is a sharing of the profitability generated from a sale that is the result of a referral by an affiliate to a vendor/merchant.

The vendor/merchant does the selling and the affiliate markets or promotes the vendor/merchant's business and products.

5.4.7.2 What are the charges, how does it work and who does it suit?

Affiliate commissions range in extent but average at about 50% of the selling price. The affiliate network administration fee averages about 8%.

The affiliate marketer captures a coded link to the vendor's site that tracks the source of the referral. The exact source may be:

- Text in a story.
- A banner advert on the affiliate's website.
- A link from a marketed electronic document, etc. that results in a commission based on a fixed or variable "pay per click" fee or percentage.

Commissions are based on actual paid for sales. However, some affiliate management organizations will link an affiliate's revenue to referrals. Some affiliate programs are multi-level programs with sub-affiliates being appointed in a hierarchical structure. Vendors set up a sales/pytch (sic) web page per product that directs the buyer to a payment page and then back to a thank you page that offers electronic product downloads and more. There are many affiliate organisations. Popular affiliate networks include www.clickbank.com and www.jvzoo.com.

Digital information products such as e-Books that you download from the internet is perfectly suited to affiliate marketing. The marginal cost of e-Books is negligible and thus relatively high affiliate marketing percentages are affordable. The user purchase process will be professionally managed, and the e-tailer will not have to pay fixed monthly fees for online credit card facilities.

5.4.7.3 Why start an affiliate business?

Once you have acquired Internet marketing skills, perhaps by way of joining a network marketing team, an affiliate business may be a great way for you to test your new found skills. In this way, you can test the market for successful product lines without having to focus on admin, stock holding cash flow dynamics, warehousing and distribution, delivery and payment terms and conditions, etc. Often having some house lines and augmenting them with noncompetitive affiliate lines will be a way of growing a new Internet-based e-commerce store.

5.4.7.4 General matters

Investigate the nature of selling aids that are available. Does the merchant offer e-Book support or bonus buys? Is there a marketing pack with advertorials, logos, adverts and online chat or other support? Having affiliate product lines that logically fit into your product range is recommended. Maintaining a theme for the website operated by the affiliate will help to ensure that the clients that the affiliate attracts are a good fit to the products on the website. When shopping for products, ensure that you test the user experience and the testimonials offered by their customers.

At the core is the commission. Will it be a once off commission or will it be for a defined period on repeat or new sales? Who "owns" the customer? Will you make a referral and after that the customer belongs to the affiliate network? In other words is the customer to remain that of the affiliate or do they become customers of the merchant? Reputable affiliate networks track and keep statistics on referrals. You need access to this data to ensure that your revenue stream is well managed and is reliable. Where up-front joining fees or other payments are required the chances all too often are that the merchant is a scam. Alternatives exist and taking a chance is not necessary. Ensure that you protect the intellectual property of your site by formalising affiliate agreements and ensure that you own your identity and website URL.

In the end, there are those that establish successful businesses as an affiliate marketer, selling products on behalf of others, and many make a sustainable income doing so. However, this said it is not a universal truth. Affiliate marketing may add a revenue stream to a new business, but you need to decide if it is the main or an ancillary product. When you have your products you can turbo your reach into new markets by appointing affiliates to sell for you. You could set up a network of distributors, dealers and agents. The trick will be to ensure that your product can feed the income expectations of each level in the network. Network marketing in this way can expand your market reach like few other systems can. I recommend that you explore this opportunity if you can provide value and margin to each layer in the network. To better understand how to set up a network marketing distribution network search for ["Eric Worre GoPro" on YouTube.](#)

[The Rich Dad Poor Dad book by Robert Kiyosaki that was published in 2000 has now sold some 26 million copies and it promotes self employment in a network marketing team. Certainly network marketing is a distribution model that is gaining rapid popularity.](#)

There is a risk associated with employing affiliate marketers, and it relates to the fact that affiliate commissions are high. Network marketing too has risks but these are more related to people not understanding the concept of Multi-Level-Marketing (M-L-M) or network marketing. The extent of the problem will depend upon the product that is marketed. The more tangible the product is the less will be the problem. Selling resale rights to digital products is often misunderstood and providing adequate evidence of client satisfaction by way of testimonials will be required to counter this risk. Big businesses set up multi-level distribution supply chains and doing so is normal. My suggested approach of setting up a multi-level affiliate-network enables small business to level the supply chain playing field with that of big business by them setting up an identical supply chain with the difference being that they do not own each level in the network. The problems with affiliate marketing are different. If your customers get to know that an affiliate is earning a 75% commission will this have an effect on customer loyalty and their perception of product value? Will your customers link to an alternative option or will they for example seek and link via an AdSense advert to another merchant's website. The trick will be to place your website within a busy flow of relevant traffic that ensures a balanced revenue for all. Once your site loses balance, your affiliates will dry up and so will your sales.

5.5 Other Matters That May Influence Your Decisions

Having worked through the product sourcing ideas set out above you are likely to agree that the plan is not complex; buy wholesale and sell retail..

- You can trade in a network marketing venture or an affiliate marketing venture.
- You could bulk up and open an online store that offers many affiliate products in a given category.
- You can open an online shop and sell physical or digital products.

Once you have the keywords that you feel are relevant and which are popular then add them to the Search Engine Description page on your website and blog and consider social media marketing, Blog marketing, PPC advertising , e-mail marketing directory listings, e-Commerce store tasters.

The first steps in the evaluation relate to practical matters such as:

- What are the distribution or delivery costs and options?
 - Is it breakable, fragile, sturdy, flexible?
 - If fragile it will impact upon packaging costs, insurance and returns.

- Does it have a limited shelf life?
- If it does delivery may need to be expedited at higher costs.
- What does it weigh and what are the cubic dimensions (volume)?
- Weight and size have an impact upon the nature and cost of delivery.
- Is it durable or perishable?
- Perishable goods such as roses and foodstuffs may need temperature controlled transportation.
- Delivery is a cost driver and needs to be fully researched and understood.
- Understanding the impact of delivery starts with a ratio of delivery cost to product cost and local availability. As the ratio rises local supply becomes increasingly more significant.
- Is it a seasonal product or a fad that may run the risk of storage costs?
 - If seasonal and the season is near to closing or if it is early there are storage implications.
 - Obsolescence needs to be assessed.
- Value
 - Hazardous materials, theft and high value items cost more to insure.
- Does it service a passion?
 - If you created a "Game of Thrones" or an "Off road dirt bike" product there would be markets with an appetite for it.
 - Research ideas for less popular sports or hobbies.
- Does it treat aches and pains?
 - Start with the ache or pain and then find or engineer a solution.
 - Is there a cure in another part of the world that is not generally supplied in your market?
- Does it have a favourable balance between supply and demand that is not generally serviced?
 - Products in high demand are likely to be supplied by national chain stores.
 - An opportunity may exist for a "Wally" that is on the fringes that national chain stores do not supply.
 - Consider "Big and Tall" or "Small and Short." These are the ranges that could be added to both ends of departmental store offerings.
- Repeat Buyers
 - If the product or service has a low sales volume expectation but is a consumable or a non-durable product it is likely to offer the opportunity for repeat sales. This means that you will not have to work, on average, as hard at sales because a percentage of your customer base will be walk in traffic. Do a good job and they will become loyal to you.

5.6 Offers Finalisation Considerations

The products and services that you offer must be marketed. I cover Marketing in Stage 8 but the basic marketing principles and tactics to be deployed should be taken into account when you source products to sell. In addition, the products selected must be marketable and it is fitting that before you make your final product selection that you take a marketing test to ensure that you select the most marketable products.

Marketing Principles & Tactics:

- Why Market?
 - Awareness, traffic, education, expectation management, promotion, calls to action, sell or presell, creating needs, creating market driven audiences, and more
- Products and Services: Every product begs a service and visa versa.
 - Services can often be packaged and uniquely positioned on the basis of delivery time; business will pay more for satisfaction based on swift service delivery
 - Products can be packaged as services on the basis of promoting after sales service
- Consider the impact of:
 - Place & Delivery Locations: Offices, courts etc.
 - Positioning: Image in the community, leadership position & "Go To" status for niche services
 - Relationships: Perceived trust and credibility
 - Pricing: Status, experience, competition, supply & demand
 - Customer satisfaction: Promoting USP's e.g., 1. Service delivery time: business in a box in one hour and e.g., 2. Immigration formalities submitted in one day, etc.
 - The 5 P's of Marketing: Product (& services), Price, Promotion (marketing channels), Place (location of services) & People (your team)

Checklist

Ask yourself if each of the criteria listed below are met, e.g. Criteria 1: Is there sufficient demand?

Do the products to be recommended meet the following checklist of marketing criteria?

1. Marketing works when you market to demand. How big is the demand? Researching and positioning yourself to service niche markets that are in demand is critically important.
2. Promise a desired benefit; one that is competitive and unique.
3. Promote a brand that represents a consistent message, mantra and personality.
4. Offer a big and simple idea. Remember that problems, once solved, are simple!
5. Project quality and offer a Call to Action (CTA) that is not boring i.e. excite action
6. Innovate but do not fake it
7. Only quote well known accolades/awards that make the product or service the hero
8. Segment by addressing demographics and psychographics

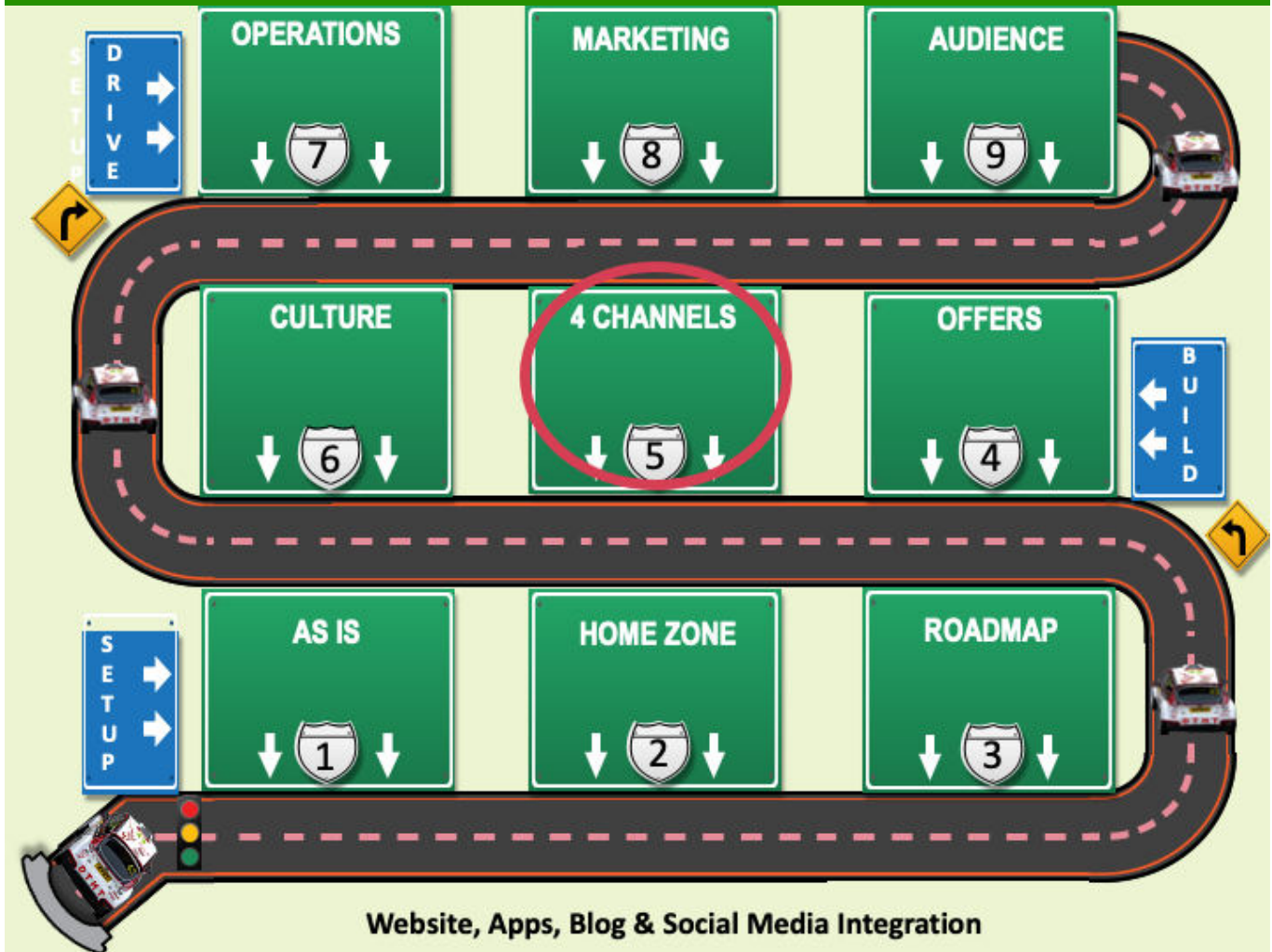
9. Address news and do not try to bury it – if it is there, respond to the good and the bad
10. Address the product or solution to one client. Narrow your focus to someone specific
11. Testimonials and demonstrated solutions are good but let pictures tell the stories
12. Factual is better than emotional but the headline grabs attention when selling a benefit
Offer news in a headline, if it is news and keep your headline simple
13. Headlines that run to six to twelve words are best
14. Readership falls to fifty words but is constant, if relevant, from 50 to 500 words
15. Suggest stories with pictures; what is the story behind this picture? Read on for
16. Flag (highlight) targeted prospects in headlines
17. Before and after ads work and if an ad works consider repeating it up to 5 times
18. Photos work better than artwork and animations
19. People read photo captions

Platform Growth Considerations

- Not only must you define what you will sell, to whom but you must also define the market-places that you plan to target.
- Your appetite for market reach and your capacity to engage and dominate will require a rethink on skills, funding requirements, supply chains, as well as your organisations process and systems flows and management.
- Skills and Revenue Growth: To double turnover you may need to grow a number of enablers such as you may need to acquire expertise in new areas to understand your clients, needs, and frustrations so as to be able to sell more services and more often.
- Platform Growth: Perhaps you may need to open a new office or enter into a joint venture with another firm locally or internationally.
- Marketing growth: Consider duplicating marketing or using marketing in new channels that enables growth from low cost (reused) marketing material.
- Engagement Growth: Increase your opportunities to grow relationships

The winners are normally products that have a sustainable demand from an established niche marketplace. Each case, on a one by one basis, needs to be individually assessed using the guidelines outlined in this e-book. There can be no guarantees however a dynamic strategy built on the principles of trial and error is unlikely to fail. The biggest cause of failure is inaction.

Chapter 6: DTHT ROADMAP | Channels | Build Phase 1 - Step 5



Multichannel selling refers to selling through multiple sales channels such as physical retail stores in various malls, farmers markets, street fairs, eCommerce Online Stores on your website, stores on online marketplaces such as Amazon or the Webbo Directory, social media marketplaces, blogs, Apps, and more.

The best channels for your business will depend on where your customers are likely to be found. Are they likely to be on a phone, on a PC or physically in a Mall. Customers will buy more on platforms where they are the most comfortable.

Webo offers two platforms one for PCs and another for Mobile Phones

The Webo SaaS deploys a 4 Channel Marketing Strategy that integrates PUSH & PULL customer engagement on **Websites, Apps, Blogs** with **Social Media Integration**.

The Webo Loyalty & Referral Communicator App manages an integrated marketing programme that includes:

- Coupon Marketing,
- Loyalty Marketing and
- Referral Marketing.

LPM = Loyalty Programme Marketing



6. CHANNELS

In this stage of your ROADMAP I suggest that you consider following a '4 Channel Marketing' approach to getting your info to eyeballs!

The channels recommended are:

- Channel One: eBusiness Related
 - Website
 - An eCommerce online Store or Shop
 - An online Meeting Room
 - Agile Surveys
 - Work from Home Desktop
 - Image & Video Libraries, Book Libraries, and more.
- Channel Two: Info Apps
 - WhatsGood Apps
 - Link & List Communicator Apps
 - Coupon, Loyalty & Referral Marketing App (Covered in Stage 8; Marketing)
- Channel Three: Blogs
 - A Viral Blog integrated with Social Media to deliver content that encourages engagement
- Channel Four: Social Media Integration

Without big budgets we have advised that currently some 90% of all Websites in the world are not found as a result of a Search Engine Search Result. There are many more Channels that can be used to take your "Info to Eyeballs." We focus on the above four channels as they are custom built to support coupon, loyalty and referral marketing. The latter approach is an alternative way of getting found and it is designed to get your customers to grow your business.

The Webo LPM (Loyalty Programme Marketing) approach is affordably brilliant.

Do Your Customers Grow Your Business?



4 Channel Marketing

Channel	Initial	Goal
Websites	W	New Customers
Apps	A	Relationships
Blogs	B	Engage
Social Media	S	Go Viral

Channel	Strategies
W Websites	<ul style="list-style-type: none"> About Us Info Testimonials Sales Funnel Images & Webinars Social Media Integration Focus Area Competency Quiz Teasers Focus Area Briefing in Online Meeting Rooms
A Apps	<ul style="list-style-type: none"> Content Communicator LPM / CRM On Phone Convenience Social Media Integration Services Showcase Links to Knowledge & Insights
B Blogs	<ul style="list-style-type: none"> Engage and solicit comment Advanced Content Presentation System (Text, Image, eBook & Video) Social Media Integration
S Social Media	<ul style="list-style-type: none"> Advanced Analytics Geo Targeting Demographic Targeting Psychographic Targeting Build Custom Audiences Build Lookalike Audiences Traffic Building Lead Generation Blog Topic Promotion Focus Area / Brand Social Proof Building

10

Content Creation

There are many aids to content creation, you can copy the layout design from Magazines, Websites, AI Content Creators, Image Libraries, Video Libraries, and more.

A useful list of content sources follows. It is not exhaustive, much would always have more, however I believe that it will kickstart your need for content for websites, stores, blogs and more.

6.0.1 Resources: Image and Video Sites

You are likely to need images and you may need to create headers for sites and pages. In addition, a variety of popular Apps are listed such as URL link shorteners are popular.. The following sites offer "free" image editing, infographic creation and more as well as images that are for sale or by subscription. Nearly all offer at least some "free" images or free trials. Also included are sites that offer tools to assist with media creation.

<https://anchor.fm> Create & Distribute Podcasts
<https://animoto.com> Create Video Clips with own or Stock Images & Music Library Tracks
<https://barnimages.com/> Images
<https://Bit.ly> URL Shortener
<https://burst.shopify.com/> Free High-Res Stock Photos
<https://canva.com/> Image & Infographics Design with a template library
<https://createherstock.com/> Images & Video Clips
<https://creatly.com/> Flowcharts, Gantt Charts
<https://crello.com/> Graphic Image Design with a template library and a huge stock photo library
<https://deathtothestockphoto.com/> Images & Video Clips
<https://depositphotos.com/> Images & Video Clips
<https://designwizard.com/> Image & Infographics Design
<https://picjumbo.com/> Images
<https://filmii.wondershare.com/> GIF Type Design / Videos & add text to video
<https://flickr.com/> Images & Video Clips
<https://flickr.com/photos/wocintechchat/> Images & Video Clips
<https://focastock.com/> Free Photos, Videos & Templates
<https://www.foodiesfeed.com/> Trending Free Food Photos
<https://freeimages.com/> Images & Video Clips
<https://freepik.com/> Photos, Vectors, PSD
<https://freerangestock.com/> Images & Video Clips
<https://freestocks.org/> Free Images & Sets Plus Video Footage
<https://getrefe.tumblr.com/> Images
<https://gettyimages.com/> Images & Video Clips
<https://Goo.gl> URL Shortener
<https://goodstock.photos/> Images
https://google.com/advanced_image_search Images & Video Clips
<https://gratisography.com/> Free High-Resolution Images
<https://hashtagify.me> Find & Assess Hashtags
<https://ICOconverter.com> Create 16px x 16px Favicon Icons (.ico)

<https://isorepublic.com/> Images
<https://isorepublic.com/> Images
<https://imgbin.com/> Images & Video Clips
<https://istockphoto.com> Images & Video Clips
<https://jaymantri.com/> Images
<https://blog.snappa.com/free-stock-photos/> ISO Republic: Free Images
<https://blog.snappa.com/free-stock-photos/> J Mantri: 7 new photos a week
<https://kaboompics.com/> Images & Video Clips
<https://kisspng.com/> Images & Video Clips
<https://lifeofpix.com/> Images & Video Clips
<https://littlevisuals.co/> Free Images
<https://lumen5.com/> Captioned Slide & Video Design
<https://magdeleine.co/> Images
<https://nappy.co/> Images & Video Clips
<https://needpix.com/> Images & Video Clips
<https://nos.twsnd.co/> Vintage Photos from Archives
<https://pexels.com/> Images & Video Clips
<https://picjumbo.com/> Images & Video Clips
<https://picography.co/> Free High-Res Images
<https://picspree.com/en> Pictures, Illustrations & Vectors
<https://piktochart.com/> Image & Infographics Design
<https://pixabay.com/> Images & Video Clips
<https://Placelt.net> Place your image into a template background; images, T-shirts, game consoles, logos, etc.
<https://pngitem.com/> Images & Video Clips
<https://PowToon.com> Animated & Whiteboard presentation video creation.
<https://ripll.com/> Create Video Clips with own or Stock Images & Music Library Tracks
<https://www.reshot.com/> Free Icons, Illustrations, Vectors & Photos
<https://shutteroo.com/> Images
<https://skitterphoto.com/> Free Photos
<https://slideshare.net> Create and share slideshows on LinkedIn & embed them on your site.
<https://snappa.com/> Image Graphics
<https://www.splitshire.com/> Images
<https://stocksnap.io/> Images & Video Clips
<https://styledstock.co/> Feminine Photos
<https://www.titania-foto.com/> Images (Site is in German)
<https://typeform.com> Quiz Builder that brings questions to life with images & video to enhance engagement.

<https://unsplash.com> Free high-resolution images

<https://venngage.com/> Infographics

<https://visme.co/> Animated Presentations

6.0.2 Resources: Bulk Mail

Webo does offer an auto responder which is not to be confused with a bulk mailer that is designed to be responsive. Webo has an advanced bulk mailer, which is reserved for membership communication. Unfortunately, bulk mailers run the risk of blacklisting our community in circumstances considered to be responsible for unsolicited mail. For this reason the bulk mailer is reserved for admin purposes.

eMail Marketing is critically important and we suggest that you consider using the following or others for newsletters, etc.

Mailchimp—The free version has a monthly email send limit of 10,000

Convertkit—The free version is for under 1,000 subscribers

Sendinblue—The free version allows 300 emails per day, unlimited contacts

Another popular choice is the paid version of gmail which is reliable and affordable.

6.0.3 Resources: Phone Apps and Image Editing

Camera+

This app is the closest you can get to make your smartphone into a DSLR, as it maximizes the capabilities of the iphone's camera. Camera+ can provide continuous flash, even for images and can also shoot in burst mode. After shooting, you can then edit directly within the application. It doesn't get any simpler than this.

Pixlr

Need a great editing tool wherever you are? Pixlr is quite possibly the easiest to access because it is web-based. Autodesk, the firm behind the editing software, has also made it available for mobile devices as an app so you can use the same powerful features from the web anywhere you are.

GIMP

Though not available on mobile devices, GIMP (GNU Image Manipulation Program) is much like a stripped-down version of Photoshop with a much simpler user interface. The app is currently free.

Camera plus

Are you shooting close up? Though it sports the same name as other camera applications, Camera Plus

allows users to snap Macro, Normal, and Far shots and allows you to control the exposure with one large slide control.

Photoristic HD

Photoristic HD is a blend of power, convenience and simplicity. This iPhone app can handle high-resolution images above 15 megapixels but still has straightforward controls for tones and other basic editing features such as exposure and contrast.

6.0.4 Resources: Templates and Illustrative Sites

Contact Webo and request a tour of a demo site. Webo would be happy to illustrate the Admin Panel and "Click Built" no coding needed Site Builder functionality of the following:

[Blog; Category & Topic Summary Page](#)

Butcher Shop & Grill; [Website](#), [Store](#), [L&RC App](#)

Car Dealer; [Online Showroom Store](#), [L&RC App](#)

Decor / Furniture Store; [Store](#), [L&RC App](#)

Hotel Group: City & Country Lodge, Pro Shop, Multiple Dining Outlets & Menus;

[Rooms & Loyalty plus Referral Rewards Showcase](#), [L&RC App](#)

HR Dept Site; [Online HR Manual](#), [Website](#)

Jewellery Store; [Website](#), [Store](#), [L&RC App](#)

Law Firm; [Website](#), [Core Practice Areas](#), [L&RC App](#)

Neighbourhood Marketing; [Pocket Advisor](#), [D&RC App](#)

North Indian Tandoori Restaurant; [Store](#), [L&RC App](#)

Quiz; [Webo's Performance enhancement Programme](#)

Seafood Restaurant; [Website](#), [Store](#), [L&RC App](#)

Service Station Convenience Store; [Website](#), [Store](#), [L&RC App](#)

Shopping Mall; [Store](#), [L&RC App](#)

Sushi Takeaway; [Store](#), [L&RC App](#)

The Beauty Therapy Clinic; [Website](#), [Store](#), [L&RC APP](#)

Webo Ozone for Restaurants. This Book is based on taking restaurants online with phone based ordering and payment for on site or home based takeouts delivered or collected. It is a useful read for other categories as it illustrates the various template options with links to live examples. The technology is completely hands off in that the complete customer experience can be managed by the customer on the customer's phone. Not only can the customer see the menu but the customer can order, send the order to the kitchen and waitron as well as pay and tip on the customer's phone.

The above is equally handy in a retail environment where the end product is built by selecting from a multitude of options. Examples include high end cycles where each component can be selected by the customer and when complete the order is priced and sent to the cycle shop assistant. Aircraft too are a good example where the options are endless. These options can be selected from a menu and the final aircraft specification is sent to the salesman for review and acceptance.

Note that with any site builder that has an html editor you can just copy and paste any page on any Website into your Website. This will allow you to use / edit the page layout and exchange the text for your text. The above will make Website creation easy for most people who are not site developers.

6.0.5 Artificial Intelligence

AI Content Creation, in the fields of Article Authoring, Graphic Art, Voice, Video and Music have progressed remarkably to the extent that I recommend that you take the time to get up to speed and maintain updated with progress with the technology as it continues to improve.

The world of AI continues to astound with advancements in practical applications being released on a continuous basis that are truly amazing. Website building has never been easier. There are many free Website builders that will make you a beautiful Website. In fact, using one of many AI driven Website generation Apps, you can ask an AI App to build your site content while you watch! These sites, while visually appealing are functionally deficient in creating advanced content management and digital marketing systems.. Page stacking, bulk product uploading and eMarketing to name but a few matters are not currently within the capability of the AI App built site builders. They too make beautiful sites that will most likely not be found!

No longer is the challenge the building of a visually appealing site. The challenge is getting the site found by a growing audience of users that form the basis for the growth of your business. This said, the use of AI Apps to complement your site builder's functionality is actively encouraged. The AI Image and Text/Story Apps will assist you to create amazing images and stories in minutes. The AI Voice technology is improving rapidly in the fields of voice to text and text to voice. The cloning of a person's voice too is rapidly developing. Many years ago I had an accident and needed surgery to my right hand. It healed completely but for six months the recovery process included using early voice to text software that took specialist coaching to achieve consistent accuracy. Today voice to text accuracy is quick and given.

Open AI offer chatGPT and Dall-e-2 which are content creation Apps that will research and write, for example, all the pages of your Website. Microsoft's new BING will do a similar job as will midjourney.com that has a /ask story writer and an /imagine graphic image creation tool. Craiyon is an easy to use image creation tool. Chatbots are programmed "robots" that manage level one questions that are

mostly FAQ's on Websites, social media pages, Etc. Find these sites here:

AI Article Creation and Content Research:

newBing (Free): https://bing.microsoftapp.net/bing/?adjust=gij78dl_xuev8ug

GPT 3 : <https://openai.com/api/> chatGPT : <https://openai.com/blog/chatgpt/>

Midjourney (For AI Image and Text): <https://midjourney.com/home/?callbackUrl=%2Fapp%2F>

AI Image/Graphic Art Creation:

Jasper Art (Free Option): <https://www.jasper.ai/art?fpr=artturi39>

Craiyon (Free Option): <https://www.craiyon.com/>

Dall-e-2 : <https://openai.com/blog/dall-e-now-available-without-waitlist/>

AI Video Creation:

Vimeo (awesome for interactive online store images: <https://vimeo.com/features/interactive-video?/>

Pictory: <https://pictory.ai/?ref=product97> Synthesys: <https://synthesys.io/>

AI Voice Creation:

Synthesys: <https://synthesys.io/> MURF: <https://murf.ai/?!mref=bZIMJA>

Resemble: <https://www.resemble.ai/>

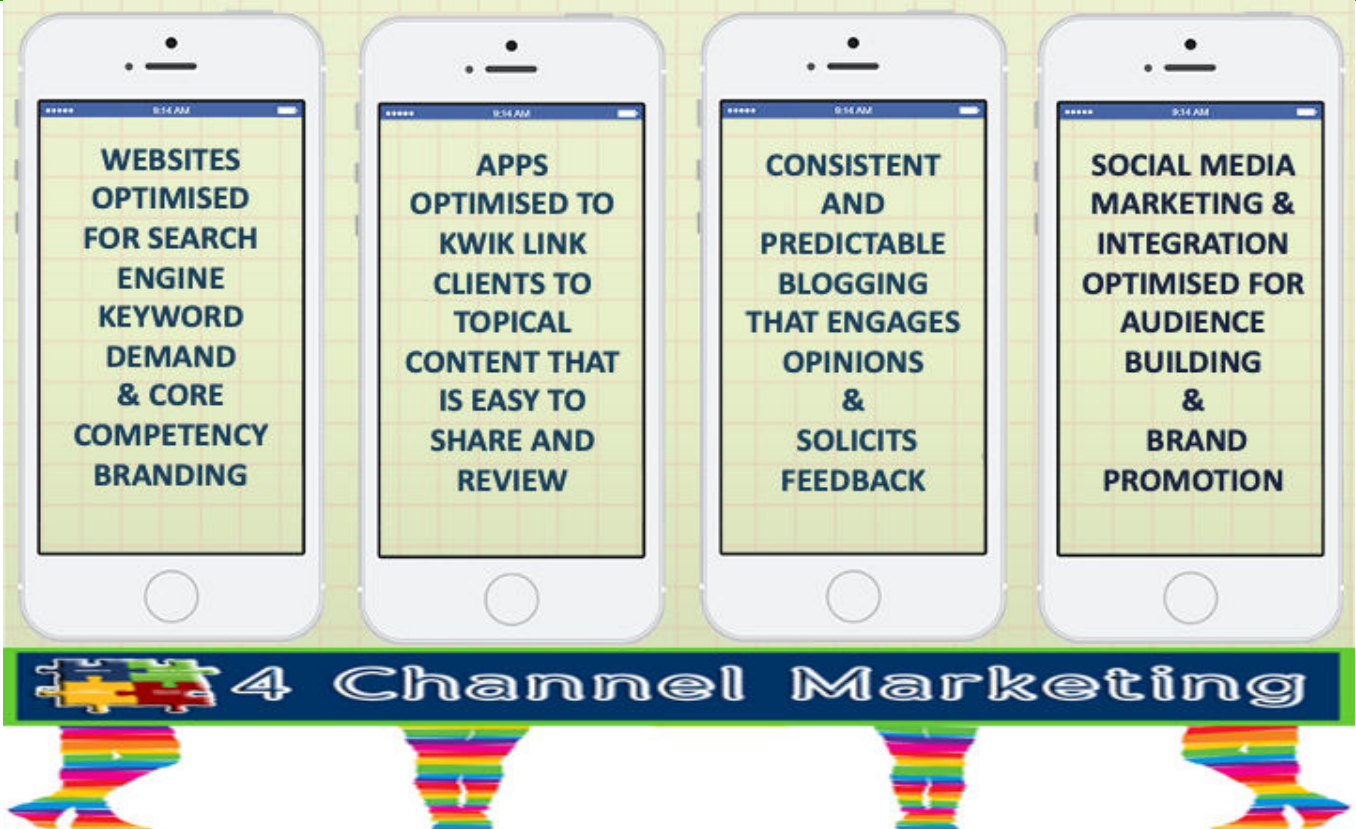
AI Chatbots:

Hubspot Free Chatbot Builder): Most User-Friendly Chatbot Builder:

<https://www.hubspot.com/products/crm/chatbot-builder>

Intercom (Chatbot for Customization): <https://www.intercom.com/customizable-bots>

Drift (Sales Chatbot): <https://www.drift.com/platform/custom-chatbots/>



IF YOU HAVE THE BUDGET



6.1 Channel One: Website, Online Store and More.

Websites should tell a story about your value proposition. In discussing online store photography it has been suggested that you begin by setting your camera to AUTO and that you just “point and shoot!” In a similar way, to get the process underway, it is suggested that you begin to document your story by not being concerned about the detail and that you start by just jotting down bullet points of the message that you wish to communicate. Your website should present your value proposition. Your value proposition should be no surprise to you it should be what you live and you should be able to tell this story without coaching or scripting.

6.1.1 Websites

6.1.1.1 Tell it like it is

Social media sites like Facebook and Twitter opened the door to “al fresco” story telling. On these sites one does not have concerns about meeting professional journalism standards. Social media users believe that they should just tell their stories from the heart. You are the best person to tell your story and thus what is best is that you do so. The world will allow you to be you and to let you tell it like it is, straight from the fireside.

6.1.1.2 Go window-shopping

Let's say that you have accepted the challenge to write your own website content but have no idea of where to start. In this case it is no different to needing a solution to a problem that needs to be window shopped for ideas before one commits to buying something.



It is true that even the best “Wordsmiths” go Window Shopping for Ideas. Like all good journeys you need to plan the trip before you pack the car and head off and so too before you start writing, plan the story content topics by window shopping for ideas on the thousands of websites out there on every conceivable topic. Go browsing by window-shopping old magazines; attention-getting adverts, asking women, family, friends, strangers and by browsing the Internet and more for creative expression, attention getters, layout ideas and more. If the presentation of content in an old magazine is impressive to you then use the layout design for your own website story. Plan a Blog post to not exceed about 2,000 words. Activate the voice recognition option on your phone so as to record ideas when you are reviewing magazines at your local newsagent etc.

6.1.1.3 Use lists and ask questions

You will be writing a number of short stories. These stories will become your website pages and thus you need to get your facts across, show that you are knowledgeable on the topic plus you will want to entertain the reader. Wordsmiths Use Lists; they Focus and Promise Content. Ideas include:

- Ask questions: are you looking for a spectacular holiday destination?
- Create a top 10 list – if you do, it better be the best of something such as the top ten reasons for joining us on a bush safari.
- List problems and then offer solutions. Those that had engine problems on the last safari solved them like this...
- Group your ideas into categories – browsers become readers when the “shoe fits.” For the safari you need clothing, food, maps
- Use multiple keyword rich introductions to bait up. Bait say 10 keyword hooks then ... land their interest with compelling content.
- The 7 common mistakes many make – oh dear... Being on safari can be fun but...
- If you don't, this is why you will regret it ... - there is value in averting someone's misery.
- Will you recognize the warning signs... - we all want to know so, go on and tell us all.
- Do you make these mistakes... - This introduction will build buy-in to... because of...
- 6 Ways to...
- If you are a 1, 2, 3, - you can get an a, b, c, - this type of story plot builds audience inclusion.

6.1.1.4 Think

- Think small and or crisp.
- Think punchy and or compelling.
- Think surprise and engage.
- Think human; emotional and intelligent.
- Think yearning and fulfil it.

Think not what your business does. Show and tell: why you are passionate about your products and services, what you ache for and dream about and what your tips are to complete job satisfaction.

6.1.1.5 Get to the candy - fast!

- Wordsmiths get to the candy...fast.
- Readers have a busy life. The opportunity for distraction is huge. Are there hooks to why they should read further? If there are no hooks that website page will be closed.
- Wordsmiths identify and talk to an "itch." Many browse because they "itch" for knowledge about something or they seek to be amused or entertained. Anticipate user needs, identify search keywords and offer a solution to that itch!
- In promoting your safari, rather than drone on about a boring sequence of events on a safari: we got up..., it was cold..., I added sugar to my coffee..., - et cetera, rather than push the sequence of events, sell candy to itches.
 - If they seek experiencing wide open spaces; "one of the most freeing discoveries of the safari will be that it takes about an hour on your back, in bed, to realise that you will never be able to count the stars."

Never assume that you know everything about your business. Get to know your business better by discussing what others find interesting, amusing, entertaining, inspiring, informative and educational about your business.

- Do your website pages address user's desires?
- Why would they want to go to your website and what keywords would they search?
- Why should they know what you have to tell or what is your unique selling point?
- What is the one thing that you want them to remember about your business or the advice that you have for them?
- What's the benefit of knowing and or understanding what it is that you have to share?

When you know what your friends have found interesting about your website then write compelling headings and sub-headings and link the benefits of reading your website pages to the shared content on them - consider the following:

- How to (The Topic) and (The Benefit) - How to drive safely.
- (TOPIC) that (BENEFIT) - How to drive in a way that saves you money.
- Illustrate. See how easy it can be to clean your 4x4 on safari.
- Make a promise. It worked for me... it is ready to work for you.
- Start with the candy. I do the safari every single year and why you too could get hooked.
- Subtle Bragging. Banker (unlikely person) inspired by the stars, discussed an idea for a new off-road trailer design around the fireside and then upon his return built it on weekends within three months.

- Ask questions, e.g. Do you battle with..?
- Commenting, e.g. This is what I love about being on safari and why you should join us...
- I need not tell you why I love my 4x4 but here's why you will...
- Phone me if you do not agree with these reasons for....

6.1.1.6 Do not hard sell - chat

- Invite your customers and suppliers to submit questions for your website so that you are able to address their needs and allow them to make informed choices.
- Invite conversations, relationships and interactions designed to inform through a more social interaction on your blog or social media sites.
- Whilst big budgets often market content by saturating (or is it bombarding) our senses with graphic design (bling) meagre website budgets can be effective by making your site social and personal.



6.1.1.7 One more time and in short:

- Wordsmiths advocate benefits... promise value... and wherever possible... measurable service delivery to the reader. As soon as readers assess the value that you have to offer on your website your story will become a conversation, which is a very different experience to driving by (browsing) a big bling advert.
- Browsers do not read they scan headlines. Catchy and compelling headlines attract.
- Writing is about converting browsers to readers.
- Browsers become readers when titles promise something of interest.
- Consider outsourcing the writing of your website stories. You'll be spoilt for choice. Try elance.com or your local online directory such as www.Webo.Directory



6.1.2 Online Stores and Product Showcases; Social, Local & Mobile

PICTURES SELL PRODUCTS ON ONLINE STORES

Pictures sell product online. This we all know, but what makes a great photo? I am no expert but have enjoyed taking photos for more than twenty years. Up to a couple of years back my online album, that had about 15,000 photos on it, was rated the 17th most popular site in the world on it's special interest topic. At times the hits exceeded hundreds of thousands a day. I must declare that in the beginning it mostly was a hit and miss affair for never did I use more than the auto feature on a mid range camera. Another pastime of mine has been oil painting and a few years ago for the first time ever I indulged in some art lessons. A good friend, who had never lifted a brush before and I set off to Clarens where we had persuaded a famous artist to take us under his wing for a week. If you wish to spoil yourself, this is something that you must do. Sadly, my online album was lost when Webshots went bust. Looking back on my art lessons I realised that much of what makes for a great painting applies equally well to photography. These then are my half a dozen thoughts on great "al fresco" photography.

Direct Mail Local Lists
Your Handy Fridge List

Online Directory
Eyeballs to Info 8

Listings

Websites & Stores
WATERFALL KENNELS & CATTERY

4 Channel Marketing
Affordable, Measured,
Simple and it
Works!

6.1.2.1 Keep It Simple and Fresh

Do not get hung up about not having a camera that looks like a telescope. Use your everyday camera and set it to AUTO. These days, cameras, even entry-level cameras, give you the freedom to look, feel and think! Websites require only low resolution images and the cameras that we use today, as amateurs, far exceed the spec's that professional photographers used a couple of years back. Gone are the days of cell phones taking shabby pictures. Thus my number one recommendation is to not worry about composing pictures with zoom lenses for the resolutions captured with everyday cameras today will allow us to crop and compose your pictures at a later time. Updating the look on your site regularly is critically important.

6.1.2.2 Keep It Emotional

The realisation of being able to capture beauty, satisfaction and awe invokes one's emotions. Yes, beauty is in the eye of the beholder. Emotions are excited by feelings. When looking for a great photo, ask yourself "What am I feeling?" Is it beauty, awe, sadness, curiosity, fun, anger, desire etc. If it does nothing for you the chances are that it will do nothing for others too. If it is a technical product that you are photographing ask yourself if you are able to see the necessary detail? Your objective will normally not be photographic brilliance but it should be to ensure that there is enough detail captured to evoke desire.

6.1.2.3 Keep It Conversational

Look for the story. Such as the joy of the person using a machine or appliance. You have a huge advantage, as you should know your products better than others. Be aware of the light source and experiment to achieve good results. The light source will cast shadows and so you may want to move around and take the picture from a position where the shadows, for example, run from left to right.

6.1.2.4 Keep Portraits Personal & Use Video

When taking photos of people get in close and make it personal. Ask yourself, "can I see the colour of their eyes?" If you can then so will your readers. Use fiverr.com to make videos and more at \$5 each.

6.1.2.5 Keep The Light Source In Mind

When taking relatively close up pictures in the midday sun, if you do not have the light behind you then switch your flash to manual and switch it on. This will remove facial shadows and it will expose the detail in subject matter that all too often is needed to tell the story. When taking landscape pictures and you have the option then try to capture the image in the early morning and or in the early evening when the shadows cast are at their longest.



If you have a professional camera it probably means that it is a hobby of your but for others Mobile phones will do the job adequately for still images and for video.

6.1.2.6 Keep It Composed

Every picture needs to be composed but ask yourself: does the focal point need to be in the middle of the picture? All too often, it is best positioned off to one side and or maybe you should be taking the picture in a portrait mode i.e. by holding your camera sideways. Do not seek absolute perfection it will take time and maybe you will not get it done. Add the pictures, get it done and continuously improve on the basis of feedback. Remember you only need low resolution pictures so an everyday camera will do.

Now for the test!

Frequently Asked Questions posed to budget conscious website owners may include the following?

Q: What if I do not have a camera with a huge zoom?

A: Relax. Take out your cell phone and or your everyday "point and shoot" and get the job done.

Q: What if I cannot see the whites of their eyes?

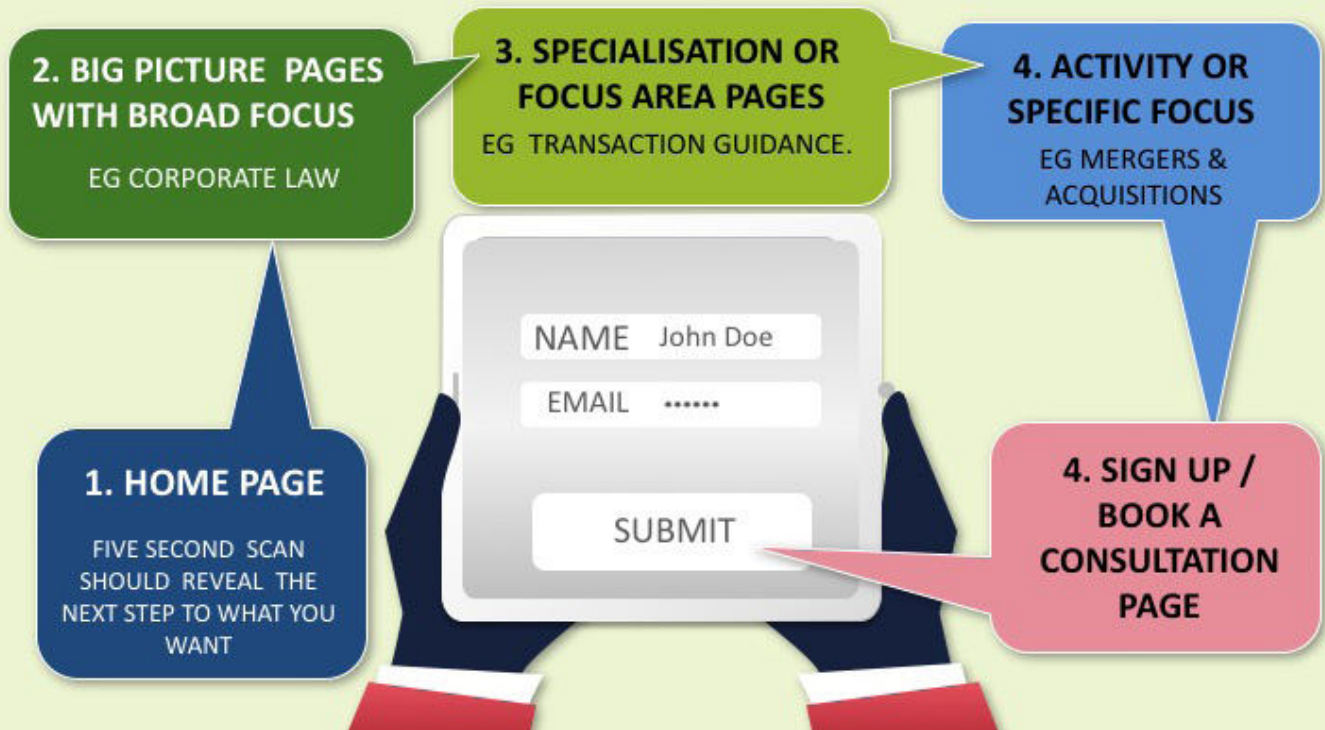
A: Ask yourself why you are taking the picture and whether or not you have met the objective?

Q: Do I always need to use the flash during the day?

A: No you do not. Have a look at the subject and ask yourself if the shadows are causing darkness or interest! If it's interest do not use the flash but if is causing darkness then do use the flash.

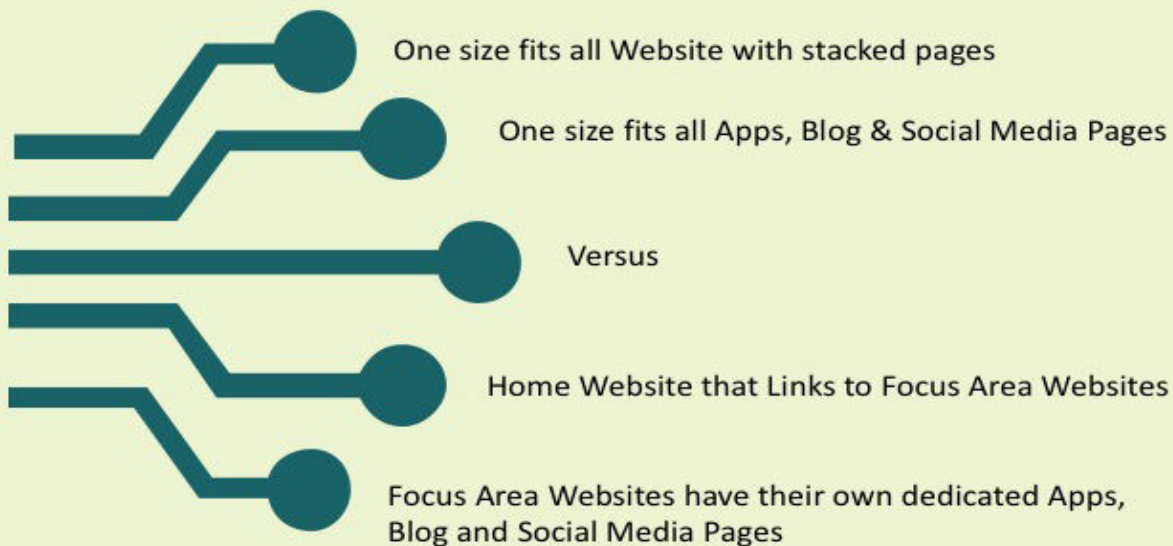


PAGE FLOW



Website Stacking vs Page Stacking It's About Marketing to Demand

Digital Marketing Strategy for the Legal Profession



PAGE STACKING



PAGE FLOW / LINKING

The more you drill down, the more clients will be able to identify with their specific needs and the easier it will be for them to find something that they can say "yes" to! Do not assume that a client associates a micro focus need with a broad competency.



HOME PAGE DESIGN

CONVERSION ELEMENTS


- Phone No, Email & Address
- Strong Calls To Action (CTA)
- Free Consultation Button
- Help Buttons & Live Chat
- Team Picture
- Video & Topic Intro & Links

HOME PAGE ELEMENTS


- Unique Sales Proposition
- Lead Magnet (Free Consultation)
- Featured Specialty
- Search Buttons
- Affiliated Association Buttons
- Testimonials
- Map

Secondary Pages

- About Us
- Contact
- Blog Link
- Services / Practice Areas
- Social Media Links



Logo

Questions? Call Now +27 66 307 1938 

Blog Home About Services Contact Me Mobile App

TEAM PICTURE

Hi There, (Get Personal)

Core Specialty, Benefit Statement. Call Me.

Your Name

We Offer New Client's a Free 30 Minute Consultation

Get Your Questions Answered Now! Button

Who Do You Help?

Describe (as you would tell a friend) how you help your clients in plain language...

Intro Video

Graphic

Featured Practice Area

If you need help with (topic)

Button

Graphic

Case Study

Sally came to us with her (topic)

Button

Graphic

Promise

We will take the time to understand your needs...

Button

AFFILIATED ASSOCIATION LINKS

PICTURE

Testimonial 1

I was thrilled...

Button

PICTURE

Testimonial 2

I was devastated...

Button

Tell Us About *Your* Situation





Get Started With This Short Form!

Map Link

Your Address

Phone Number

Email Address

Live Chat

BRANDING ELEMENTS

- You show that you are responsive
- How You Help Clearly Visible
- Client Language vs Legal
- Consistent Look & Feel
- Lots of Pictures & Graphics
- High Resolution Logo

SEARCH ENGINE

- Keywords in Titles and Content
- Identical Business Contact Information on Every Page
- Images Optimized (They Load fast)
- Relevant content on other pages Plus FAQ Quiz (600 word pages that address keyword search demand)

LAYOUT

- Mobile App
- Minimal Drop Down Navigation
- Links/Buttons Clearly Visible
- Social Icons

26

Minimum Checklist Test

<p>TRUST</p> <ul style="list-style-type: none"> <input type="checkbox"/> Phone No, Email & Address <input type="checkbox"/> Easy Navigation <input type="checkbox"/> Mobile friendly / app option <input type="checkbox"/> Engaging photos/graphics <input type="checkbox"/> Video & Topic Intro & Links <input type="checkbox"/> Benefit focused testimonials <input type="checkbox"/> Guarantee? 	<p>The screenshot shows a website layout for a law firm. At the top, there's a navigation bar with 'Logo', 'Questions? Call Now +27 66 307 1938', and links for 'Blog', 'Home', 'About', 'Services', 'Contact Me', and 'Mobile App'. Below the navigation is a hero section with a 'TEAM PICTURE' placeholder, a greeting 'Hi There, (Get Personal)', and a 'Core Specialty, Benefit Statement. Call Me. Your Name'. A call to action says 'We Offer New Client's a Free 30 Minute Consultation' with a 'Button'. Below this is an 'Intro Video' section with the text 'Who Do You Help? Describe (as you would tell a friend) how you help your clients in plain language...'. This is followed by three 'Graphic' placeholders for 'Featured Practice Area', 'Case Study', and 'Promise'. The 'Featured Practice Area' section includes the text 'If you need help with (topic)' and a 'Button'. The 'Case Study' section includes 'Sally came to us with her (topic)' and a 'Button'. The 'Promise' section includes 'We will take the time to understand your needs...' and a 'Button'. Below these are 'AFFILIATED ASSOCIATION LINKS' and 'BLOG' buttons. Two testimonial sections are shown, each with a 'PICTURE' placeholder, text like 'I was thrilled...' or 'I was devastated...', and a 'Button'. At the bottom, there's a 'Tell Us About Your Situation' section with a 'Get Started With This Short Form!' button. A 'Map Link' section includes fields for 'Your Address', 'Phone Number', and 'Email Address', along with social media icons for 'i', 'twitter', 'f', and 'in', and a 'Live Chat' button.</p>	<p>Lead Magnet Architecture</p>
<p>CTA (Calls to Action)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Unique Sales Proposition <input type="checkbox"/> Entice them to the Candy with a Lead Magnet <input type="checkbox"/> 123 Presentation Process <input type="checkbox"/> Phone Us <input type="checkbox"/> Make an appointment 		<ul style="list-style-type: none"> <input type="checkbox"/> Cheat sheets and Templates are best as they offer fast solutions eg the & 8 P's are: <input type="checkbox"/> Have an engaging Prelude ie grab their attention with a tell it all image and headline/title, <input type="checkbox"/> address one Person (avatar), in one location, <input type="checkbox"/> with one Problem or need;(pain, frustration or desire), <input type="checkbox"/> make one Promise eg The (Avatar's) guide to ("desires" state specific results) without ("pains & frustrations" ie the stuff they hate), <input type="checkbox"/> Offer Proof (eg tried & trusted framework) and <input type="checkbox"/> Ping them (follow up leads generated, coach or consult) <input type="checkbox"/> Use the The 1,2,3 Presentation Process <input type="checkbox"/> 1. What it is (Clear offer & authority amplifier) <input type="checkbox"/> 2. What it will do for them. <input type="checkbox"/> 3. What to do now, clear CTA
<p>SEO (Search Engine Optimisation)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Keywords in Titles and Content <input type="checkbox"/> Fast page load <input type="checkbox"/> Social Media Links <input type="checkbox"/> Google Analytics / FB Pixel 		

Website Objectives e.g., in the Case of a Law Firm

YOUR FOCUS: Areas of the law that your firm concentrates on. YOUR EXPERTISE: Your Firm's Core Competencies. YOUR SERVICES: What the Staff Do. YOUR PRODUCTS/SERVICES: Showcased in Books, White Papers/Articles & Stories, Case Studies and more. By stacking broad focus pages down to narrow focus pages you make it easy to simply say YES to the offer of legal assistance.

Core Competency Pages Featuring CORE COMPETENCIES

Niche Assessment Criteria

- **PASSION**
 - Who would you help for free?
 - What do folks tell you you're good at?
 - What comes easy?
- **PROBLEM**
 - Is there an explicit need?
 - Is there search volume?
 - Is the market growing?
 - Can you solve it better, cheaper or faster?
- **PROFIT**
 - Can they afford your solution?
 - What's the size of the niche?
 - Can you quantify the ROI?
 - Is there potential for recurring revenue?
- **PRESENCE**
 - Can you be seen as the "go-to" provider?
 - How competitive is the niche?
 - What messaging is being used in the market?
- **PATHWAY**
 - How easily can you target online?
 - Which social channels dominate?
- **PSYCOGRAFIC PROFILE**
 - List interests, experts, publications, associations, groups, etc.

Legal Firm Startup & Marketing

1. Explore Niches: Such as: Private Law ? Eg Divorce or Corporate Law ? Eg Mergers & Acquisitions, etc.

2. Once you have found a niche, drill down to discover the range of specific needs.

3. Survey potential clients using quiz surveys, calls, interviews, etc. & establish the extent of the need.

4. Package products, create lead magnets, service demand & market. ⁹⁷

Is there a back door to a Niche?

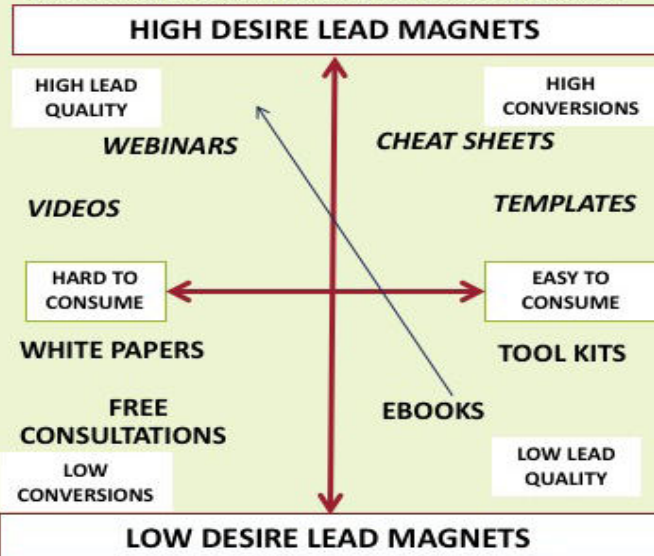


Eg Mergers & Acquisitions

How can you as an emerging brand get a foot in the door?

- Waiting for an enquiry will create less opportunity than presenting a value proposition to possible deal players but how can you get your presentation in front of the deal players?
 - Strategise and create a custom audience email address list of possible deal players to be included in a custom list to be used to target these players on social media platforms.
 - Create an avatar/persona demographic and psychographic profile of possible deal players eg members of a startup incubator accelerator
 - Market a lead magnet to the above audiences See diagram on the right.
 - Buddy up with a current player such as a bank or audit and accounting firm

eBooks have low Lead Quality to a general audience but when the topic is relevant to a given audience it is high!



6.1.2.7 eCommerce Store aka e-Tailing Your Business

Get Started ASAP - On some site builders you get a 14 day Free Trial
 Test & ask for help - But Get Started

Keep It Social

Opinion drives sales. The e-commerce store provided by Webo allows users to post product reviews and store wide reviews. Gather these and post them. What others say, sells.

Customer Focus

Keeping a constant eye on the user experience is critically important. Make sure that you work on getting feedback. In addition gather testimonials and product reviews that you post on the products and on the store.

Keep It Mobile

Market the fact that all Webo stores can offer mobile phone bookmarklet Apps to notify customers of new arrivals.

Define your objectives

Do you want to showcase your products in a way that each item offers up to 21 images with video and audio viewing/downloads. Are you to sell product or electronic product? Who will answer online queries? You can direct query alerts to your mobile phone and answer immediately

Trust

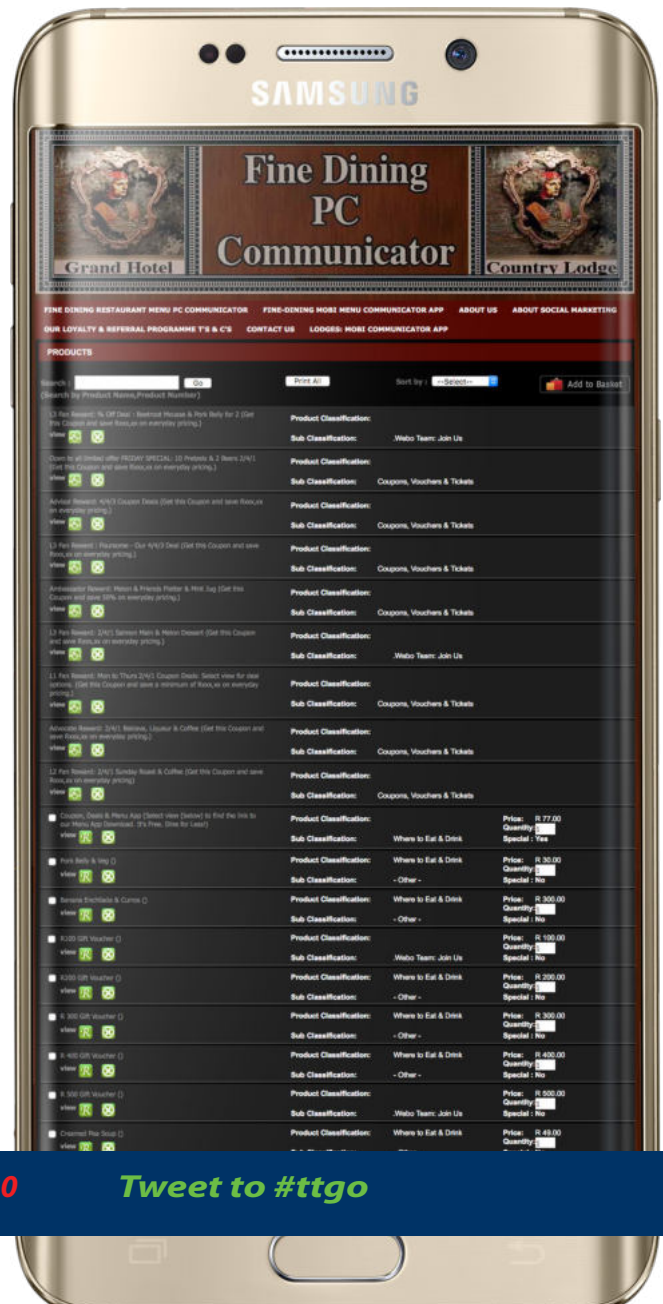
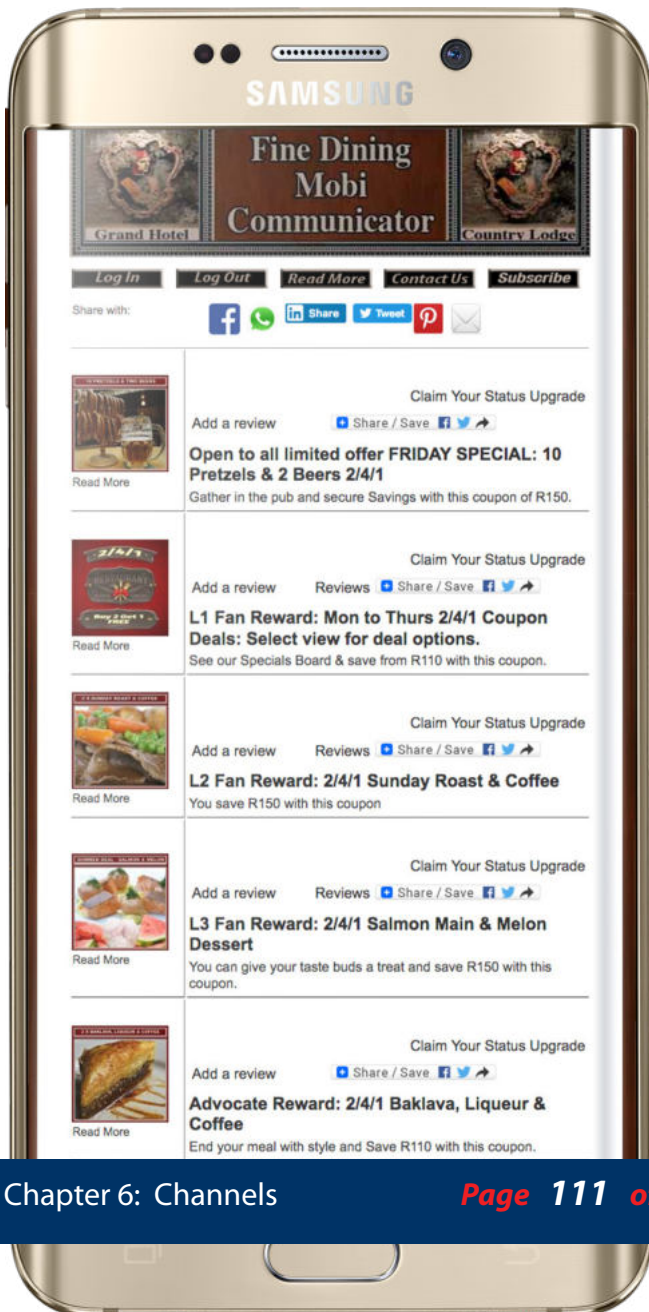
What will be your returns policy?
 Will you make and keep a delivery time promise. Will you be available on skype, telephone or e-Mail.
 Will staff be able to take and execute decisions? Above all else your service must be predictable.

If you have a website focus on the online shop. Often manufacturers offer pictures.

The Webo SaaS Store Builder

The Webo Store Builder is based on the selection of a template. Templates are normally selected by the height of a header image. The eBusiness Website pages, Blogs, Store Pages and the Mobi Communicator Pages can have different header images including an option to have no header image. The Admin panel allows you to trade in any currency in the world including an inhouse currency that may be used say, for staff uniform or stationery purchases from a company store. In this example you would allocate staff a budget in Company Money and they would then use it to order available options. All stores can have side panels, store thumbnail images can be square or rectangular. Products can be presented in list format or with images.

On the pages that follow you can scan the QR codes presented to go to the live sites that are depicted.



Left Side Panel
Scan Code To Link
Side Panel Login



Right Side Panel
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Side Panel Login



Sally's Seafood Restaurant

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SELECTED SPECIALS [VIEW ALL Specials](#)

How to Add This App to Your Phone [view](#)

Sally's Ambassador Secret Menu. Meet a coupon benefit of yours to a special or discounted our section. If they redeem it you get the [view](#) R170.00

LUCKY DRAW: Sunday Seafood Buffet Tables for "Trending" This Seafood Buffet is complimentary. No qualifying purchase needed. The buffet is complimentary free to the winner. [view](#)

This Competition Ticket is also an entrance ticket that will be entered in the lucky draw. [view](#)

LOYALTY & REFERRAL REWARDS, DEALS & SPECIALS, COMPETITIONS, SURVEYS & MORE [BRIEF LIST VIEW](#)

CATEGORIES

Top 10

- Garlic Soy Salmon & sweet bread noodles**
Our Specials are on our Secret Menu. [view](#) R170.00
- Garlic Salt & Pepper Prawns**
Our Specials are on our Secret Menu. [view](#)
- Prawn Sesame Toast**
Our Trending Dishes offer the opportunity to explore comment and share a thought with friends. [view](#)
- Calamari Fritters**
Our Trending Dishes offer the opportunity to explore comment and share a thought with friends. [view](#)
- Green Crab Curry**
Our Trending Dishes offer the opportunity to explore comment and share a thought with friends. [view](#)
- Lemongrass Mussel**
Our Trending Dishes offer the opportunity to explore comment and share a thought with friends. [view](#)
- Green Malay Chicken Curry**
Our Trending Dishes offer the opportunity to explore comment and share a thought with friends. [view](#)
- Sally's Salmon & Sweet Bread Souffle**
Our Trending Dishes offer the opportunity to explore comment and share a thought with friends. [view](#)
- Curried Scallops**
Our Trending Dishes offer the opportunity to explore comment and share a thought with friends. [view](#)
- Sambal Baked Calamari of the Day**
Our Trending Dishes offer the opportunity to explore comment and share a thought with friends. [view](#)
- Prawn Pattichathu**
Our Trending Dishes offer the opportunity to explore comment and share a thought with friends. [view](#)
- Seafood Risotto**
Our Trending Dishes offer the opportunity to explore comment and share a thought with friends. [view](#) R116.00

ADVOCATE VIP MENU

- Italian Lemon Risotto with Calamari**
- French Bouillabaisse**

Language [view](#)

[Sally's Secret Menu](#) [Sally's Secret Menu](#) [Sally's Secret Menu](#) [Sally's Secret Menu](#) [Sally's Secret Menu](#) [Sign Up In](#)

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Loyalty & Referral Programme Reward

George's Butchery & Grill
Proudly South Africa's Best Steakhouse!

Weekly SPECIAL
Proudly South Africa's Best Steakhouse!

Weekly SPECIAL
Proudly South Africa's Best Steakhouse!

MENU OPTIONS [VIEW ALL Specials](#)

Grilled 200g steak with ratatouille and garlic toasts [view](#)

300 g BBQ steak salad with Thai vinaigrette [view](#)

Grilled 300g lamb steaks with pepperonata [view](#)

300g Steak with bacon and mushroom vinaigrette [view](#)

300g Sirloin steak with boulangers potatoes [view](#)

Barbecued 300g steak and vegetables [view](#)

Filet 300g steak with chili [view](#)

400g Tenderloin lamb cutlets with green salad [view](#) R180.00

Grilled 400g T-bone steaks with Argentinian Chimichurri [view](#) R160.00

400g Grilled best scotch fillet with pomegranate salad [view](#)

400g Flame grilled steak and avocado salad with coriander lens [view](#) R160.00

Grilled 500g steak platter 4/2 with gorgonzola sauce [view](#) R180.00

500g Portuguese steak platter 4/2 with nestarine salsa [view](#)

500g big rump steak platter 4/2 [view](#)

Flame grilled 500g steak platter 4/2 with smoky sauce [view](#)

500g Steak 4/2 with comander and chargrilled mushroom [view](#)

Weekly SPECIAL
Membership Bonus to Share SIX FOR FOUR DEAL - MON TO THIS IS AN ANYTIME DEAL. [view](#)

Weekly SPECIAL
Turbo Speech Bubble Contest Your entry must be a max of two words per each of 3 lines that fit into the turbo speech! [view](#)

Weekly SPECIAL
Club Night / Saffle Challenge & Competition - We take a slice of your table or yourself that is fun, interesting or unusual and post it on. [view](#)

Weekly SPECIAL
The WWWWW, BOTB, BOGOF, Referral Reward is designed to Declare your BOGOF main meal & Refer a deserving friend for a BOGOF reward to share your [view](#)

2,500 Milestone Reward LOG IN and check your points total to ensure that you have reached this milestone, if so [view](#)

5,000 Milestone Reward LOG IN and check your points total to ensure that you have reached this milestone, if so [view](#)

10,000 Milestone Reward LOG IN and check your points total to ensure that you have reached this milestone, if so [view](#)

20,000 Milestone Reward LOG IN and check your points total to ensure that you have reached this milestone, if so [view](#)

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Language [view](#)

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PRODUCTS	Sub Classification:	Quantity:	Special:
view	Web Demo Listings	1	No
Prawns: Barbecue Skewers (Queen Prawns per 500g, 750g, and 1kg)	Product Classification: .Web Team: Join Us	Price: R 125.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Prawns: Butter-fried & Buttered (Queen Prawns per 500g, 750g, and 1kg)	Product Classification: .Web Team: Join Us	Price: R 125.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Prawns: Barbecue (Queen Prawns per 500g, 750g, and 1kg)	Product Classification: .Web Team: Join Us	Price: R 125.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Ambassador: NEW! TOMATO MOZZARELLA CAPRESE ()	Product Classification: .Web Team: Join Us	Price: R 47.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Calamari & Rice (Crumbed Deep Fried Calamari & Rice)	Product Classification: .Web Team: Join Us	Price: R 140.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Sarfa's Up Fish Burger (The recipe is secret but this Advocate / Ambassador VIP deal is not)	Product Classification: .Web Team: Join Us	Price: R 97.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
South American Prawn Jambalaya (The recipe is secret but this Advocate / Ambassador VIP deal is not)	Product Classification: .Web Team: Join Us	Price: R 120.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Japanese Tuna and Sesame Rice Balls (The recipe is secret but this Advocate / Ambassador VIP deal is not)	Product Classification: .Web Team: Join Us	Price: R 120.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Pasta in a Deep Pan for four people (Served with garden fresh vegetables)	Product Classification: .Web Team: Join Us	Price: R 340.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Mexican Fish Tacos (The recipe is secret but this Advocate / Ambassador VIP deal is not)	Product Classification: .Web Team: Join Us	Price: R 120.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Malaysian Prawn Laksa (The recipe is secret but this Advocate / Ambassador VIP deal is not)	Product Classification: .Web Team: Join Us	Price: R 120.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Ambassador: West Coast Crayfish Thermadore (A fine dining delight to be paired with a chilled white wine.)	Product Classification: .Web Team: Join Us	Price: R 180.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Thai Fish Cakes (The recipe is secret but this Advocate / Ambassador VIP deal is not)	Product Classification: .Web Team: Join Us	Price: R 120.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
North American Seafood Chowder (The recipe is secret but this Advocate / Ambassador VIP deal is not)	Product Classification: .Web Team: Join Us	Price: R 78.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Middle Eastern Eggplant and Herb (The recipe is secret but this Advocate / Ambassador VIP deal is not)	Product Classification: .Web Team: Join Us	Price: R 120.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
Ambassador: Seafood Platter for Six. (It will knock you for a six!)	Product Classification: .Web Team: Join Us	Price: R 520.00	Quantity: 1
view	Sub Classification: Web Demo Listings	Special: No	Quantity: 1
French Bouillabaisse (The recipe is secret but this Advocate / Ambassador VIP deal is not)	Product Classification: .Web Team: Join Us	Price: R 81.00	Quantity: 1

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PRODUCTS	Product Classification:	Price:	Quantity:
view	Where to Eat & Drink	R 180.00	1
Grilled 300g steak platter 4/2 with gorgonzola sauce ()	Sub Classification: - Other -	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 160.00	1
Grilled 400g T-bone steaks with Argentinian Chimichurri ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
300 g BBQ steak salad with Thai vinaigrette ()	Sub Classification: - Other -	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
Grilled 300g lamb steaks with peperonata ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 160.00	1
300g Steak with bacon and mushroom vinaigrette ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
300g Steak with potato salad ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
Char-grilled 300g steak with beetroot salad ()	Sub Classification: - Other -	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
Grilled 300g steak with mushroom crust and potato smash ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
Grilled 300g steak with smoky cauliflower and white bean mash ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
Mexican grilled 300g steak with corn salad ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
Grilled 300g steak sandwich with tomato and spinach ()	Sub Classification: - Other -	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
300g Steak with grilled mushrooms and asparagus ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
Barbecued 300g steaks with grilled summer salad ()	Sub Classification: - Other -	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 120.00	1
200g Grilled steak with lemon pepper potatoes ()	Sub Classification: - Other -	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 70.00	1
Mini yorkshire pudding pizza (Starter)	Sub Classification: - Other -	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 120.00	1
Fillet 200g steak with bearnaise sauce ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 180.00	1
400g Tandoori lamb cutlets with green salad ()	Sub Classification: - Other -	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 120.00	1
Grilled 200g steak with smoky cauliflower and white bean mash ()	Sub Classification: - Other -	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 120.00	1
Grilled 200g steaks with caramelised onion and mushroom sauce ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 120.00	1
Grilled 200g steak with cauliflower rice ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
300g Sirloin steak with boulangere potatoes ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 140.00	1
Barbecued 300g steak and vegetables ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 120.00	1
200g Welsh rarebit steak ()	Sub Classification: Grill / Steakhouse	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 180.00	1
300g Porterhouse steak platter 4/2 with rectarine sasa ()	Sub Classification: - Other -	Special: Yes	Quantity: 1
view	Where to Eat & Drink	R 180.00	1
300g big rump steak platter 4/2 ()	Sub Classification: - Other -	Special: Yes	Quantity: 1

No Side Panel
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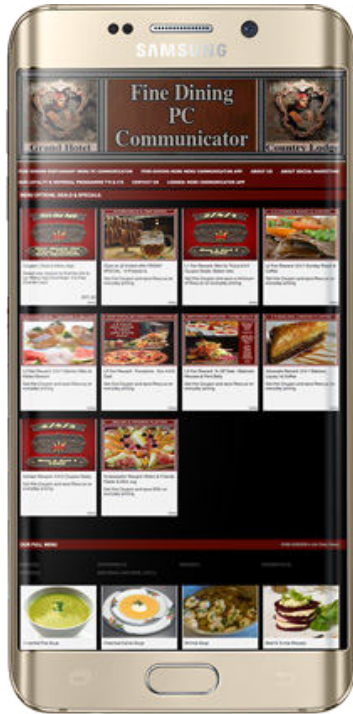


TIME TO GO ONLINE

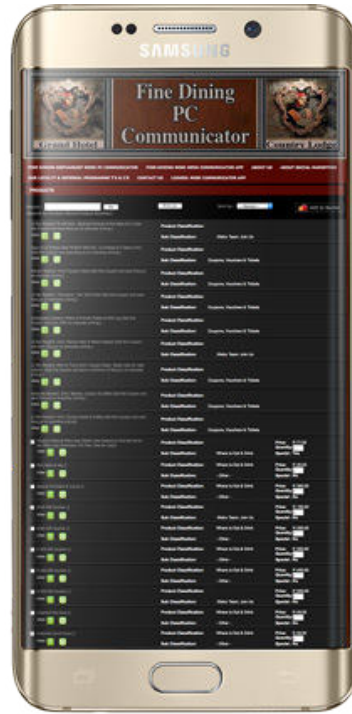
e-Business, e-Commerce and e-Marketing. The 3 e's to making money online.



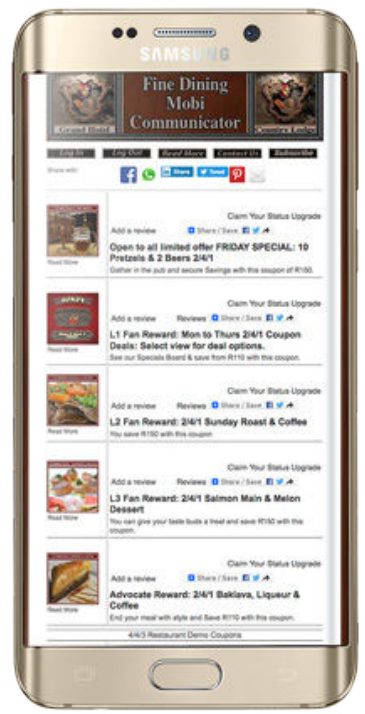
Static Menus



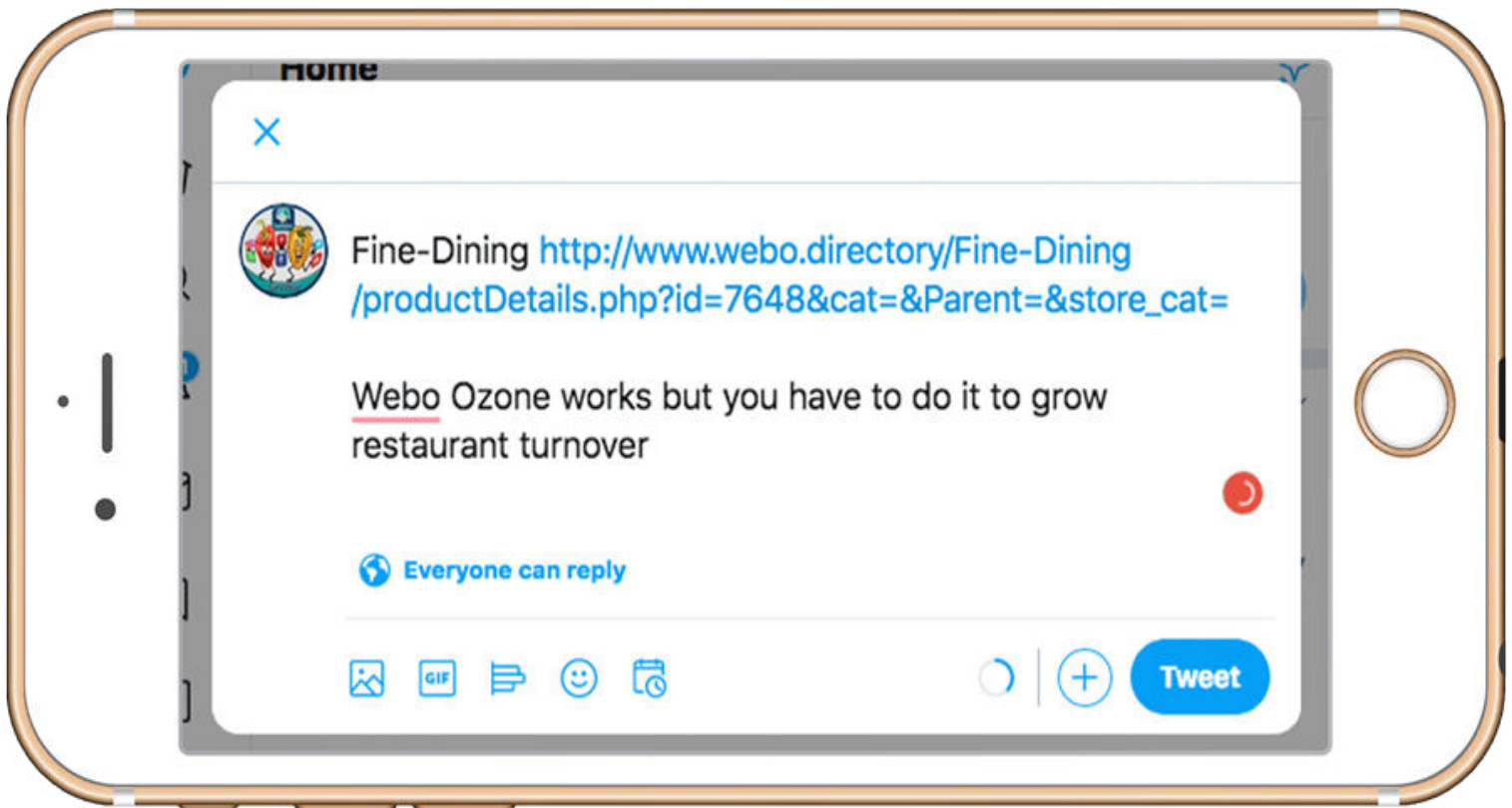
PC Menus

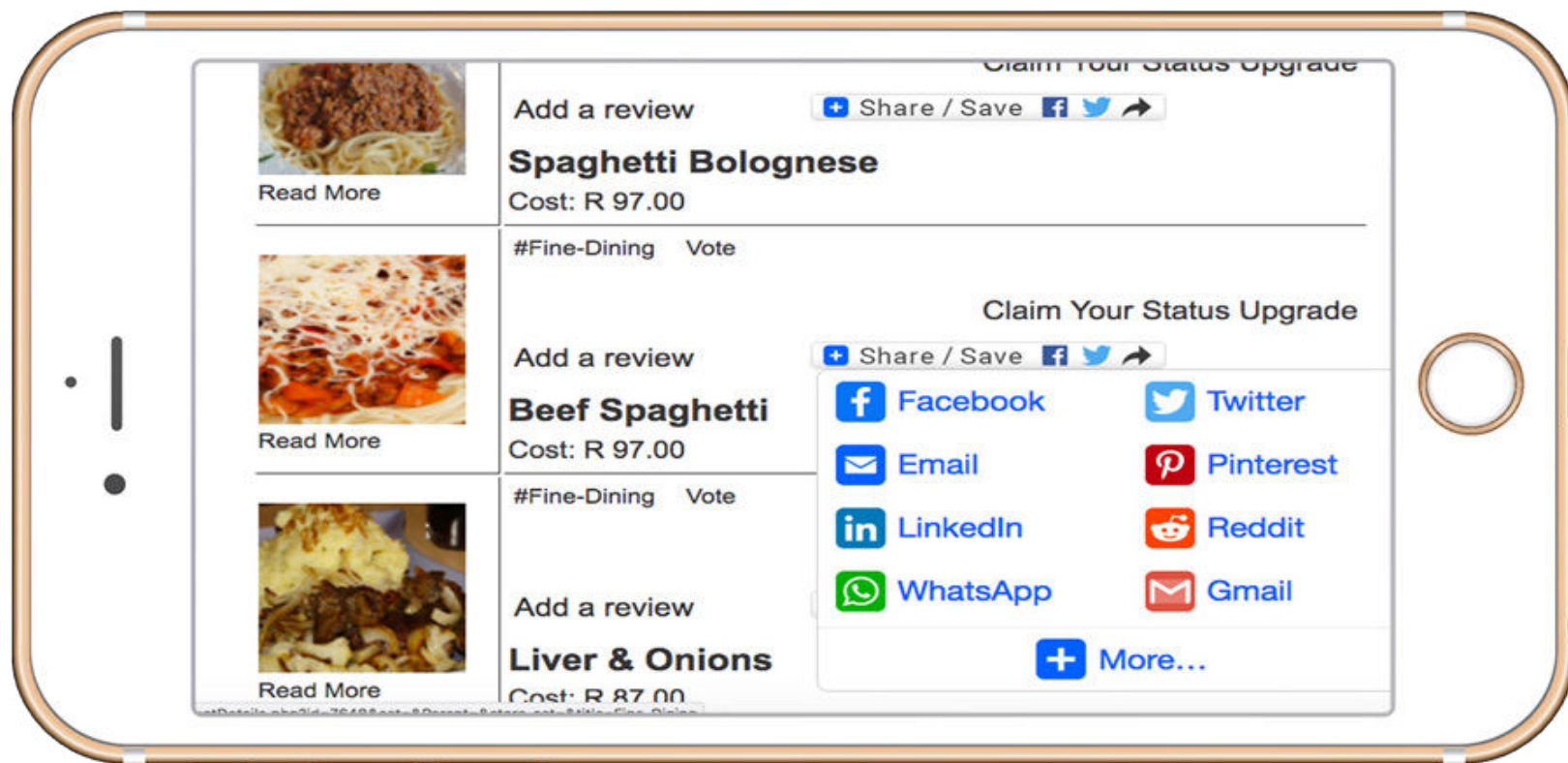


List View

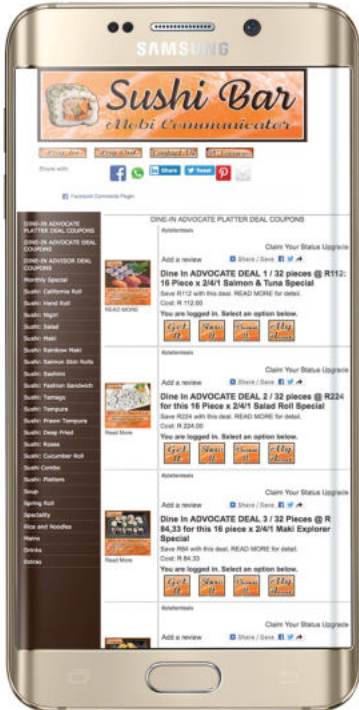


Mobi Option

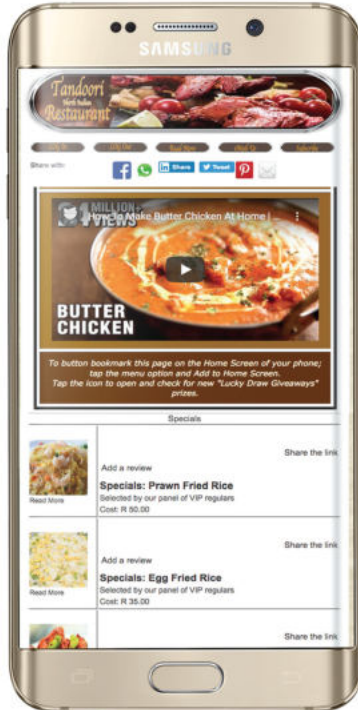




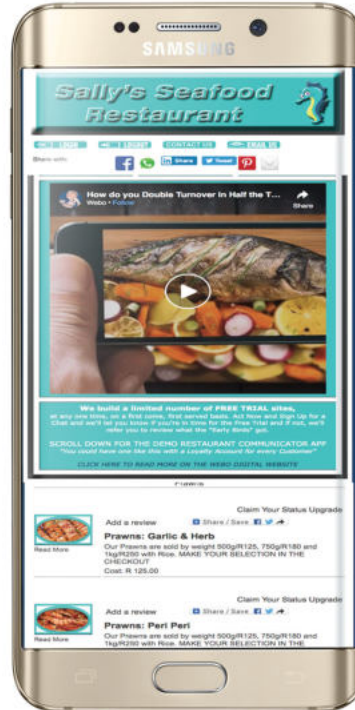
TIME TO GO ONLINE
e-Business, e-Commerce and e-Marketing. The 3 e's to making money online.



Left Side Panel/Categories
Scan Code To Link
Header Login
Be Auto Rewarded for Rewards
Be Auto Rewarded for Sharing



No Side Panel
Scan Code To Link
Header Login
Be Auto Rewarded for Rewards
Be Auto Rewarded for Sharing



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Be Auto Rewarded for Sharing



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Scan Code To Link
Header Login
Be Auto Rewarded for Rewards
Be Auto Rewarded for Sharing

4	Would you like to see more of the following	Please select one or more
4.1	More Chicken Dishes	<input type="radio"/> Yes
4.2	More Salmon Dishes	<input type="checkbox"/> Yes
4.3	More Lean Beef Cuts	<input type="radio"/> Yes

SATISFACTION SURVEYS

Previous NEXT

Thank you for taking this survey. We seek to exceed your expectations and value your time taken to provide this feedback.



secret to success lies in giving customers what they want.

Conduct surveys in-restaurant on phone and give customers to opportunity to complement or complain - this will often lead to them not venting complaints on social media.

On-phone surveys are likely to obtain honest reviews especially if the survey is agile and only asks relevant questions.

Offering customers a coupon to share in exchange for feedback increases the chances that they will spread the word about your dining experience.

Done right you can monitor food and service and collect customer contact information.



In the offline brick and mortar world of retail business one may say that shoppers and shops populate the market place. When one steps online one enters the world of e-commerce where electronic retailing is often termed "e-tailing." It too, is a world of shoppers and shops, but it is a world where both the shoppers and shops have moved to conduct business electronically over the Internet.

The sale of goods and services through the Internet, or e-tailing, can include business-to-business and business-to-consumer sales. Growing an online business is key to success. In this article, a framework is suggested for your comment on a blog on the home page of www.Webo.Directory that seeks to discuss and explore the keys to the success of an online business.

Online success is enhanced by getting favourable online store reviews and suggested below are ways in which this outcome can be promoted. Probably the biggest hurdle that new e-tailers face is getting started. Opening an online store is the first visible step and it is generally more affordable than opening an offline shop however in many ways it requires as much planning. It is recommended that e-tailers accept the fact that they will face a process of continuous improvement, change, refinement and evolution. Once they have accepted this, it is suggested that, for success, they need to commit to the continuous improvement of the three critical enablers that follow and to the suggested seven-point business plan.

6.1.2.8 Online Business Enabler No. 1 – Customer Focus

For an existing offline business, having an online store adds a new channel or tool that needs to be accommodated within the business plan. In many ways it increases the distance between the merchant and their customers, and in other ways, it brings them closer together. They need to maintain their customer focus but they also need to find a way to create and maintain trust without having customer eye contact. The focus of the business should not change from serving the customer's needs or providing solutions to customer problems when the store adds an online channel however the way in which their customer focus is maintained may change. Keeping a customer focus in the e-tailing venture will enable them to get closer to customers and to exceed their expectations.

6.1.2.9 Online Business Enabler No. 2- Defined Objectives

There needs to be clarity about online objectives. As any pilot will tell you, the basics of getting from A to B are that you know where you are and where you want to go.

Some business strategies seek to use online stores to attract walk-in customers by providing an efficient and swift shopping experience. In these circumstances customers are coached to order in advance for collection. Goods are drawn from warehouses before the customer arrives at the store where, after



the closer inspection of selected items, they finalise their, pre-ordered purchases, that are bagged and are ready to go. This two-step objective is hugely different to an online only e-tailing approach to remote customers. Thus, clarity on online objectives, what the target market is and how it is to be serviced are key to successfully building an on-line store dedicated to remote customers.

6.1.2.10 Online Business Enabler No. 3 - Trust

Online stores must bridge the gap created by not having the item to touch and feel as well as not having eye contact with an in-store company representative.

To overcome this gap e-tailers must build consumer trust. If an e-tailer establishes a trusting relationship with a remote customer base, they will give him the reviews that he will be proud of. Above all, in applying the seven-point business plan, make a promise and keep it.

Keeping your promises to customers far exceeds the value of promising that which only "maybe" can be delivered. Set out to build a reputation for reliable and predictable service. Keeping your promises is point six of the business plan and it is a critical but not sufficient part of building trust. Build a total strategy to do this and monitor customer feedback.

How do you build consumer trust, loyalty and how do you get good customer reviews? I believe that if you use the following seven-point business plan in setting your online policies and practices you will have established a solid foundation to online business growth.

6.1.2.11 The seven-point online business plan to e-tailing success:

1. Create awareness.
2. Create a good first impression.
3. Make your online store easy to navigate.
4. Provide complete and accurate product information.
5. Provide the option of a conversation to your clients and be available to chat.
6. Create a service delivery expectation and then exceed it.
7. Meet delivery expectations and costs.

6.1.2.11.1 Create awareness

This point is covered in the next chapter but is repeated here in executive summary format for completeness. You need to create awareness of your online presence. If your store is not promoted to your current and prospective customer market, your store will not be found.

Note that even search engines can require you to bring your store to their attention by providing Meta Data information within the coding of your website (this includes website title, description and keywords). Promote your store via your normal marketing channels and consider online options such as:

- o Google Adwords,
- o affiliate marketing, article marketing, site submission
- o local online business directory listings,
- o social media,
- o telemarketing,
- o print media adverts and advertorials,
- o flyers,
- o circulars,
- o catalogues,
- o e-Mail campaigns to opt-in lists,
- o YouTube video marketing,
- o Digital deal/discount coupons,
- o e-Book give-aways etc



6.1.2.11.2 Create a good first impression

Catching the immediate attention of a possible new buyer is a critical success factor to growing your online store business.

It is easier to go to another online store than it is to walk out of a shop, office, factory etc.

Get people to list the "Ghee Wiz's" on your online site. Chances are that if they cannot spot them you can improve upon the look and feel of your online store. Analyse the user experience of users and ensure that your target market is able to find and buy what they seek without difficulty.

6.1.2.11.3 Make your online store easy to navigate

To do this give attention to your categories:

- Where many very similar products are available with technical, engineering or specialist differences, listing all of them such that the differences serve to confuse rather than to impress a new customer base should be avoided.
- If your customer base is mature and understands the technical differences and meaning of say, product numbers then this matter may not be applicable.
- If not, it may be better to limit the number of listed categories and to suggest an online chat or sales call back to explore a wider category range than to narrow the categories in respect of finer product differences that are not generally understood.
- Again, research the user experience and ensure that shopping the online store is a comfortable experience and that it is not a frustrating process.

Next consider:

- Providing product "buying guides" on your website.
- You need to ensure that your customers know how to shop your online store. They need to know what to expect from category or keyword searches. How to explore packaged quantity options, quality differences, size or colour options etc.
- Offering buying guides in cases where a large number of product ranges are offered is highly recommended.

Essentially buying guides are "how to" manuals. Examples include how to buy a used car, hard wearing work wear or durable appliances online. How to buy a ladies evening gown online, might, for instance provide measured dimensions and not just sizes and the product listing would advantageously offer multiple images and zoomed in views of the product. A technical or engineered product would usefully offer not only the technical specification

but also views of the product in manufacture, interviews with technical staff, engineers and customers. A maintenance manual download would also enhance a buyer's decision process.

A "how to" manual on narrowing down possibilities by using "key word searches" or "category searches" may also improve the user experience.

Physical stores are often "dressed for seasons" so why not dress up the look and feel of your online store. Dress it up for Christmas or for Valentines Day, Etc., by changing the look but also by creating keyword listings or special categories for Xmas gifts, Valentines, Easter, Birthdays etc.

Essentially this point says: do not assume that your online customers can make product selections without the help of a sales assistant. Think through how best to overcome this challenge and meet it.

6.1.2.11.4 Provide complete and accurate product information

- The quality and accuracy of product presentation is critical. You generally do this by way of images and text.
- Photographs or other graphics can be of a low resolution however they must be well styled and often more than one image is preferable. Providing a front and back view gives just that little extra that would be available if the customer was in your store.
- Accurate and detailed online store product descriptions and a listing of product features together with other useful information on the store's website relating to the company and the companies established user community are essential.

Do not hold back information and be sure to provide accurate, crisp and complete accounts on the products and on your company. Remember that customers cannot physically inspect the product or the company so you need to provide more information than you would to an in-store customer.

For example, as stated above, provide garment dimensions and not just sizes, as the customer cannot try garments on. Providing dimensions for many products is a good idea as photography generally masks size.

Use the store website to provide labelled colour variation swatches for there are many shades of every colour. Spending time and effort on rethinking the way you present your products is seldom wasted. In essence, it's about packaging and showcasing you products. A website should compliment the online store. Most everyday websites were not planned to support online trading. Make sure that your website builds on the product information on the online store. The way you present products needs to accurately portray the products in question.

6.1.2.11.5 Provide options for conversations & be available to chat

- Always get in touch with a customer if you are in doubt as to any aspect of an online order or contact clients to discuss orders where a product has a high return rate.
- Set a low goods return rate target and effect changes to the online store until the delivered product meets customer expectations. Simply put, a low goods return rate is a critical success factor and it should be accorded your undivided attention. Be sure to monitor it closely.
- Test you site and ensure that it is mobile friendly. On the go consumers increasingly search for local alternatives and information on their mobile phones.

Consider offering an online blog. This takes the place of chatting to a customer sales person in a store or it takes the place of a phone call. It gives the opportunity to chat to a person, in real time, who is knowledgeable on the products, without having to wait for email responses.



Never try to fake what it is not. If it is not "Free Range" then it's best that you do not insinuate that it is.

- Make your website and store social. Encourage customer opinions and reviews. Many customers draw great comfort from the experiences of others.
- Remember that it is not always about quality or price but it is always about meeting expectations.

6.1.2.11.6 Create a service delivery expectation and then exceed it.

- Make a promise and keep it.
- Provide a 100% customer satisfaction guarantee and as a minimum, if you or your customers get it wrong, keep this promise with a smile, never be grumpy about passing a credit that was promised.
- If a 100% customer satisfaction guarantee cannot be given then the reasons for not being able to offer one should be motivated together with the likelihood and consequences of this eventuality.

•

6.1.2.11.7 Meet delivery expectations and costs

- Firstly it is critically important to specify the delivery period and to always meet delivery expectations.
- Disappointing customers who have paid for the product with delayed availability excuses can ruin a good business. For instance, getting an online birthday gift late can ruin your reputation no matter how good the product is.
- Secondly, delivery costs. These are a significant barrier to certain product purchases especially low priced items that are generally available. Having bread and milk delivered at a charge of more than the cost of the products purchased may be acceptable to purchasers in certain circumstances - but they would be unhappy to find an unexpected charge demanded by a delivery company. To illustrate, say you want a box of chocolates delivered as a surprise gift and are happy to pay three times the price of the chocolates for delivery. In this case it is definitely "the thought" that matters. What if the delivery company unexpectedly requires a COD payment that was not explained?
- Applicable charges should be clearly explained so as to not disappoint or provide unexpected costs. The trade off between the convenience of door-to-door delivery and delivery cost needs to be fully explained.
- Thirdly, delivery dependability. This point needs little debate - Use established reliable delivery agents for your reputation is unlikely to exceed that of theirs.

Thank you for taking the time to consider the above seven point plan for your e-tailing success that has been built on the foundations of focus, defined objectives and trust.

6.2 Info Apps

Certainly “content is King” but as stated, we believe that “presentation” is perhaps more important and if not it certainly sits beside the King as “Queen.” The reason for this is that if content is not well presented it will not be reason no matter how important it is.

Webo offers three App builders, namely the:

1. WhatsGood App,
2. Link & List Communicator App and the
3. Coupon, Loyalty & Referral Marketing App.

These Apps not only excel at content presentation they also offer unique opportunities as affordable Referral Rewards. You will find a detailed presentation of the above three Apps in Stage 8: Marketing)

The focus of Internet browsers has shifted from text, to images to video which currently enjoys some 80% of user time on the Internet. Presenting your products in video format is easy. There are a huge number of “click-built” video production Apps available. Some of which can be found at www.webo.directory/WeboBargains/

The Link and list Communicator App for Phones



We Deliver One Click Content to Communicator Apps on Phones

Planning on going online?

If so, Click an option

< Contact Webto

Watch a Video ->

Ask about the latest

eMarketing deal.



6.3 Blogs

For some, blogging is a book in the making. Blogging about four hundred words a day coupled with a two thousand word blog once a week will soon amount to being the book it may have been intended to be. Yes, a blog could be a book in the making. Alternatively, it may be an ever changing e-Book. Given a dynamic subject, like that of this e-book, having a printed edition will ensure obsolescence. Blogging is about learning, writing and sharing, and the latter objective is met by constantly updating an e-book.

You need to be telling a story, and you need to do it well to connect with your audience and maintain their interest. By monitoring the statistics on your blog, you will be able to determine if your blogging is reaching the target market that you intend it to reach.

The suppliers of products need, as a minimum, to showcase their wares and they need to offer deals as a call to action. The suppliers of services need to showcase their facilities and their wisdom or expertise.

Given that you are a dentist, a corporate coach or an animal trainer, then you are in the business of rendering services. Blogging is an ideal way of branding yourself and of establishing yourself as the local expert. Blogging consistently to a plan that seeks keyword dominance will move you up the Google search ranking within a short period.

When your blog is successful, how will you know? Does your blog have a purpose, vision, mission and a set of values? Does it have measurable objectives? If it does, it is more likely to succeed. Offering solutions or special offers is a great way to excite interest but it is not sufficient to sustain a blog. What is needed is participation. When you belong to the world how do you get it to belong to you? By way of participation; yes, no, maybe?

Do you want to add meaning to a cause or do you want to build a bridge to Link to Income earners (for the purpose of sales conversion) such as with sponsor's products, affiliate products, target market audience list building (lead capture), books and e-books, adverts, workshops, seminars, conferences, public speaking engagements, webinars, online or offline courses, consulting and paid blog subscribers. When you know where you want to go with the blog then blogging is an effective way of attracting an audience. Be sure to link your blog to Google Analytics so that you can study the demographics of your audience.

6.3.1 What's the Secret to Blogging Success? Allow me to offer an opinion.

Oh dear! I do not know. There is no blogging rule book but I do have a few pointers or clues to share. Blogging is a xxxxxxxxxxxx conversation; one-sided conversations are a bore! So, when I chat I want to listen but I also want to share an idea or two. That's right, it's about giving and receiving. Yay, nothing new for a change! What do you think? Nice of you to ask, so here goes; either you're introducing a topic or you're responding to one; that's right; it's a conversation; leave room for responses; better still; encourage opinions; end with a question. Why? Mmm... Good question. I think it shows vulnerability and sincerity, which draws others to the conversation.

Why is that? Well, you want to build your audience, no you do not seek an audience you seek participation and the convergence of collective thought towards consensus. Eish! You want all to agree with you? Nope, most certainly not. Success lies in understanding the point of view of a broad based participative audience. When you know what they want you can meet their needs and grow your business. Ok, so how do you get it? You go blogging... but more to the point what do you think?

Bloggging is about growing conversations and this will happen if you build relationships with the readers that you connect with. Content is the key as is the consistency of relevant discussion topics. You need not know everything if your audience participates. In the end success will ensure that the blog is dynamic and that the community of users that it serves are diverse and satisfied. Much depends upon audience building and this can be assisted by blog technology enablers, such as are found on the Webo blogs. Enablers such as viral blogging by way of tweet archiving, Facebook and LinkedIn integration plus Google search metrics will go a long way to getting your conversation growing.

6.3.2 YouTube is a blog; It's just in a different format.

In many ways YouTube is a blog. The variation being that the content is offered by way of video and it has a built in comment option. YouTube is the second largest search engine after Google and as access to video cameras in smart phones grows so too will YouTube move to narrow the usage gap between it and websites. There was a time when websites were stage produced to be "bling" hosts to well thought out canned messages. What followed was the Facebook revolution that told the world that they could be themselves and that having empathy and compassion was more important than flashy graphically designed webpages with "bling slogans!" Mobile phones have done this to online video content hosted by YouTube. No longer does one need multiple camera studio productions as you can just record and upload a video (blog post)

from your mobile phone.

6.3.3 Be yourself and make it conversational.



L & R P About Our L & R P Terms & Conditions Of Use Contact Us PC Communicator Feedback Survey

Mobi Communicator App

Starters Recipes


Asparagus wrapped in prosciutto Follow this topic | Unfollow

Mains Recipes

Steak and pineapple casserole Follow this topic | Unfollow
Steaks with chimichurri Follow this topic | Unfollow

Dessert Recipes

Black forest ice-cream cake Follow this topic | Unfollow



Email this page Bookmark this page Print this Page My Account Logout

RECIPES BLOG OUR FACEBOOK PAGE OUR WEBSITE MOBI COMMUNICATOR PC COMMUNICATOR

Language



Scan the code above and read about ten examples of restaurant blogging done right.



Scan the code below to link to this blog.



6.5 Traffic Drivers Overview

A framework for getting found on the Internet

Online & Offline Business Directories and Other Media or Adverts

- Register with these as they will reference your site and build the flow of local traffic to your online presence
- Remember that consumers buy online because the user experience is convenient and easy but getting found on the Internet is what gets the game in play. Once in play do not discount the power of word of mouth referrals.

Large National e-Commerce Platforms

- Register and trade on these to reference and introduce buyers to your site.
- eBay, OLX & Craigslist
- Amazon, iTunes & Kalahari
- Bid or Buy
- Specialist but broad category sites on motor cars etc.

Direct Marketing

- Printed Fridge Lists and other Flyers.
- Advertorial Letters to Existing Customers and Community Circulars.
- Product Catalogues, Newsletters and Brochures.
- Telemarketing and Telesales
- Mobile Phone Adverts and SMS

Affiliate Marketing

- Using your Internet based exposure via articles, blogs, websites etc to promote others who pay you a commission for successfully driving traffic to their websites or e-commerce shops.
- Adsence; adverts on websites.
- It's about appointing partners to help you grow.
- The more affiliate partners you appoint the faster you will expand your market reach.
- Take a walk down to the local mall and do a deal to be an online agent for a local business in return for online sales commissions or build an online shop filled with affiliate products.



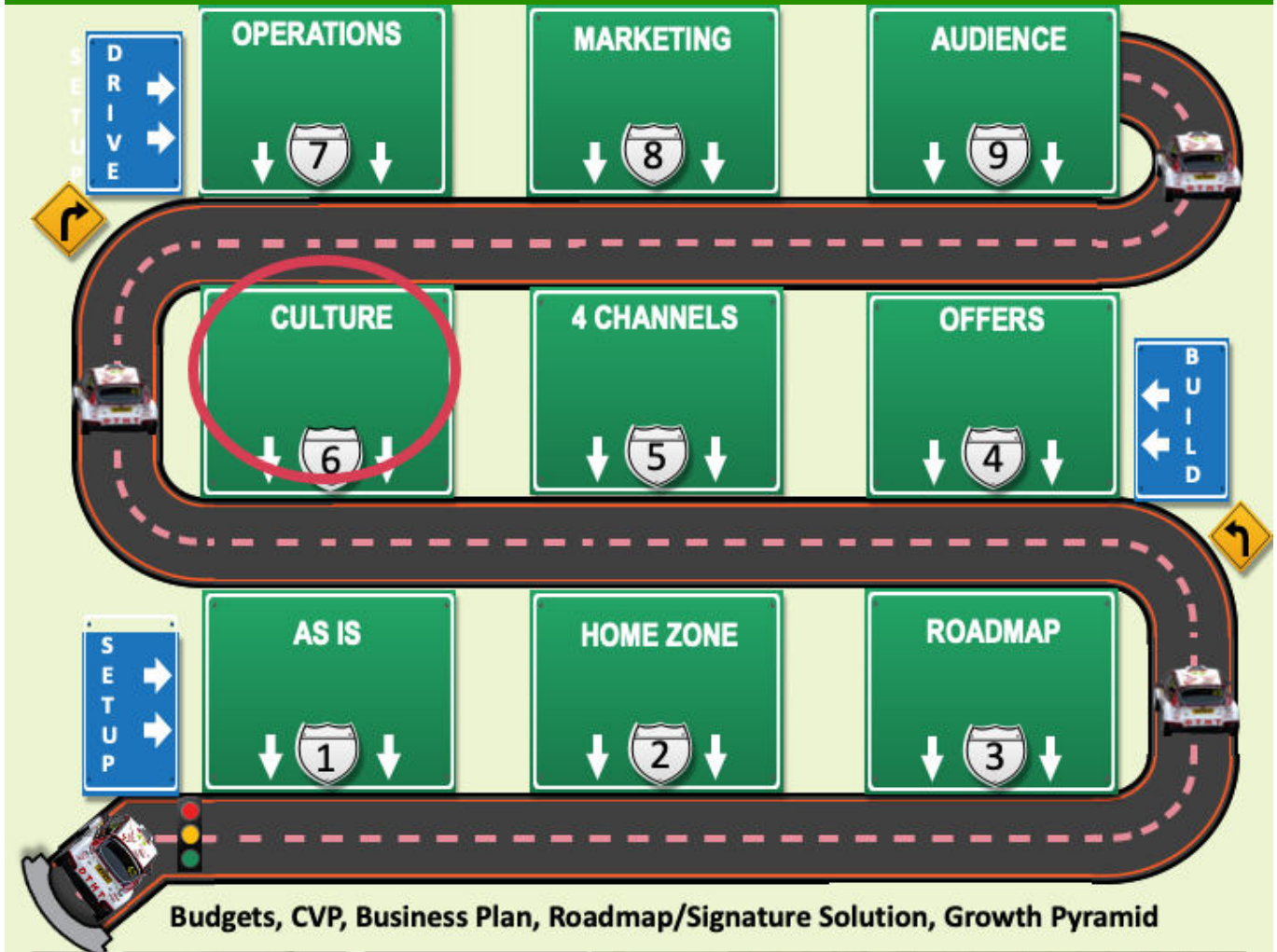
Internet Marketing

- Social media; Facebook, Twitter etc.
- Blogs: News and Chat Blogs.
- Infographics; Pinterest
- Article marketing; build a reputation for being knowledgeable on your chosen product line or services & Bookmarklet Newsletters
- Mobile phone Adverts and SMS + Cross Sell
- Google Adwords, YouTube & TikTok
- Webinars/Teleseminars, Article Marketing

Search Engine Optimization

- Optimising, obtaining, offering and formatting a variety of matters so as to increase the page rank positioning of your product or information focused sites on Search Engines such as:
- Google, Yahoo, AOL, Alexa, Bing, Lycos and Dogpile

Chapter 7: DTHT ROADMAP | Culture | Build Phase 2 - Step 6



CHAPTER 7: PEOPLE

Most of this Chapter relates to established businesses but, then again, small business owners must do it all!

No matter how good a strategy may be, without people it has little chance of success. We do not account for people as an asset yet they are the most important resource that any organisation may wish to possess. Nurturing the capability, responsibility and accountability of people is at the heart of success. Acquiring capable people as a resource is not sufficient, they need 'to be' inspired to engage in the implementation of the strategy to achieve the vision. Providing meaning and purpose too is insufficient for one needs to develop the potential of all, at an individual level, 'to be' a high performance centre of excellence. A degree of managing "blockers" and converting passive 'buy-in' into a proactive contribution from all may be needed. Thus responsibilities need 'to be' identified for allocation to meet operations support. From the outset the people in the organisation need to have clarity on what will be entailed and this implementation manual is seen 'to be' the first step thereto.

In short, what is involved? The answer includes:

- **Converging:** Building Consensus on strategic goals - Pursuing a single strategic intent over a long period of time to converge resources on the same goal and standardisation with no different strategies in each corner of the ring
- **Focussing on promise and a reverse promise:** Specifying precisely what can and will be delivered and what will not be delivered. This will require detailing the gaps and setting improvement goals.
- **Budgeting for success by deploying a Base 80 budget** that protects against resource dilution.
- **Drafting/reviewing:** Work Management Charts & Performance Contracts (SLA's) that align and target staff performance.
- **Targeting:** Emphasizing high-value activities, focussing on the right things including capacity building / Standardisation, technology, process definition and process regulation.
- **Seeking funding.**
- **Addressing Culture** including attitudes and morale.
- **Learning:** Employing not only the hands but also the heads of everybody, skills transfer from the bottom up, learning to forget the past, sharing progress and benchmarking.
- **Borrowing:** Accessing the resources of partners so as to benefit from the "partner pool."
- **Blending & balancing:** Combining skills and input and building complimentary assets with new partners
- **Co-opting the resources of others** with a common purpose
- **Expediting:** Resource and reward acquisition
- **Right sizing:** Determining the demand and resources needed to meet it vs doing what we can.
- **Geo mapping analysis** multi-branch results over time and analysing for trends and opportunities for performance enhancement.

- Tracking measurable outputs through leading and lagging indicators at service points,
- Empowering (training for defined skills) and defined accountability including short term operations training (management of a directed and controlled environment) and medium to long term leadership development (freedom to innovate and take ownership: intervene, mobilise and strategise).
- Managing change.

RESPONSIBLE

ABOUT PEOPLE CENTRED RESPONSIBILITY

RESPONSIBLE

1. Task Maps & SLA's: It is a two way street. What the practice does for me is agreed to as is what I do for it.
2. What (Processes), When (Systems), Maps (How), Delegations (Who), Instructions (Training)
3. The meaning & purpose of success is NB

7.1 Responsible

At the heart of responsibility lies knowing exactly what one is responsible for. Self direction requires a deeper understanding of the workplace than working in an attendance controlled passive environment rather than an output centred workplace. Proactive self direction rather than a reactive response requires planning and a completely different attitude to the role of the individual in the organisation. The aggregation of individual responsibility makes up the collective organisation's responsibility. Knowing the detail is the first step.

Checklist of non-standard operations tasks:

- Strategy execution and tactical direction/support
- Human resource development: Training, recruitment, termination, labour relations & performance development, mentoring, coaching, performance monitoring/reviews and SLA drafting/crafting

- Budget reporting, execution and reporting- daily, monthly, annual, decision package ID and definition
- Innovation: Research and stakeholder collaboration, systems & process improvement
- Staff management: Overtime authorisation, claim authorisation, leave planning & authorisation, requests to fill vacancies, management of grievances & discipline, promotion recommendations, reward recommendations etc
- Measurement: Financial and non-financial leading and lagging indicator identification, definition & reporting.
- Ancillary services: Managing requests for help, peer reviews, expert testimony, audit facilitation etc
- Asset management: Marking and identification, inventory list management, physical asset handling (acquisitions, disposals/write-offs), facilities management
- Procurement: Requisition, ordering, receiving.
- Standardisation: Updating standard operating procedures, delegations, authorisations & responsibilities
- Communication: Internal & external - Staff & Stakeholder/partner collaboration
- Risk management: Monitoring defined tasks
- Auditing the alignment of responsibilities to ensure that the authority to take corrective action is delegated for all areas of responsibility.
- Auditing the alignment of responsibilities with policies to ensure that corrective action is not prevented by policy.

7.1.1 Task Mapping & SLA's

Task mapping should be process led. People should follow processes that give rise to capability to fulfill the purpose of the entity. Task maps detail who does what and when in the execution of a process. Tasks attributed to an individual or service delivery unit are then consolidated for attention in drafting the service level agreements for the respective individuals or teams. As Is and To Be maps need to be drawn at current and envisaged throughput.

Service level agreements and task mapping may be usefully explored using the analogy of marriage and divorce. Marital vows succinctly lay the foundations to a balanced relationship in which both parties contribute to the success of a long term partnership. A premarital divorce agreement lays the foundation for the dissolution of the partnership. The two are separate and the one should not entertain the other. One would not consider the inclusion of a "but if the marriage fails I solemnly swear to let you have the furniture, children etc " and likewise one would not anticipate the bride or groom declining to make any vows!

Task maps and service level agreements must offer a balance between the tasks, duties, roles and responsibilities of the employer and the employee. This said the more the document is purpose led the better. The more succinct it is, the better it is likely 'to be'. Where there is an attempt to specify the countless step by step tasks and attached contingencies that influence requisite behaviour, the more the document will communicate less.

Simply put, SLA's must be a balanced agreement that details what the employer will provide and what the employee will produce as a measurable output.

7.1.2 Delegations & Instructions

These will need 'to be' reviewed to enable self direction by authorised service centres.

7.1.3 Meaning

Having a deep sense of meaning for the work that one does is often common within professions that are seen 'to be' vocations. Teachers and nurses, to name but a couple, are established vocations. The meaning of the work performed is deeply embedded and these service providers are generally passionate about what they do. All too often one finds that service providers do not fully appreciate the meaning and hence the value of the services that they provide and in these circumstances they do not enjoy the rewards of job satisfaction that the "vocations" enjoy. The Hospitality industry too attracts many passionate people such as chefs and others that enjoy service.

Public sector services are often provided by the state as they meet desperate, strategic and other critical needs that are not a profitable and or affordable enterprise. The provision of these services to citizens is thus of high value to society and understanding this core value is the key to establishing meaning. With meaning comes passion and with passion the discharge of service delivery within a job ownership framework brings job satisfaction.

Leadership is charged with crisply defining a vision of a "to be" service delivery community and to inspire management and service delivery providers with the confidence to turn thought into an actioned reality. Armed with a shared clarity of purpose, "meaning" and passion the entity will possess the drive and commitment to succeed.

It is critically important to understand why ones job has meaning. The cause and effect of a job done well vs badly needs 'to be' understood.

Often many people can tell you what it is that they do and often they will tell you what it is that

they do not do but often people cannot explain why their jobs are important.

Should the above be true consider drafting a newsletter or better still make a video that features discussions with clients on the impact of a job well done, the advantage of timely services and quality service delivery.

This will assist in giving meaning to jobs and show why not doing them well or timely has a knock on effect that does matter.

Emotion: Please hear what I'm not saying!

Don't be fooled by me. Don't be fooled by the mask I wear. For I wear a mask, I wear a thousand masks, masks that I'm afraid to take off, and none of them is me. Pretending is an art that is second nature to me, but don't be fooled... I give the impression that I'm secure, that all is sunny and unruffled with me, within as well as without; that confidence is my name and coolness is my game; that the waters are calm and that I'm in command and I need no one. But don't believe it; please don't.

I idly chatter with you in the suave tones of surface talk. I tell you everything that's really nothing, nothing of what's crying within me. So when I'm going through my routine, don't be fooled by what I'm saying. Please listen carefully and try to hear what I'm not saying; what I'd like 'to be' able to say; what, for survival, I need to say but I can't say. I dislike the hiding. Honestly I do. I dislike the superficial phony games I'm playing.

I'd really like 'to be' genuine, spontaneous, and me; but you have to help me. You have to help by holding out your hand, even when that's the last thing I seem to want or need. Each time you are kind and gentle and encouraging, each time you try to understand because you really care, my heart begins to grow wings. Very small wings. Very feeble wings. But wings.

With your sensitivity and sympathy and your power of understanding, I can make it. You can breath life into me. It will not be easy for you. A long conviction of worthlessness builds strong walls. But love is stronger than the walls, and therein lies my hope. Please try to beat down those walls with firm hands, but with gentle hands, for a child is very sensitive, and I am a child.

Who am I, you may wonder, for I am every man, every woman, every child ... every human you meet.



7.2 Empowered

To be held accountable for targeted service delivery volumes, values, timeliness and quality the benchmarks need to be agreed upon and the service or support providers need to be capable of delivering the necessitated outputs. Short term skills training on process execution, equipment

usage and report writing will possibly be required as will longer term leadership development.



7.3 Accountable

Financial accountability is often well entrenched. What has been spent and the reporting thereof in terms of accounting principles / standards has been adopted as an objective by most companies. The Webop PeP Framework calls for accountability across a broader range of deliverables including output accountability measured by the volume and quality of outputs as well as in terms of the value, impact and associated outcomes.

A Financial Director / Manager is usually charged with financial management and with the sup-

port of internal and external audits discharges this responsibility. Oversight is provided by audit committees. Performance audits address service delivery and oversight may be provided by a number of entities appointed by the board of directors or by the owner of a business. These processes are well established and achieve the aims thereof. This governance structure is however reactive rather than proactive. In small businesses the duties are more complex as the owner must do everything!

The Webco frameworks address accountability within a macro "big business" framework and aligns financial and political perspectives. Key to success is the need to proactively engage and build sound working relationships with all stakeholders. In small business most of the duties will converge within the responsibility of the owner.

Self direction enables accountability to be proactive rather than reactive. Given job ownership the door to proactive self directed reporting against predefined volumes, values, quality and timeliness is opened. The suggested approach is that of a reporting framework where line responsibility centres report to a central monitoring unit / person. Note that self-direction in a small business has the potential of releasing significant time to the owner.

The role of the monitoring unit should include the scrutiny of measured input and output results achieved for the attainment of targeted performance. Matters such as the availability of resources delivered as a result of the planned execution of budget allocations are as important to sustainable output production as are the measured output results achieved. Given a focus upon outputs only the status of resource supply as a leading indicator to future service delivery

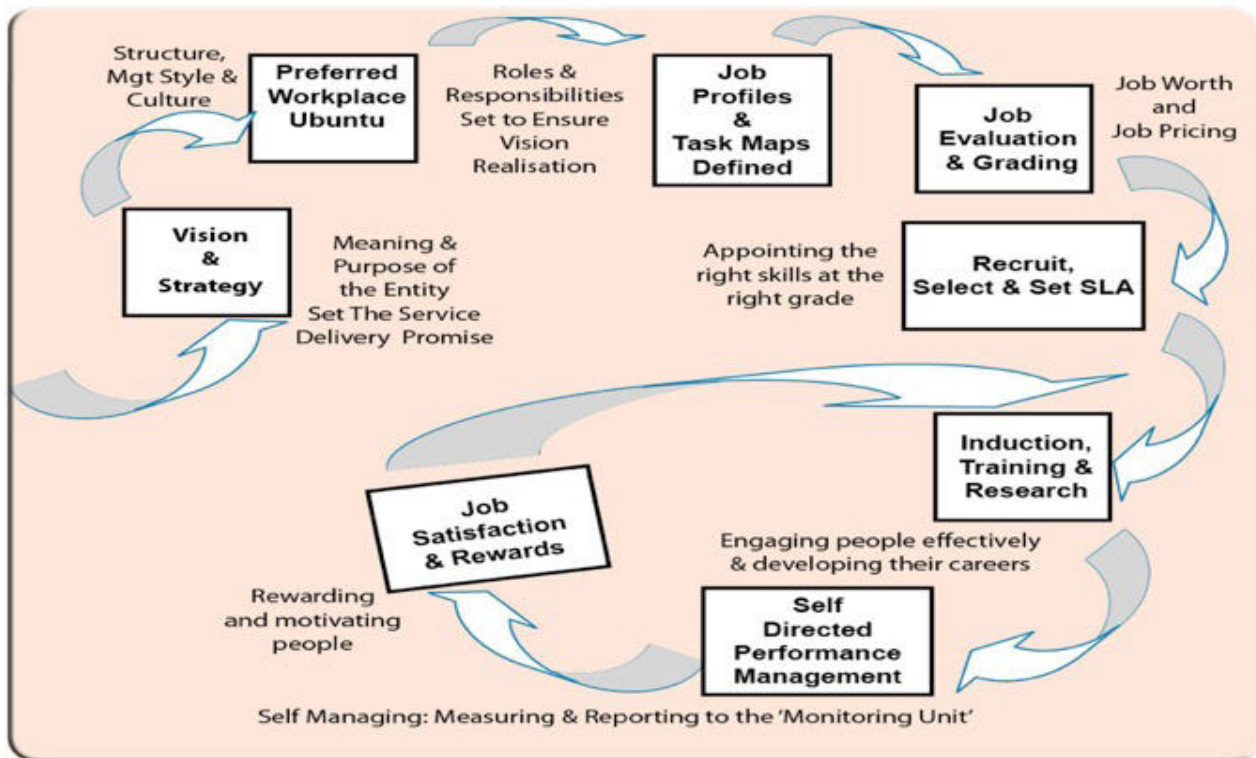




***“You are invited to share this Book with a friend.
I believe that having a buddy who embarks on the Nine
Step Roadmap to Success with you is a great idea!”***

Build a Self Directed Professional Work Force

Coordinate via a "Monitoring Unit" - What's Right and not Who!



outputs may be overlooked.

Reporting to a central monitoring unit / person enables the distribution of action reports to people that are charged with the responsibility for corrective action. As an analogy, the monitoring unit plays the role of a traffic officer on point duty who directs the traffic so as to maintain a smooth flow. Traditional hierarchical reporting lines generate bottlenecks, at successive levels, as the information is passed up the chain of command and at each level analysis is duplicated. Rather than dilute the information flow the establishment of a monitoring unit ensures that reports are relevant to the recipient who is charged with taking corrective action.

Within this framework the planning phase is critical and acceptance of the plan means that in the absence of a report to the contrary the actioning thereof has been taken care of. In practice it means "if you do not hear from me the job has been done to the agreed standard." Thus the up-line manager need not intervene unless help is requested.

Allowing responsibility centres to be self-directed with accountability to the monitoring unit establishes a structure that is built on trust (at an individual level) within a self directed peer management system rather than within a chain of command and control. Making a change to this structure not only releases entrepreneurial innovation and job satisfaction at the front line but it releases senior management to focus more on planning, assessing impact and outcomes

as well as to maintain conversations with clients, stakeholders and partners. Thus senior management has the time to focus on what needs to be achieved, leaving the execution thereof, to the framework established by the Webo PeP (Performance enhancement Programme) Framework.

Essentially service delivery is entrusted by the Board / Owner and the Webo framework calls for complete transparency not only in terms of normal financial accountability (actual to budget etc) but also in terms of performance against non-financial benchmarks such as volumes, quality, timeliness and cost effectiveness.

The management hierarchy is typically made up of a number of layers:

- Shareholders in General / Special Meeting.
- Board Exco
- Board of Directors
- Directors
- Regional Management
- Area Management
- Front Line Management
- Front Line Service Providers

At the top of the hierarchy priorities, general goals and policy frameworks are set and the upper layers hold the lower layers in the hierarchy accountable for performance that shifts from outputs at the lower levels to impact and outcomes at the top. This said, accountability at lower levels is often based upon time availability only. In these cases staff are required to sign in and sign out however measured service delivery whilst they are at work is not reported.

The Board of Directors are accountable to Shareholders. Owners may be accountable to silent partners or investors. The public are directly serviced by the front line service providers. Rather than view the above as a hierarchy one may view it as a closed loop. The more transparent or visible accountability reporting is the greater the likelihood there is for alignment. When the public value the services provided so they will, via their purchases, express their support for the business.

Financial budget allocations give rise to service delivery expectations that are often not clearly defined in terms of measurable service delivery quantum. The Webo PeP Framework supports financial reporting but suggests a crisply defined service delivery "promise" in terms of measurable volume, quality and timeliness norms as well as a "reverse service delivery promise" of what services should not be expected. End user service delivery requirements will rarely be

expressed in financial terms. It is likely that stakeholder expectations in terms of services and outcomes will vary where these are not clearly defined. Financial reporting is considered to be necessary but not sufficient to discharge accountability for the expectations of stakeholders.

As suggested, accountability expectations should be established for what can and what cannot be delivered in both financial and non-financial terms. Often high level debates on budget increases are focussed on percentages, financial reasonableness and or affordability with the negotiators not documenting what the non-financial expectations of the end result are. The result of this is the frequent reallocation of funding or the maintenance of a "reserve" (held to the last minute) to enable subsequent priorities, as they unfold, to be met. The Webo process proactively bridges these perspectives by way of non-financial reporting that is highly visible .

7.3.1 Time line

Adding a time dimension to output delivery adds much to engineering solutions to enhancing productivity. Maintaining records of output over time is a significant indicator that can be used to direct attention to process improvements that can be shared. Communicating the service delivery time line sets responsiveness expectations to the level at which they can be met with available resources.

7.3.2 Follow Up On: Volumes, Values & Quality

Tracking how many, how much and the level of rejection also adds to assessing service excellence and in addition it enables per reviews and self redirection.

7.4 Rewards

Variable pay structures based upon "production" are not easily approved for implementation. Sales commissions are a norm but admin pay based on throughput is not normal. Non-financial rewards are however easily implemented and this avenue of possibility needs to be explored. A bouquet of flowers, a card, an afternoon off and an achievement award are but a few of the possible matters that should be considered in addition to working on the medium term objective of getting the job grading right. Recognition, job grade and professional scales are the pillars to fair remuneration.



7.5 Teamwork

SME start-ups often revolve around close knit teams that are self directed. If your team's selfies look like the one on the left then the chances are they will answer the questions that follow immediately with an enthusiastic YES!

Individual Players

1. Are they having fun?
2. Are they self motivated?
3. Is their value understood?
4. Do they know their position?
5. Are they well trained?
6. Do they feel relied upon?
7. Do they keep score?

The Team

1. Are there game rules/values?
2. Is there a defined playing field?
3. Are they equipped for the game?
4. Are positions coordinated?
5. Is there a game plan?
6. Is performance monitored by all?
7. Do they celebrate success?

The Captain

1. Engages & studies performance?
2. Understands and builds capability?
3. Is connected & acknowledges effort?
4. Inspires & lets the team play their game?
5. Intervenes, mobilises and strategises?
6. May change the game plan?
7. Constantly celebrates individual success?

Let us now move to the world of business & service delivery

The People

1. Are they responsible?
2. Are they empowered?
3. Are they accountable?

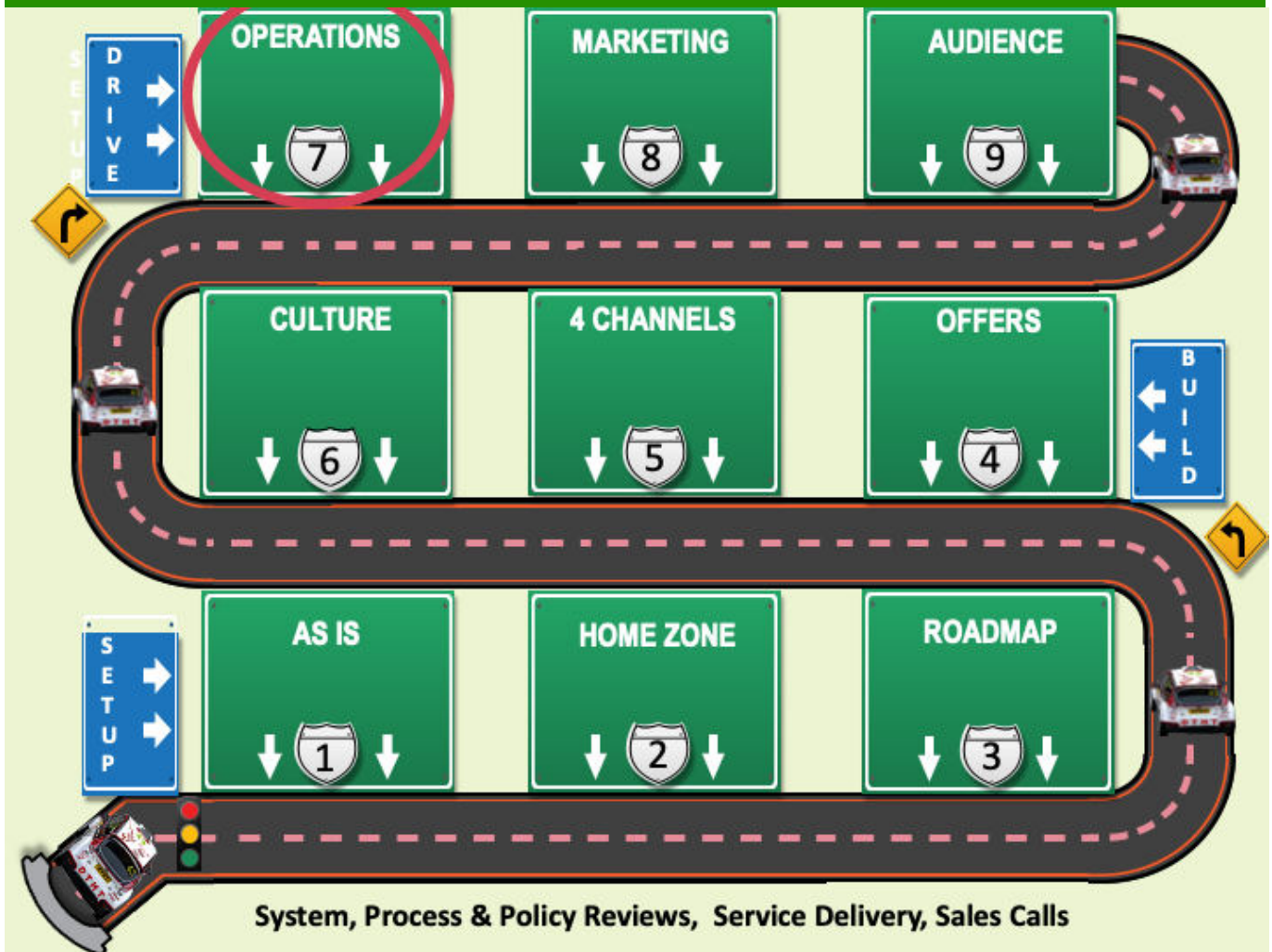
The Business

1. Defines and supports operations?
2. Plans & reports upon performance?
3. Defines values, culture & attitude?

The Leadership

1. Directs the attainment of a shared vision?
2. Owns strategy, structure & leadership?
3. Gives meaning & rewards achievement?

Chapter 8: DTHT ROADMAP | Operations | Drive Phase 3 - Step 7



8. OPERATIONS

Once again, most of this Chapter relates to established businesses but, then as said for the last chapter, small business owners must do it all!

This is where systems, processes and policies merge to create the framework for people centred service delivery. This is where tried and tested as well as futuristic service delivery frameworks are measured for success against expectation yardsticks.

The suggested focus of people following defined processes that are supported by systems is designed to address technology support for your own utilised and needed processes. Care should be taken to retain focus on the ultimate goal, which should always remain the 'to be' output and it should be outcome based.

8.1 Systems

There are many reasons that contribute to the existence of ineffective systems. Often the cause is driven by a mindset that inculcates an acceptance of a status quo. The lack of job ownership, skills and a bureaucratic tradition of resisting change are often the causes of systems (normally a timeline) for processes not being optimised.

8.1.1 Supportive

All too often front line needs play "second fiddle" to growth / roll out plans that result in an "ill fitting shoe" crippled by budget constraints and without consideration for the individual needs of service providers. The model environment in the "minds eye" of a head office manager may not match the on the ground reality at a local branch, restaurant, hotel, business etc.

Systems and technology needs to support specific process needs and care should be taken to ensure applicability.

8.1.2 Operational

Care needs to be taken in assessing systems, process and technology up or down time. Where utilisation competence is lacking, the system may be blamed for downtime e.g., the computer system does not work where the reality is that the telephone line is down.

2.1.3 Utilised

Often the implementation of systems is not aligned to operations processes and this results in systems not being utilised because the implementation focus is on the system and not upon how it is utilised to support defined processes. Inefficiencies and bottlenecks arise when process needs and systems are not aligned to meeting service delivery expectations.

Research and self direction empowers an entrepreneurial culture where front line staff are responsible for process execution, design and system support. When external bureaucratic styled agencies roll out their latest systems "upgrades" care should be taken to ensure that these

“upgrades” suit your needs.

8.2 Processes

A performance enhancement strategy seeks to ensure that services meet demand, in such a way as to fulfil the service delivery promise. Trumpeting a service delivery promise creates expectations that must be met. Often service delivery demand can be met in a number of ways that involve a variety of alternative processes.

Defining processes gives structure to the way in which inputs are converted into outputs. This said the process “how to” often clouds the “what” process decision that should proceed execution. It is suggested that addressing the “what” will often be the key to creating a centre of excellence and high performance. Put another way the key is to do the right things or ask the right questions for if one does the answers or ‘how to’ in defining process steps becomes by far the lesser problem.

8.2.1 Mapped

Mapping service delivery processes serves to highlight task duplication and resolvable constraint issues as it adds to aligning inter departmental collaborative services and or inter dependencies, streamlining throughput, bench testing process alternatives and more.

Generally highly sophisticated process mapping tools are not needed for unpacking and repacking day to day service delivery processes. It is recommended that all be schooled in the art of basic process map reading and drafting.

8.2.2 Displayed

The purpose of suggesting that processes (current and to be) are displayed is so as to enable all to write on the displayed maps and to test alternative ideas. Ideally to enable this, process maps should be laminated and nonpermanent “white board” pens should be available to aid this process.

8.2.3 ‘As is’ / ‘To be’

Displaying ‘as is’ and ‘to be’ processes adds greatly to project definition and communication and is recommended. We started by assessing the ‘as is’ and the ‘to be’ of operations and as we move along the ROADMAP we will find ourselves doubling back to to ensure that the ROADMAP is the

best that it can be.

8.3 Policies

Policies are frequently drafted to ensure compliance with environmental legislation or other regulations etc. As a generalisation they are generally written to control behaviour rather than to free it to be innovative and creative. The deeper the hierarchy the bigger the policy manual often applies.

The question needs to be asked. Do your organisation's policies inspire or inhibit new ways of doing things and do they promote an innovative culture? The idea behind having policies is often to provide guidelines to streamline and expedite decision making and behaviour. These reasons are sound but are undermined when laid down policy is not renewed and updated and so becomes irrelevant.

Policies should allow for flexibility for they cannot entertain every possible future set of circumstances. There is a place for policy however it is suggested that when vision rather than policy guides mindsets then a huge step towards high performance will have been taken.

8.3.1 Trust

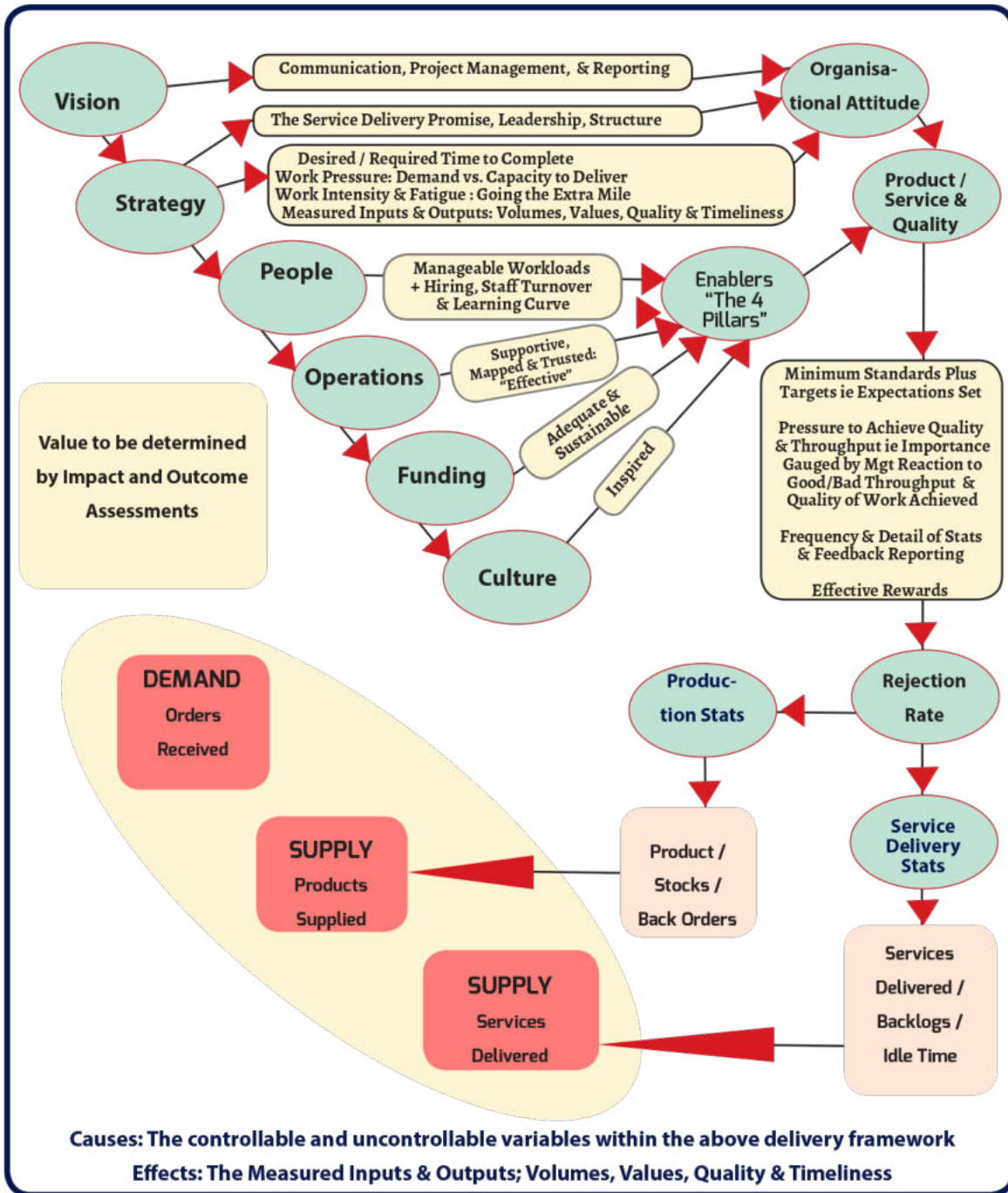
The folly of trusting a second hand car dealer is legend. What of politicians, highly ranked civil servants and the expectation of timely, quality public sector services. Exceptions exist but in the main, if you worked for an entity that you did not trust would you be motivated to become a centre of excellence delivering high performance?

Trust needs to be earned and this can be done by consistently meeting measurable service delivery promises over time in such a way that the word of the service provider is trusted to be met within the reasonable and defined parameters promised.

8.3.2 Innovation

The idea of exploring synergistic and growth opportunities for service delivery capability that adds value to established baseline expenditure is encouraged. Doing so licences research, innovation, enthusiasm and meaning that will bear fruit by establishing an entrepreneurial spirit supported by dynamic strategies and structures.

Innovation is not a management preserve. It is best derived by the establishment of "no stripes" communication channels that support the freedom for open conversation. Hierarchy and bureaucratic silo mindsets discourage innovation and the creation of interdependencies, shared services and collaboration which are breeding grounds for active innovation.

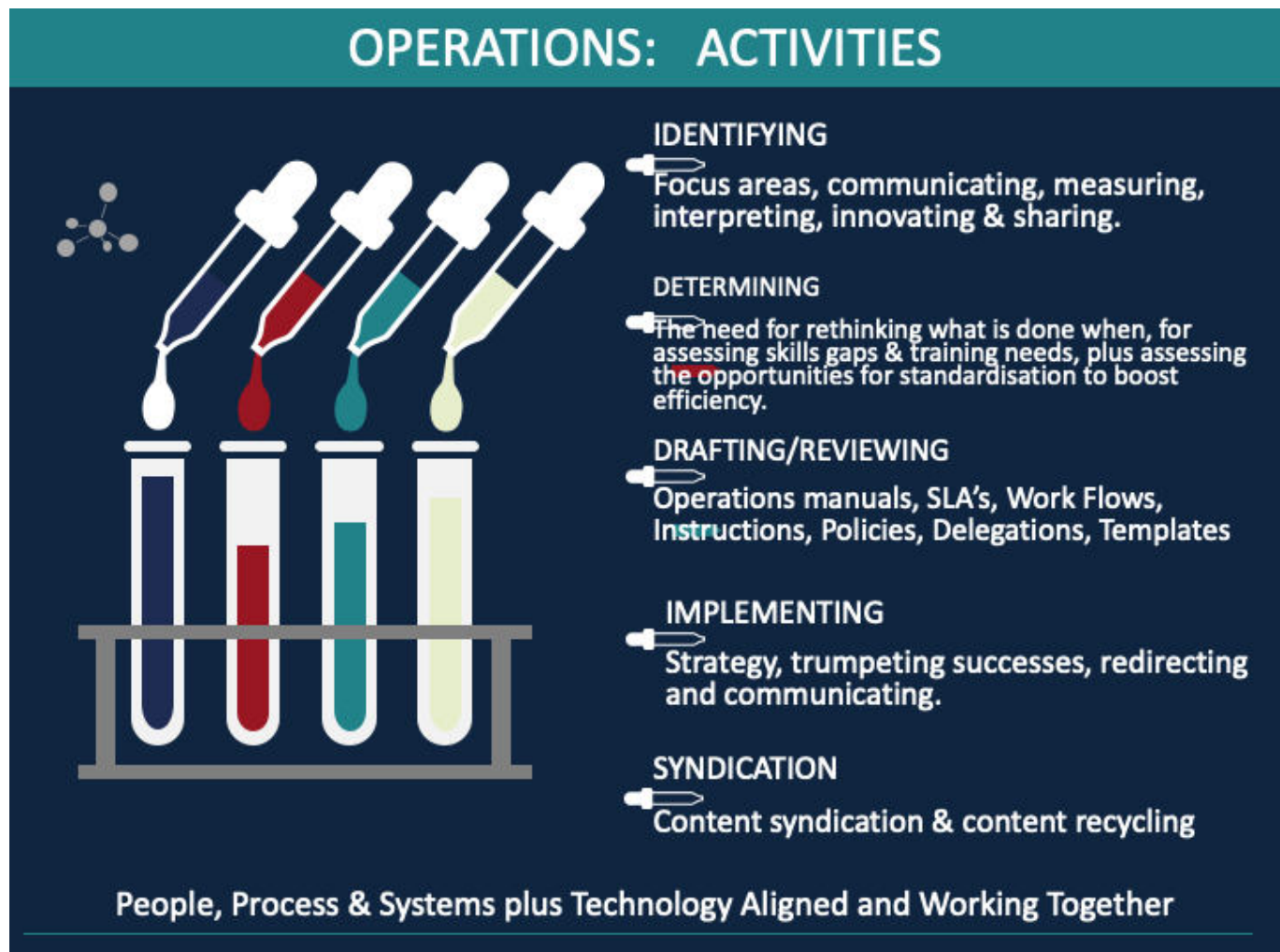


The 4 Pillars referred to are :
 People, Operatuions, Funding & Culture.
 These support the attainment of a Vision by deploying a Strategy.

8.3.3 Standardisation

Reducing routine tasks and processes to rigidly monitored processes that produce standardised services at a standard quality within a standard time frame lies at the heart of day to day efficiencies that meet established expectations and delight stakeholders. As an analogy a visit to one of a few dozen national retail stores, fast food outlets, vehicle service centres etc immediately raises the expectation of a standardised level of service.

In your business do you communicate a similar service delivery promise so that there is a similar expectation as to the service delivery promise. Whether it be a one minute or twenty minute wait for a restaurant table is not as important as creating the expectation at a level at which it will be met. The worst form of service delivery is that which offers no expectation of when the service will be provided. It is recommended that routine services be standardised and that delivery expectations should be openly marketed to stakeholders. Whilst standardisation is encouraged the innovation of standard processes towards a better way of doing things is actively encouraged. Changing the standard is vastly different from doing it differently all the time.



8.4 Introduction to the suggested Operations Phases

Mission: To build confidence in the ability to deliver a defined promise.

Leadership role & focus: "Build menus," intervene, mobilise, strategise and promote performance.

Project focus: "Build recipes" for organisational design changes/structures, people, systems, funding, culture & reporting.

Branding: Performance enhancement by all through working together on Activities & Drivers to meet a measurable service delivery promise.

High Level Milestone Tasks:

1. **Unpack this Book with teams and finalise the ROADMAP framework.**
2. **Build 'Buy-in' to an "it can be done" philosophy through the use of "business unusual" tactics. Percolate ideas up and migrate decisions down within a managed framework. Appoint an in-house coach & teams to tackle establishment projects.**
3. **Conduct organisational & individual skills & capacity audits, service delivery status assessments and establish the "gap" and the need for performance enhancement to bridge it.**
4. **Establish budget formulation, execution and reporting mechanisms.**
5. **Conceptualise and define the envisioned service delivery promise and strategy to achieve it.**
6. **Build and share time lines: Identify and define the quick fix, fast track, medium & long term projects needed to meet the promise.**
7. **Drive Growth towards sustainability and enable a sustainable promise 'to be' "trumpeted" to stakeholders.**

The Four Pillars and Keys to Success: **People, Operations, Funding and Culture Related Activities.**

For Completeness I have repeated the framework for "People" below.

8.4.1 PEOPLE: Must be Responsible, Empowered & Accountable to:

- **Establish Teams to work together towards enhanced individual & collective credibility, efficiency & effectiveness within available resource limitations.**
- **Build job meaning & purpose by defining why each job is important to internal & external stakeholders.**
- **Review standing instructions, delegations to crisply empower individuals to achieve enhanced performance.**
- **Conduct a skills & capacity audit to eliminate task & checking duplication, defining a training plan for what must be learnt, how it must be done & how.**
- **Communicate performance.**
- **Review stakeholder performance agreements & MOU's in respect of expectations to ensure they;**
 - are task maps detailing who must do what & when.

- enable pride through ownership and budget responsibility for defined performance within the SLA's..
- *set measured output based performance targets with peer reviews that see performance as everyone's business.*
- **Empower staff through training, mentoring and job ownership.**
- **Acquire training documentation & equipment utilisation videos for self development & on job confidence. (Search the www)**
- **Evaluate possibilities for systems modernisation and process standardisation to deal with work volumes & backlogs.**
 - *Measure inputs and outputs: Gather and share data.*
- **Review *individual* SLA performance reports.**
 - "Knock on doors" for information until self-managed reporting takes hold.
 - Ensure that SLA performance reviews promote a long term "marriage vs divorce" & that they reward success.
 - Monitor appropriateness of set measurable objectives (quantitative, timely and qualitative) and report thereon.
- **Review and share organisational performance: Cascade performance reviews down and filter 'front line' matters up. Share and trumpet successes.**
- **Acknowledge individual and collective performance:**
 - *Set financial rewards & non financial recognition/rewards to meet commitment accounting & output targets.*

8.4.2 OPERATIONS: Review Systems, Processes & Policies:

- **Review effectiveness & efficiency to ensure that systems are supportive, operational, utilised, standardised and that they are managed.**
- **Ensure that people follow process with systems support.**
- **Track and minimise; Manual, Computerised, Automated interfaces and Hand overs.**
- **Track, monitor and report on work activities and bottlenecks.**
- **Review accounting & procurement systems and establish commitment accounting practices with delegated spend authority.**
- **Ensure that "as is" processes are mapped, shared, managed, reported and that process maps, work management charts, robot charts, phase bars etc are displayed.**
- **Define and 'map' the future processes (that will be supported by identified systems) 'to be' followed by individuals.**
- **Build 'service delivery maps to highlight cause & effect : Understand the "Big Picture"**
- **Review policies to assess trust, innovation, standardisation and ensure that policies are understood**

8.4.3 FUNDING: Budget Formulation, Execution & Reporting

- **Approach:** Strategy focussed, multi year.
- **Standardise mechanisms for information sharing.**
- **Set the strategic objectives.**
 - Identify, define and rank the unfunded priorities.
- **Explore the top down allocation (Pizza) approach and the bottom up desperate needs (Soup Kitchen) approach towards establishing a balanced prioritisation policy.**
 - Right size budgets: Five year zero based budgets, activity footprint geo maps , prioritisation policies, and a Base 80 .
 - Ensure that budget allocations are linked to the strategy.
 - Cost the service delivery “promise” & “the Reverse Promise.”
- **Explore the role of ‘open to buy’ catalogues, electronic tender evaluation processes, commitment accounting, supplier relationship management, needs/demand forecasting, unexpected desperate need management, reprioritisation policies and the timing thereof.**
- **Budget Execution**
- **Supply Chain Management Procurement, backlogs & policy compliance.**
- **Review the execution of the planned spend (Actual to Budget) via achieving the commitment accounting targets.**
 - Reprioritise and reallocate funding where appropriate.
 - Ensure that actual to budget spending & availability is reported to all for decision support purposes.
 - Review early warning indicators for year/month end dumping.
 - Review volume & value in/output benchmarks.
 - Monitor reporting frequency re live reporting, daily, monthly, annual & activity reporting compliance for timeliness and completeness
 - Evaluate impact & outcome assessments & reports
 - Monitor multi year planning

8.4.4 CULTURE: Review Attitudes, Teamwork & Corruption Management

- **Review the role of team ID / uniforms towards building pride.**
- **Plan management development towards a “What’s right & not a who’s right” approach.**
- **Ensure that Self Directed Work Teams are in place: “It’s my job vs bureaucratic dependence.” Test that the role and place for the dependent, independent and inter-dependent team models are understood.**
- **Develop leadership for confidence in intervening, mobilising and strategising. Test that the role and place for the authoritarian, participative & self-directed leadership styles are understood.**

- *Review Teamwork & Capacity Building possibilities through the use of personality & behavioural profiling, no stripes leadership, peer reviews and that diversity is embraced.*
- *Assess the work Environment / Atmosphere re:*
 - *Work Intensity ("going the extra mile") and work pressure ("demand vs capacity)*
- *Review compliance & anti-corruption risk management through:*
 - *Prevention: Define the risks & prevention strategy*
 - *Detection: Define the process and systems utilised*
 - *Reaction: Review timeliness of action taken*

8.4.5 Vision: Setting and Sustaining Focus Through Vision, A Performance Champion & Communication/Reporting

The Vision is the Envisioned Service Delivery Promise

- ***Ensure enablers aligned & the sustainable supply of people, systems, funding and culture is place/planned.***
- ***Survey Customer Needs: Survey forms, call centre reports, interview reports etc reviewed.***
- ***Review: "as is" / Needs and Resource realities.***
- ***Draft a vision: Crisp, clear & real vs wall paper & wish list books.***
- ***Process map detailed pen pictures of the 'to be' scenario.***
- **Ensure Sustainability by empowering a Webo PeP Champion responsible for:**
 - *Gap monitoring: Planned output benchmarking.*
 - *Strategy monitoring: Wallpaper vs execution scorecards.*
 - *Scorecards maintained: Track progress, customer satisfaction and the learning of "lessons learnt."*
 - *Driving thought into action: Defining documentation, project tools, mindsets, activities, focus, driving force, drivers and primary focus.*
 - *Continuously building buy-in, concept formulation, project definition & implementation*
 - *Management: War room / Notice board concept in place*
 - *Monitoring, evaluating and communicating*
 - *Defining and monitoring indicators: Leading & lagging with their validity, practicality, clarity, direction, ownership, value & type understood by all*
 - *Reporting vs Conversations: Dashboard communication & feedback (managing feedback loop / channels)*
 - *Measuring & monitoring process & systems review: Inputs & outputs (volumes, values & timeliness)*

- Evaluating: Outcomes & impact | Satisfaction: Service delivery backlogs vs meeting the promise, visibility, availability, usability, responsiveness, depend ability, accuracy and timeliness
- Dashboard clock reports re timeliness using project phase bars, robot charts, etc., against benchmarks
- Dashboard rev counter reports re governance, reaction/ action redirection:
 - Audit facilitation and effectiveness: Internal/external audit findings shared and acted upon Governance: Status and audit follow up reviews)
- Dashboard Speedo reports on outputs: Service delivery speed, quality, volumes, values and other output delivery achieved
- Dashboard Fuel Gauge reports on input availability and resource availability timeliness (capacity)
- Dashboard "GPS" position reports i.e. evaluations of outcomes and impact assessments

8.4.6 Strategy: Setting the Strategy, Structure & Leadership Style Drivers to Achieve the Envisioned Service Delivery Promise by Turning Thought into Action

- Productivity review: Cost structure improvements, increased resource utilisation & improved credibility at all levels planned.
- Review growth plans to realise value added service delivery opportunities & revenue generation opportunities.
- Review centralised, decentralised and mixed organisational structures for performance delivery and suitability.
- Plan for resource availability: Enabling competencies, technologies, culture, funding, processes and structures.
- Review planned alignment of people, systems, funding & culture.
- Instill a day to day decision and communication support process: Gather the facts, consult those involved, experts where necessary *then take a decision - inaction must be and be seen 'to be' a decision.*