

*Selling Online:*

# *The Fundamentals*



Are you ready to sell online?

The image features a background of horizontal wooden planks with a warm, brownish-orange tone and visible wood grain. The planks are of varying lengths and are joined by dark, recessed lines. In the lower portion of the image, there are several dark, irregular stains that resemble tire tracks or heavy footprints. Centered horizontally across the middle of the image is the text "You Need..." in a white, sans-serif font. The text has a thin black outline, making it stand out against the textured wood background.

You Need...



1. A Product...

preferably reproducible



- Do you have a product that is easy to ship?
- Do you have a product/product line that is reproducible?
- If not – can you design one?
- Why buy yours over someone else's?

## 2. A Niche...

because your customer  
is NOT everybody



- Who is your Ideal Customer?
- What need are you fulfilling?
- What is already out there?

### 3. A Brand...

because you don't want to  
be a commodity



- What are your 3 key words?

- What are your 3 key colours?

- What are your 3 key feelings?

- What sets you apart?

- Why should we care?

## 4. A Goal...

because without it  
you're flailing about aimlessly



- Why are you doing this?
- What is your definition of success?
- What are your 'dream numbers'?
- When will you know you've 'made it'?

## 5. Stellar Photography...

because when you sell  
online, photos are  
**EVERYTHING**



- Do your photos have the 'wow' factor?
- Do they stand out from the competition?
- Do they mesh with your branding?
- Do you have all the photos you need?

6. A Marketing Plan...

or you may as well  
not even begin



- What is your Brand Story?
- How are you going to tell your story?
- What strategies are you going to use? (PR, Social Media, Advertising, Blogging...)



7. A Venue...

where does matter



- Where do you sell now?
- Etsy as a testing ground. Madeit for Aussie sales. Facebook... a bit dicey as an option.
- Your own website – it is your digital home.

## 8. A Mailing List...

because it's still  
**THE** most powerful  
marketing tool



- How do you keep in touch with your best customers?
- Set up on Mailchimp for free
- Put the link to your email signup **EVERYWHERE**
- What incentive will you offer?

9. Time...

because you need a  
lot of it every single day



- When do you do your work?
- How much time do you REALLY have per day to devote to it?
- Are you currently spending that time wisely?

10. Patience...

lots and lots and LOTS of it



- It's a marathon, NOT a sprint.
- Small, consistent efforts every day beat sporadic blasts of work
- It will take YEARS to grow your business. Do you have the dedication?

The image features a background of horizontal wooden planks with a warm, brown, and slightly weathered texture. The planks vary in color from light tan to dark brown, with visible grain patterns and some darker spots or knots. Centered horizontally across the middle of the image is the text "With that said..." in a clean, white, sans-serif font. The text is slightly shadowed, giving it a three-dimensional appearance as if it's floating or resting on the wood.

With that said...

Don't let the mountains daunt you



# Questions?

