



THE 10 FUNDAMENTALS OF SELLING ONLINE



Are you really ready...

... to sell online?



I'm covering 10 things today

- Each of these is a crucial part of successfully selling online.

1. A Product

- Do you have a product people want and need?
- Do you have a reproducible product line - if not, can you make one?
- If you make OOAK, can you charge enough to make it worthwhile?
- Do you have a product that is easy to ship?
- Why would someone buy your product over someone else's?

2. A Niche

- Who is your Ideal Customer?
- What need are you fulfilling?
- What is already out there?
- What do you want to be known for?
- How can you stand out?

3. A Brand

- What are your 3 key words?
- What are your 3 key colours?
- What sets you apart?
- Why should we care about your brand?
- Workshop: [How to make a brand board using Canva](#)
- Workshop: [What's your brand promise?](#)

4. A Goal

- Why are you doing this?
- What is your definition of success?
- What are your 'dream numbers'?
- When will you know you've 'made it'?
- Workshop: [Business planning.](#)
- Workshop: [Your vision, goals, and priorities for the year ahead.](#)



5 Minute Activity

- **Answer the questions in the previous slide!**

5. Stellar Photography

- Do your photos have the 'wow' factor?
- Do they stand out from the competition?
- Do they mesh with your brand?
- Do you have all the photos you need?
- Workshop: [Improve your product photography.](#)
- Workshop: [How to edit your product photos?](#)

6. A Marketing Plan

- What is your Brand Story?
- How are you going to tell your story?
- What strategies are you going to use?
- Workshop: [Craft your ideal marketing plan.](#)

7. A Venue

- Where do you sell now?
- Do you want to use Etsy as a testing ground and traffic driver?
- Do you want to try selling direct on Facebook and Instagram?
- Do you want to set up your own website somewhere like Shopify or Squarespace?
- Workshop: [How to choose the right online venue.](#)

8. A Mailing List

- How do you keep in touch with your customers?
- Do you have a way to capture their details?
- What incentive do you offer to sign up to your email list?
- Workshop: [Introduction to email marketing](#) (updated version coming soon, check the Workshops page).

9. Time

- When do you currently do your work?
- How much time do you REALLY have each day/week to devote to it?
- Are you currently spending that time wisely?
- Workshop: [Time management for creatives.](#)

10. Patience

- 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 and desire?
- Workshop: [How to challenge negative self-talk and lack of confidence.](#)



2 Minute Activity

Which of the 10 steps are you struggling with the most/need to work on next?

- | | |
|------------------------|---------------------|
| 1. A product | 6. A marketing plan |
| 2. A niche | 7. A venue |
| 3. A brand | 8. A mailing list |
| 4. A goal | 9. Time |
| 5. Stellar photography | 10. Patience |

Further Resources

Workshops & Podcasts

- As per the previous slides! :D
- And much more in the Workshops section of the Thriver Circle website.