

## How to Start an Online Business Checklist

### Identified need

- Did market research to confirm

### Created business plan

- Researched competitors
- Defined my product's place in the market
- Compiled information on target audience
- Clarified resources needed
- Wrote step-by-step instructions on what to do next

### Created brand

- Decided on business name
- Developed logo
- Determined brand style
- Clarified the brand's persuasive positioning

### Built website

- Website design ready
- Website copy ready
- Website tested to make sure it's intuitive

### Product ready

### Marketing plan created

- Research online marketing
  - Learn about social media marketing
  - Learn about content marketing
  - Learn about SEO
  - Learn about PPC
- Determine which channels to pursue
- Create a plan for each
- Begin executing your marketing plan

### Online business started!

