

Joanna Hunter

Start Your Online Biz Guide



Hello...

...and a warm welcome. If you're brand new to my world, it's great to virtually meet you. I am Joanna Hunter, founder of JoannaHunter.com, author of *Get Selfish - The way is through* and chief magic maker at the Woo Woo Academy!

If you're here, then it means you have an important message for the world and you are looking to get your sacred work out there to create the difference you came here to make. I want to support you in that.

I am going to be real with you for a moment, there is a shit tonne of advice out there and a lot of it will be conflicting - even though you might be new to this online business world, don't forget **you're still the expert in you!** Make sure you check in with yourself that whatever advice you follow also resonates with you.

In this guide I will walk you through some key areas of starting up:

- Seriously important business insights
- Your elevator pitch- clarity on who, what and how
- 4 pillars of online business
- Getting started- the basics
- Picking your tools for your online business
- Get clear on your set up

This Guide is designed to be used with the web page you downloaded it from. There are a tonne of links and useful business tools on that page.

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An Insight Every Entrepreneur Needs to Know

I am going to give you a bit of advice that most entrepreneurs don't figure out till waaaaaay down the line, I am talking waaaaaaaaaay down the line.

There is only **one thing** that separates successful businesses from businesses that seem to flounder and may even close their doors permanently. That is:

Clarity

Having a lack of clarity is the first thing that will stall your momentum, have you wasting your time, spinning your wheels or generally questioning your life choices around this entrepreneurial thing.

The second thing that will halt your business faster than Edward Scissor Hands can do a hair cut is waiting till you get clarity or waiting until it's perfect.

Clarity comes from:

Engagement & Doing

When I surveyed my Gorgeous Divine Planning students about how they felt **Before** they took my course they said without exception: confused, overwhelmed, unsure on what to do: to make money/ next steps /daily in their business - summed up **Lack of Clarity**. No wonder they struggled to make money, create impact and build their business.

After the course they said they felt: Crystal clear, they had bags of clarity, they felt focused, had a clear path and plan - You can easily see why my students experience making more money and massive growth in their businesses after taking my course.

Clarity is the key to momentum in your business.

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Elevator Pitch



Back in the dawn of 'business' infancy someone coined the phrase, 'Elevator pitch.' This is a sales pitch that you can tell someone who knows **nothing** about your business; **what** you do, **who** you do it for, **how** you do it and **what result** they get by working with you. Now here's the tricky bit - all in the space of a short elevator ride.

The elevator pitch is great for focusing you on the important things in your business- I have a foolproof formula that will help you craft this with ease. Here's mine below and on the next page I invite you to have a go for your business...

I Help -

spiritual entrepreneurs and business owners,

To

create the massive difference in the world they came here to make and raise the vibration of the planet while making bank

By

teaching them the most Source aligned business strategies, how to break the feast and famine cycle, move permanently into feast and how to master their energy

This Helps Them To

work way less, earn way more and make a huge impact in the lives of their customers or clients all while enjoying tonnes more Ease, Joy, Flow & PROFIT!

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Your Elevator Pitch

I Help

Insert your ideal customer/client

To

Insert goal of your ideal client

By

Insert how you will achieve this goal

Helps Them To

Insert the result of working with you

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Four Pillars of Online Business

Pillar One

Post on Social Media- This sounds like a no-brainer, posting on social media is key to building your brand, consistency and quality of content is important. I like to ask the question: is this helpful? If I answer yes, then I post it. Be helpful and informative and become willing to be the information booth for your potential clients.

Pillar Two

Build an Email list- this is super important as **it's an asset you will own** in your business, since you'll only ever be a guest on social media and social media is privately owned, ie they can boot you off. Building an email list is not only smart but helps you future proof your business. Remember Bebo? No? neither do I. Build the LIST!

Pillar Three

Build Relationships- this is the life-blood of your business, building relationships leads to know, like and trust with your audience which ultimately leads you to being able to serve them and making sales by helping them.

Pillar Four

Build Authority - This is another overlooked area of online business, building authority is what 'stand out entrepreneurs' do differently from other business owners who just blend in. They position their brand to become the **go to** authority in their market place.

Make sure you hit all these pillars as they are key to building a business that makes money and impacts lives

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Starting Out

Now we understand Clarity is one of the most important things in your business and it comes from engagement and doing. We have gotten clear on what you do, who you do it for, how you do it and what result they get by working with you so we can get to the steps on setting up your online business.

Branding

Pick your brand colours, font and logo for your business – this will give your biz a professional look.

Email List

Pick your email list provider, check out the web-page you downloaded this from to see your recommended options.

Social Media

Register the same name on all the platforms but, pick only two to focus on – two done well is better than trying to do them all.

Freebie

Create a great free offer like a worksheet PDF or audio meditation to help you build your email list.

Online Calendar

This is a tool I would never want to be without now. This stops you having to play tag with a client and you can just give them a link so they can choose a time that suits them best.

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Offers

Get clear on what you will offer, courses, workshops, masterclasses, coaching, a mix of all the above or maybe physical products. Think about how you will deliver these products via email? a course platform? or over a zoom call?

Payments

You will need to have some way for your online business to process payment. On the website page that came with this page I share my favourite payment gateways. Get these set up now, don't wait till you have a potential client trying to give you money to set them up.

Website

This is something that trips many entrepreneurs up -however it doesn't need to be hard or difficult. Many sites offer simple templates that help you get up and running - my best advice if you are just starting out is to NOT outsource this as I've had clients who have paid \$5,000 for a website only to come work with me to discover their shinny new website is not really how they wanted their business to be so it ends up needing to be redone. It's a costly rookie mistake so save your money, get **clarity** and then invest once you're super clear on what you want.

Course Platform

Is a place you can store all your paid for product in one handy space. This gives your students/ clients one password and easy access to your paid for products while protecting the content. My first courses were delivered via email and I later upgraded to having the monthly cost of a platform. Don't feel the pressure of having this right out the gate.

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Your Turn Branding

Use the links on the web page this guide was on to check out all the recommended options.

Pick up to 5 colours and 2 Fonts – One with a bit of personality and one that is super readable. Create a logo.

Colours

Fonts

Logo

Email List Provider

Name of Provider:

Social Media

Main Platforms you will focus on:

Handle Name: @

Freebie

What FREE gift will you create:

Online Calendar

What calendar software did you pick?:

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Your Turn

Offers What will you offer? How will your company make money?

Offers _____

Offers _____

Offers _____

Payment Processor What company will you process your payments through?

Name of Provider: _____

Website What company will you do your website with?

Domain Name: _____

Website provider: _____

Course Platform What company will you host your courses on?

Course Platform: _____

Educational Needs What do you need to learn to run your biz more effectively?

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Moving Parts

There are a lot of moving parts to an online business. If you are brand new to the world of online business it can seem overwhelming and dizzying with the amount of choice, options and what you need and don't need.

That's Where...

... I come in - I help spiritual entrepreneurs step by step to create profitable businesses. I am going to be fully honest here... YES there is a tonne of great free content out there - like this guide for instance, where you can begin to figure out this online business 'thang' - it's literally all on the internet.

That's what I did, spent years figuring it out - that's years as in plural. It didn't matter I already had 16+ business years experience at the time, it still took me years. If I could grab a ride on a time machine I would have given younger me this advice:

- Start building your email list- ASAP
- Get over yourself, do what scares you
- Hire a coach or invest in a programme to help you
- Stop making it harder than it needs to be
- Be willing to pay for help - you'll get there faster- It will actually save you money & make YOU money!

This is why I created the **Divine Planning- Abundant Profits Academy**. It's literally everything I wished I could have had accessed to when I first started out, all in one place. Designed to help **YOU** grow your business from zero dollars & zero list to 6 figures. With access to a community of like-minded Spiritual Entrepreneurs who **just get it** and monthly coaching calls so that **YOU** can get **REAL** tailored advice.

Join the waiting list at
www.joannahunter.com/dpapa/