



How to Succeed Online: Create Your Confident Online Business Presence in 5-Easy Steps

A Training Project for the NACWIB Training Grounds

Consuelo Meux, Ph.D., Founder and President NACWIB

“The Lord says, ‘I will guide you along the best pathway for your life. I will advise you and watch over you’.” Psalm 32:8

(Please remember, this course is for members of [The Training Grounds](#) only. You do not have permission to share, copy, or use the contents of this course in any other manner. Be sure to direct others to join [The Training Grounds](#) to get their own copy of this course – Thank-you)

=====

SECTION 1: Focus – Find What Makes You Unique

Take time to figure out who you are, your strengths, values and background so you can focus on the type of business you really want to operate over a period of time.

Here’s what you’ll cover in Section 1:

- Own Your Business Vision
- You ARE Unique, So Own It
- Find Your Uniqueness
- Remember Your Strengths

SECTION 1 ACTION PLAN: Write Your Business Plan



Own Your Business Vision

“Where there is no vision, the people perish...” Proverbs 29:18a

Who says you can't figure out how to do business on the Internet? I continually hear people talk about how difficult it is to get online and start doing a business. Well, the Internet is here to stay and that is why it's time to bring your business ideas online so the world can benefit from them. You can learn how to start operating in a global arena and how to make working on the Internet a part of living your business vision.

My Story

I was sitting at home minding my own business when my whole world changed. As a Baby Boomer, I found my career put on the back burner as I stayed home to help my elderly mother. For a while, I panicked. I had always worked outside of the home as a professional. Now I faced the need to either get onto the Internet or lose my place in the world as a professional.

With more than a little fear and trembling I booted up my computer. The first time I purchased information from the web, I realized I didn't even know how to download it to my desktop. First of all, I was totally confused about how to get something from an Internet page to my physical table (which I thought was my desktop)! So I decided I had to print the document out.

It was late at night and I had a dot-matrix printer. It took three hours to print this humungous document while changing ink cartridges throughout the night. Only later, I learned that in computer language the desktop referred to the computer monitor. It still took a while to learn that I could have done a simple “download” in about 30 seconds. If you don't know, you just don't know.

I thought about giving up trying to create a business on the Internet several times. I lost a lot of money buying programs that didn't give any answers and tried to work with people who said they knew what they were doing but didn't. After one effort after the next, I finally started to latch onto some real information on how to operate online and today my online business is growing by leaps and bounds.

Now my motto is “If I can do it—you can do it!”

Four years after that first all night fiasco, I can write a book that shared my experiences and showed how to cut your learning curve by literally thousands of dollars and years of time while bringing your business online. This online course is a revised version of that book “Yes I CAN Succeed Online: Five Easy Steps to Your Online Business Presence.”

How to Start

Copyright © 2009; Revised 2012 Consuelo Meux. All rights reserved. No portion of this book may be reproduced mechanically, electronically, or by any other means, including photocopying, without written permission of the publisher. It is illegal to copy this book, post it to a website, or distribute it by any other means without permission from the publisher.



If you're like most other creative business people, one of your biggest problems is finding the exact type of business idea to focus on to bring to the Internet. Here are five of the most Frequently Asked Questions I get about how to start an online business.

1. What Business Should I Start?

Creative minds want to know “how do I find the business to start that’s right for me?” No one wants to have “hit and miss” experiences when it comes to business. So take time to recognize your best strengths, read market trends and make decisions based on current economic conditions. Plan your use of the Internet or you’ll sit on the web with billions of other undiscovered sites and get nowhere.

2. How Do I Choose Just One Idea?

There goes that mind filled with a lifetime of ideas again. I can see the wheels turning as you think of five ideas that you want to start all at once. Actually, once you figure out how easy it can be to create a web presence you might try to start all of your ideas at once. Just know that going in too many directions at once is a way to keep you from doing anything at all. Going through the steps of this course will help you get focused on the first idea to start.

3. How do I Get My Idea Internet Ready?

To get Internet ready, create a business model that lets you make a smooth transition from offline to online. Then develop your business plan just like you did when you started your business offline. (You did do a business plan, right)? A plan is your guide for success; without it you will walk a crooked path to your destination; or fall off a cliff before you ever get there. Planning gets you focused and that’s pretty exciting.

4. What Steps Do I Take to Get Online?

Here’s where the fun comes in. You’re all focused, strategized and planned out. Now you get to boot up your computer to start your online business. You’re going to find out that getting online to do business is really not that difficult once you figure out what to do. Yes, you have to know a bit about keywords and Search Engine Optimization (SEO) but I promise to make it easy and understandable.

5. How Do I Let People Find Out About My Business?

Getting found online by consumers is an obvious concern since you’re getting into a medium that has billions of other potential competitors. Marketing your business will become a daily activity once you get established and it won’t take a fortune to be effective. You’ll need to use both paid and free marketing techniques to keep your business in front of a large potential client base using both online or offline marketing techniques that match your personality and budget.



Getting the answers to these questions will put you on a faster track to success than going from one idea to the next. Like with any business idea, you first have to plan what you'll do before you take action. Let's start with finding out more about what makes you unique so you can select that right business to boot up online.

You ARE Unique, So Own It

Now all glory to God, who is able, through his mighty power at work within us, to accomplish infinitely more than we might ask or think.” Ephesians 4:20

Your online business can never get too focused or too unique. So here's your task today – find a niche market and start focusing on your online customer base.

Here's how I define a business niche:

A niche is an area of specialty that you carve out in an industry. It promotes your area of expertise and identifies what you do that gives life to your passions, personal mission and business goals.

Until you claim your brilliance and what makes you unique as a woman in business, you will walk a crooked path to your success. Denying that you are unique only delays the introduction of what you have to offer to the world through your business. If you resist claiming your uniqueness you might have some reasons. Here are six common myths about finding a specialty area or niche that keeps business owners stuck:

Myth #1 A niche limits what you do.

Myth #2 A niche limits your marketing creativity.

Myth #3 A niche keeps you from entering into new market areas.

Myth #4 A niche lets competitors run over you.

Myth #5 A niche will limit your potential offerings, services and product lines.

Myth #6 All of the good niches are taken.

All of these are just myths that have circulated in the Internet marketing realm for years. They keep you stuck, confused and not moving forward in your business. Once you know these areas are not true, you can move ahead to selecting your niche and enhance your business identity.



Emotions Can Get in the Way

Avoiding what makes you unique could also be a result of unrecognized, hidden emotions. I started my first business in the eighth grade. I began as the organist at the local church. This soon expanded to getting music jobs at other churches, for special events, weddings and other events. Later I took on private piano students. Soon, every weekend was tied up with work. It meant missing school activities and going out with friends. By college I was totally burned out and thought I'd never want to work on my own again. It took a long time to get the fear out of my heart that running my own business would sap the life out of me and take away all of my joy.

You might have similar memories of being an entrepreneur. Maybe you know someone else who got totally burned out or failed in their business. Hidden emotions, fears, hesitations, or areas of confusion might keep you from recognizing what you have to present to the world through business.

What are you afraid of as you start your business? Here are some fears you might face:

- * Do you worry that you'll get overwhelmed with too much to do?
- * Are you afraid you might fail and go into bankruptcy?
- * Would you be shamed in public by your failures?
- * Is there the fear that you might not earn enough money to pay your bills and be worse off than ever?

Fears can keep you stuck and running away from your true success potential. But remember, God is with you in all you do. Trust Him to guide you in making decisions. When you know that your desires to be in business are from the Lord, turn to Him with prayer about what to do and how. That doesn't mean you won't run into problems. Some of the best and most wonderful people have also had to face problems or even failure in their efforts. But one important thing to do is change your perspective about failure.

Failure doesn't have to be seen as something horrible and bad. Instead, think of failure as a source of feedback that shows you new ways to do something. It can be life's way to show you the need to change directions, try something new, continue your learning, or shift your focus. These points touch on important emotions that could affect why you fail to select a focus and claim your uniqueness.

- What areas in your life might keep you from moving forward in your business?
- What fears do you have to overcome to start working on the Internet with success?



Identify the points that plague your progress, face them and move ahead in claiming your business niche.

Steps to Find Your Uniqueness

“The Lord directs the steps of the godly. He delights in every detail of their lives. Though they may stumble, they will never fall, for the Lord holds them by the hand.” Psalm 37:23-24

Bonny was a burned out accountant who wanted something new and fresh in her life. When she came to me for business plan consulting she was determined to buy a dry-cleaning business. She didn't even know what chemicals had to be used or what type of regulations to follow. But a dry-cleaning business was for sale in town and Bonny was determined to buy it.

I always advised clients to “try on a business” if possible before starting one. Over the years, this proved to be popular advice. Fortunately, the dry-cleaners Bonny wanted to buy needed someone to help for a few hours a week. So she agreed to volunteer to get a feel for how to operate the business. It only took a few days for reality to hit. I went in to pick up my clothes and Bonny came out of the back area, sweating profusely and looking ragged.

“How's it going, Bonny?” I asked. She pulled me aside and whispered, “Thanks for insisting that I try this out first. This is probably the last thing I'm cut out to do. After I finish this week, I'm looking for a different business opportunity.” Later, Bonny found a business that was more suitable for her and her skills.

I share this story to encourage you to investigate a business prior to jumping in. Like Bonny, you might learn that it's better to give it a try before you leap. To help you decide what would work best for you, understand your business values and identify your skills, knowledge and abilities to use in the business and recognize what strengths you want to use.

Business Values

The study of values and how they are formed in your life can be quite detailed but you don't have to go into a deep study to identify what makes you tick. Here's a definition of values:

Values are those life characteristics that really matter to you. They are the deep seated ideas and beliefs that cause you to act as you do and to pursue the goals that you pursue, consciously or unconsciously.

Your values set the tone for your business. Let's say one of your values is caring for the environment. If your business causes harm to the environment in some way you will feel internal conflict. Or maybe spending quality time with your family is important to you but your work takes you away from home on a regular basis. You could have feelings of guilt or frustration as a result. These are examples of how trying to work in an area that does not align with your value system can cause continual conflict.



Values and Your Business

If you are conscious of your values or not, these they cause you to make certain decisions in your life. Identifying your most important values will benefit your future as a business owner. You will know why you don't feel comfortable with certain types of businesses and will strengthen and focus your dedication to a selected business opportunity.

Do the Values Assessment

Go to the Values Assessment that is included with this Section and do the exercise. It will help you identify your most important values as they relate to business. As you develop your business model and business plan, work with you list of values in mind. Be conscious about keeping your values in everything you do so your business reflects who you are as a person. This is a key to developing a business you can sustain over a long period of time. You will also find your values reflected in your accumulation of skills, knowledge and abilities over your life history.

Remember Your Skills

“Slowly, steadily, surely, the time approaches when the vision will be fulfilled.”
Habakkuk 2:3 NASB

Throughout your life you are developing skills, gaining knowledge and increasing your abilities. You may never think of skills learned in one circumstance as being something to use in another circumstance such as your own business. Finding your strengths could open up whole new areas of potential.

Make a list of everything you can think of that you've learned over the years and really enjoyed. You can break these up into “life” and “professional” experiences to help. Use dates to help you remember activities you've done.

- Detail your professional, volunteer, community, church, and home based experiences. Think about sports skills, company or non-profit agency work, ability to teach others, helping skills, cooking, writing, and other skill areas.
- List your formal and informal training, education, courses, certifications, and other knowledge. Don't forget the music lessons, karate, sports and other activities that required special knowledge. Remember the subjects you really loved in school and want to know more about.
- You may have special abilities such as being highly intuitive, perceptive, making friends easily, etc. Maybe you put complex pieces together quickly, create things with a few tools, run organizations well, design curriculum, and similar abilities.



By now, you should realize that you have a more extensive background than you first realized that could be used in a business. Now decide:

- What areas on the lists would you love to use in a business?
- Which areas on the list would you never want to use in a business?

Consider how you might use the skills you really enjoy in your new business.

From SWOT to SOT

Even if you grew up in the same room, ate the same food, and had the same experiences as another person, you are still unique. The footprints you leave in the sands of your path will be filled with your particular life purpose. The magic step for starting a business with the best potential for success is to find out what makes you tick and start a business that uses your particular strengths.

An SWOT analysis is a strategic tool for decision making used to evaluate your strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are attributes that are internal (inside) of you. Opportunities and threats are attributes that are external (outside) of you. Do an analysis to list your strengths, weaknesses, opportunities and threats.

- **Strengths.** List attributes that are unique to you and are helpful to you in life and in your work.
- **Weaknesses.** List attributes that are detrimental, not fully developed, or cause you stress and anxiety.
- **Opportunities.** List conditions or situations that are external to you that offer new business possibilities for today and the future. Identify helpful trends, changes in technology, the market place, society, educational levels, the economy, and so on, that will create opportunities or societal changes that will offer future benefits.
- **Threats.** List external conditions or situations that are harmful to you and the achievement of your goals and objectives. These are future problems, obstacles, hardships, changes in society or your work that will cause problems for you or your industry.

After you do an SWOT, scratch through your weaknesses so you no longer focus on those. Instead highlight your strengths as you respond to the following questions and write your business idea. You end up with a vision of your SOT. Here's why you should do this; until you really know your personal strengths you will be easily influenced by every idea that comes



along. When you don't know your strengths or doubt them, you will always think others have the key to what you need.

When you honor your strengths, you will be able to stand firm that you are sure about what you know. You will have more confidence and higher self-esteem. You will identify strengths in areas that make you unique in the workplace. Finally, identify and prioritize the strengths you really want to use as a part of your business. Then look at those next to the opportunities that exist and look at how you can overcome any barriers or threats. With an understanding of your values, skills, knowledge areas, abilities and strengths, you will be closer to claiming the area of business that really belongs to your soul purpose.

The Truth about Your Footprints

Here's an important truth to consider; what you have to offer to the world is uniquely yours to give. Keeping your brilliance to yourself is keeping something needful from the world. Claim your unique footprints and walk in them as you do business. This is how you come to terms with your life purpose as it relates to business. You will know that you are then living your life to the fullest.

The ACTION PLAN – Be sure to do the exercises in the ACTION PLAN for Section 1.

“The Lord says, ‘I will guide you along the best pathway for your life. I will advise you and watch over you’.” Psalm 32:8