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8 Tips for Starting and Growing A Successful Online Business

- 1. Choose a sustainable business model** - There's plenty to choose from, depending on your interest and temperament: e-commerce, launch model, coaching, services... A recurring subscription, however, has a lot going for it, in that after the initial hard work of setting it up you have a more or less consistent source of income that takes relatively less effort to keep going.
- 2. Look for credible mentors** - Look to model off someone who's achieved what you want. Stalk them, subscribe to their lists, try their products, follow their shows. Find out all you can about them before deciding they're the ones who can help you.
- 3. Get help early** - As soon as you can afford it, get a team to help you. They'll take the grunt work off your plate and free you up to be the visionary, the marketer and the face behind your business.
- 4. Train your mindset** - If you think small, you'll stay small. A five-figure outlook is different from a six-figure outlook and worlds away from a seven-figure outlook.
- 5. A personal brand demands accountability** - If you've built a reputation for delivering results, have the trust of an audience, and have no problem with great responsibility, a personal brand is a good idea.
- 6. It's about the message** - On whatever platform you do your marketing, your message has to be attractive, appealing, and able to hook people onto your offer.
- 7. Offer different levels of value** - The material you publish and give away will not offer the same value you reserve for your paying customers. Likewise, it's good to have a middle and a higher tier for customers of different needs and ability to pay. (Best to forego low-tier offerings - they require more effort for less profit and often attract the wrong kind of customer.)
- 8. Be mentally agile** - Even when your business is generally doing well, things happen that can throw you if you're not adaptable. This is true in life as well. Be prepared to shift quickly from one situation to another, from putting out a home fire to filming your next great YouTube content.

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