



***“No Idea Which
Online Business to
Start?”***

***Beginner’s Guide on
How to Discover an
Abundance of Ideas
- That Fits YOU!***

STEP-BY-STEP



June 2024

Welcome

So, you're seeking ways to generate income online?

Rest assured, there's a path to profitability to suit everyone, whether you've not yet decided on any ideas suitable for an online business, or want to know how to get started with your chosen business model already in mind, or a combination of both. This guide offers essential background information and practical advice to help you make informed decisions, saving you time and money, by focusing on the right opportunities for YOU in order to get you started *now*.

And for those who haven't discovered me through my website, 1stOnlineBiz101.com, here's an introduction to our mission which is to getting you (the ordinary average person), identify an online business which is affordable AND starter friendly.

"Hi, I'm Marilyn, a creator behind multiple online business ventures. I was drawn into the world of online businesses for beginners after witnessing numerous online business models directly targeted at beginners. Having specialised in Business and Marketing I could easily see most are clearly unsuitable for the lay person. This sparked an interest and ending with me determined to do something about this."



For those itching for a more fulfilling way of making a living but stuck in the "how do I even begin" limbo

1stOnlineBiz101.com offers simple and practical solutions that will help you on your journey to creating your own independent source of earnings.



Learn to identify and address the common obstacles that hinder many aspiring individuals from succeeding in launching their own online business.

From this Step-by-Step Guide you will:

- Grasp the necessary insights required to gain success online and to select an online business choice that's right for you
- Identify the key factors to focus on for a viable and profitable business
- Learn to identify the business models with the best potential of success for beginners
- Gain insights into the online marketplace and familiarise yourself with proven, uncomplicated business models

By following this guide you'll come to realise that establishing the right online business, that means one that is suitable for online beginners, involves minimal obstacles and the fewest of challenges

Firstly, in my blog ‘*What’s Really Stopping You From Becoming Financially Independent*’, I address what are, for most individuals, the elephants in the room! Here’s a summary of *one* of the *three* limiting factors discussed in the post.

One reason often cited as stopping individuals, or holding them back, despite desperately wanting a business, is...



Coming up with a viable business idea. This is an obstacle for the many however there is another *block* that is only very rarely explored and that an individual might be experiencing at a deeper level.

Rarely is fear cited which is ***most commonly disguised as doubt***. Commonly it’s more to do with the belief in ones abilities to be successful: No matter what business idea is placed before them; doubt will set in as the fear of failure looms in.

How do you overcome fear?

With knowledge! Fear stems from the unknown This is overcome by arming yourself with the necessary background knowledge about starting an online business the right way...

the **1stOnlineBiz101.com** way

We all about putting you in the know about the right opportunities with practical advice and with low risk to your pockets



Your journey to x10 your potential earnings starts here



*This 5-step process might pose a learning challenge for some, but by fully committing to each step, you will prepare yourself for success in **ANY** online business venture you pursue in the future.*

Understanding the intricacies of online businesses can be captivating, and creating your own business can be incredibly rewarding. This guide is designed for readers who are

- *new to this field or*
- *have faced challenges in getting started or generating viable ideas*

Don't let a lack of tech skills or start-up funds limit you. Opportunities exist regardless of any obstacle you believe are holding you back.



1

Get Informed, Avoid Common Mistakes Frequently Made by Beginners

The 'true' requirements that creates online success. Essential background information.

2

The Key Step for Online Success, Leading to AN ABUNDANCE OF BUSINESS IDEAS

3

Avoid Sure Failure: An Important Insight on the Online Marketplace

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Selecting a Business Model that Aligns with your Personality

The most commonly used, yet successful business models, even for beginners

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Reflect, Review: Advancing with your Chosen Business

Step 1

Get Informed, Avoid Common Mistakes Frequently Made by Beginners

The 'true' requirements that creates online success. Essential background information

When approaching the topic of potential 'mistakes' in this field, it's essential to first outline the key elements for achieving success.

The cornerstone of success for an online business is engaging and retaining loyal customers; this may involve them making repeated purchases or revisits to your website. To achieve this, you need to identify a niche where you (can) excel; have expertise by utilising **your** (current) skills, knowledge, or talents is crucial in getting started early.

As a beginner, wanting to start a business in the shortest amount of time, with no or limited funds to invest, this is the best approach you need to plan for. Having an interest which you prepared to study and become an expert is your best alternative **HOWEVER**, keep reading, the next paragraph is very important, and the next page even more so.



After defining your niche, the next step is conducting research to gauge the demand for your topic online, ensuring that people are actively searching for your idea. Some individuals may find this the best place to start.

Lastly, creating compelling and visually appealing content that is both informative and interesting is vital in addressing your target audience effectively.

SUCCESS



Step 1 cont'd

Get Informed, Avoid Common Mistakes Frequently Made by Beginners

The 'true' requirements that creates online success

Now, let's remember, the title of this guide: *Beginner's Guide on How to Discover an Abundance of Ideas That Fits YOU!* My aim in this Step 1 is to simply explain how online success is most commonly achieved. This is by capitalising on YOUR uniqueness and on where you have the most knowledge, skills or talent. Don't worry about these at the moment, the whole point of outlining these elements to you is so you can better analyse for yourself if a business idea or model you may have in mind is suitable for you.

If, however, you have substantial interest, or a following on a topic that you believe you can monetise, even though it might not be your ideal business, you might consider using it as a revenue source to fund your ideal business and gain or improve on other required skills. I explain why to use this approach on the next page.

So you may have your business idea, let say it's selling your art products online. Let's also assume that you also have a lot of interest amongst people known to you and their contacts; word of mouth type interest.

So you have:

✓ engaging customers and retain a loyal customer base, in some cases they are making repeated purchases or returning to your website.

Now lets discuss scaling a business to reach your niche in the largest marketplace available to every man, woman and child... the Internet.

Step 1 continues....

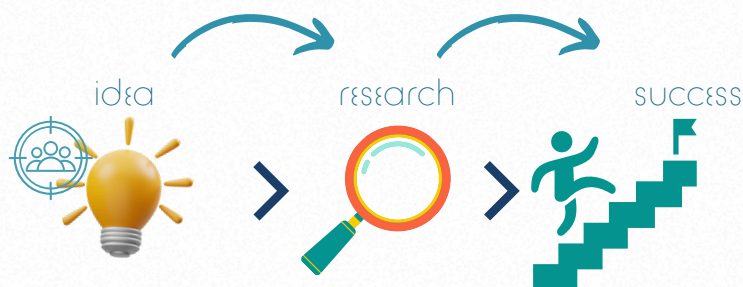
Step 1 cont'd

Get Informed, Avoid Common Mistakes Frequently Made by Beginners

The true requirements that creates online success

You want to reach a larger market, maybe to create a profit that will replace your full time occupation. The first crucial element is to carry out research to gauge the level of online demand for your product or service, to ensure people are actively searching for this.

When setting up an online business on a small budget, this type of **research is crucial**. The lack of *keyword* research brings me to **the second mistake frequently made by beginners**. Its importance? If there's no proof of searches being carried out for your product or service 'online' or equally dire, *too much* competition, then the business idea is unlikely to get *any* organic* traffic to its website. You can attempt to pay for advertising, however this is very expensive and does not guarantee results. This is because running an effective marketing campaign is very expensive and requires very specific skills.



***1stOnlineBiz101.com** advocates minimising financial risks when launching your first online business. We emphasis organic growth: that is attracting visitors to your content without incurring expensive advertising costs

Step 2

The Key Step for Online Success, Leading to AN ABUNDANCE OF BUSINESS IDEAS

In the previous step we began to look at the importance of keyword research in the initial stages of deciding the topic of your online business. In case you don't know what keyword research is, in basic terms, it's finding the best words and phrases that might be used by searchers which could lead them to your chosen niche and to your webpage. The big question is 'what are they likely to put in the search engine (like Google) when wanting to find information about the product or services offered by your business.

Keyword Research is essential for many reasons:

- firstly, are people searching the internet to find your offer. The most common searches are for answers to their questions, problems, struggles or issues?
- what is the level of demand; the volume of people searching it?
- what, exactly, is being put into the search engine by its users
- assess the potential earnings from your chosen niche

AND KEYWORD RESEARCH MOST ESSENTIAL PURPOSE WHEN YOU'VE...

No clear topic idea for developing your business????

This process can offer up ideas of 100s of ideas for a business idea or a new direction. It can also help you come up with ideas to pivot an existing interest towards, creating an alternative niche. This is our opportunity to specialise even further, lead to a more committed audience and, maybe, also command higher potential profits.

Read on for a case study on a practical way to find a business...

Step 2 continues....

Step 2 cont'd

The Key Step for Online Success, Leading to AN ABUNDANCE OF BUSINESS IDEAS

This case study demonstrates the various practical approaches you can use Keyword Research for. To

- hone in on your idea, find an alternative angle, or niche, for your business idea
- find content ideas for your business

Example:

Chris is interesting in starting her own business as a way to earn additional income and with a view to work for herself one day. She has been working in finance for many years and is waiting until she has enough savings to invest into her business before she starts. In the meantime she decides to use her time to create an online business that require no to little starting capital.

She wants to focus on a business she can start quickly: she doesn't want to delay by having to train or learn a new skills at this moment. After taking time to fully probe the extent of her current skills, knowledge and talents, she decides to build a business around what she already knows, accounts.

Keyword Research showed that the level of competition in this field is very high. This would indicate that it will be very difficult to gain traffic to her website.

More thorough research showed a high level of searches for basic questions, indicating many searches were possibly people wanting to learn do their accounts themselves and possibly for the first time. She felt that she could create a business by focusing on content for this niche.

Another interesting finding was that a significant number of people were searching for information surrounding a new piece of legislation which affects property owners. These searchers were seeking information about investment properties, ones they planned to rent out.

Chris can identify with this audience since she has a close personal contact who has approached her for help with their accounts for an investment property.

Step 2 cont'd

The Key Step for Online Success, Leading to AN ABUNDANCE OF BUSINESS IDEAS

She now knows that she can create 'valuable content' about this new legislation, which she thinks will create leads to her webpage, potentially bring business to her service.

This example shows you how you can start an online business from where you are, or possible, with little more work to get you to the space where you can start.

Chris recalled how fast she grasped the necessary knowledge to assist her relative, (btw she added a new skill to her earlier audit when she listed all her knowledge, skills and talent). She is certain that she can quickly understand and generate valuable content about this new legislation, offering solutions to their questions. This has the potential to drive business to her webpage, potentially driving business to her other services on offer.

This case study incorporates the many aspects on how you can find an idea for a business. Chris' did not identify all of her skills in her initial audit however the process of keyword research aided this. It also helped her gain further insights into what people were searching online which evoked a memory of a pass skill.

**Start your online business using
skills you already possess or with an
interest which requires the least
effort to get skilled at!**

See page 18 for an illustration on where to start

1stOnlineBiz101.com TIPS

Not all search-engine users are seeking to make a purchase. They visit for various reasons. In general, these can be categorised into these four types.

You want to focus on searches for...

- Transactional - users intentionally looking to make a purchase
- Information - users are wanting to learn... know how

And not focus on...

- commercial - to learn about products, brands ~~X~~
- Navigational - wanting to learn how to get from point A to B ~~X~~

Note to self - to monetise my business - must offer a solution which solves the searcher's query

Create a solution that solves or addresses a...

Problem, Issue, Struggle or Question
that they want to learn more about

The Purchasing Decision

Do you know that...

During every purchase, individuals typically go through these steps to varying degrees, depending on the significance of the transaction:

1. Recognizing a problem or need
2. Researching information
3. Evaluating alternatives
4. Making the purchase decision
5. Exploring post-purchase options

Step 3

Avoid Sure Failure: Important Insights to the Online Marketplace

Why is this important?

These insights are the bear essential features that leads to success...you can almost call it the secret weapons. Without understanding these concepts success is an impossible goal.

Let's start by looking at the definition of a physical marketplace. Whether it's in your city centre or a farmer's market, it's a place where Buyers and Sellers come together to buy or sell goods and services. If a particular Sellers turns up only half the time that the market is open, they will still expect Buyers to show up (depending on the popularity of the market). **This is called a ready-made audience.**

Now let's contrast this with an online marketplace. This marketplace is the worldwide (the web). It pretty much works the same as the physical marketplace BUT with one very important difference...

"You can show up at the market 365 days a year however Buyers will not necessarily know you're there, UNLESS, you have very effective marketing."

Now consider this crazy and interesting statistic:

*There are almost 100k searches on Google **every second!***

With this in mind, no matter what your chosen product or service is, with Step 2 Keyword Research completed, attracting **'the right' customers** to your website is crucial for success.

We continue with what is considered 'the right' customers.

Step 3 continues...

Step 3

Avoid Sure Failure: Important Insights to the Online Marketplace

There are two ways to attract customers, or more accurately, 'visitors' to your website:

1) if you have a marketing budget coupled with really sophisticated marketing skills = £££ plus speedier results

OR

2) build your own audience by creating compelling and interesting content. This can be achieved without £££ however the compromise is on speediness in finding and growing your customers base

Whichever route you take, a higher than the basic level of marketing knowledge will be your friend.

You can decide to hire a marketing agent however you will need to be able to assess for yourself if they are qualified to carry out the task: For instance, you'll need an understanding of why a marketing campaign may not give you the results you're expecting after 2-3 months.

Find 1000s of New Skills



Step 4

Selecting a Business Model That Best Aligns with Your Personality

The most commonly used, affordable, yet successful business models, even for beginners

Finding a business that matches your personality, and your interest, is important as this is a project, if all goes to plan, that you will be creating and growing for the time it takes to reach your ultimate goal.

When you are deciding on your business idea you also need to have in mind who your ideal customer might be. This is because your intended audience will dictate which social media platform you use. More on this is outlined in my Keyword Research PDF which you'll find on my website 1stOnlineBiz101.com.

What you need to bear in mind at this stage, when starting a business for the first time, is your level of skills and funds because these will also dictate your options, particularly because the aim is to start your business as quickly as possible. For instance, is your business more visuals than informational?

In the previous case study (in Step 3) the most suitable business model for that particular specialised skill is a website: which favours information-based material. You can easily surmise that visuals will have very little impact so choosing a platform that is heavily reliant on images, such as Instagram, may be a wrong move.

Incidentally, these type of website do not need to be elaborate. A two or three-page profile website is complete adequate and can easy be created by yourself or very cheaply. The next stage in this scenario will be to convert the platform into a blogging or landing page website. If you're idea is informational base, then this might be your path. This allows you to post content that will generate interest and drive traffic to your website. This does not need to be a blog. It can be Instagram, Facebook, that's if you already have an audience or are prepared to pay for advertising HOWEVER this requires you to master to some marketing skills.

Remember: Begin by leveraging the skills you already have or focusing on those that are easiest to acquire.

Step 4

Selecting a Business Model That Best Aligns With Your Personality

The most commonly used, yet successful business models, even for beginners

Business Models

There are numerous business models but as we focus on an online business that is:

- quick to set up
- requiring few skills
- low to no budget

My suggested business models are outlined on the next page. I have also illustrated phases a typical business can transition, however... Keep It Simple at the start! You can expand your business plans once it is launched and your are in a position where this can be explored.

Which channels, or social media platform?

As a beginner, your focus should be on no more than two platforms. Use one for your long form content, and a second one for short form. For example: I use a website for my long form content, and blog post for short form.

I offer you a couple of considerations to help get you in your decision:

- have you a favoured social media platform and do you have expertise in creating interests and followings? IF so, can be nurtured into potential customers. Note: always avoid relying solely on family and friends for your future income.
- Will any of the businesses listed in your potential first business list, compliment each other?

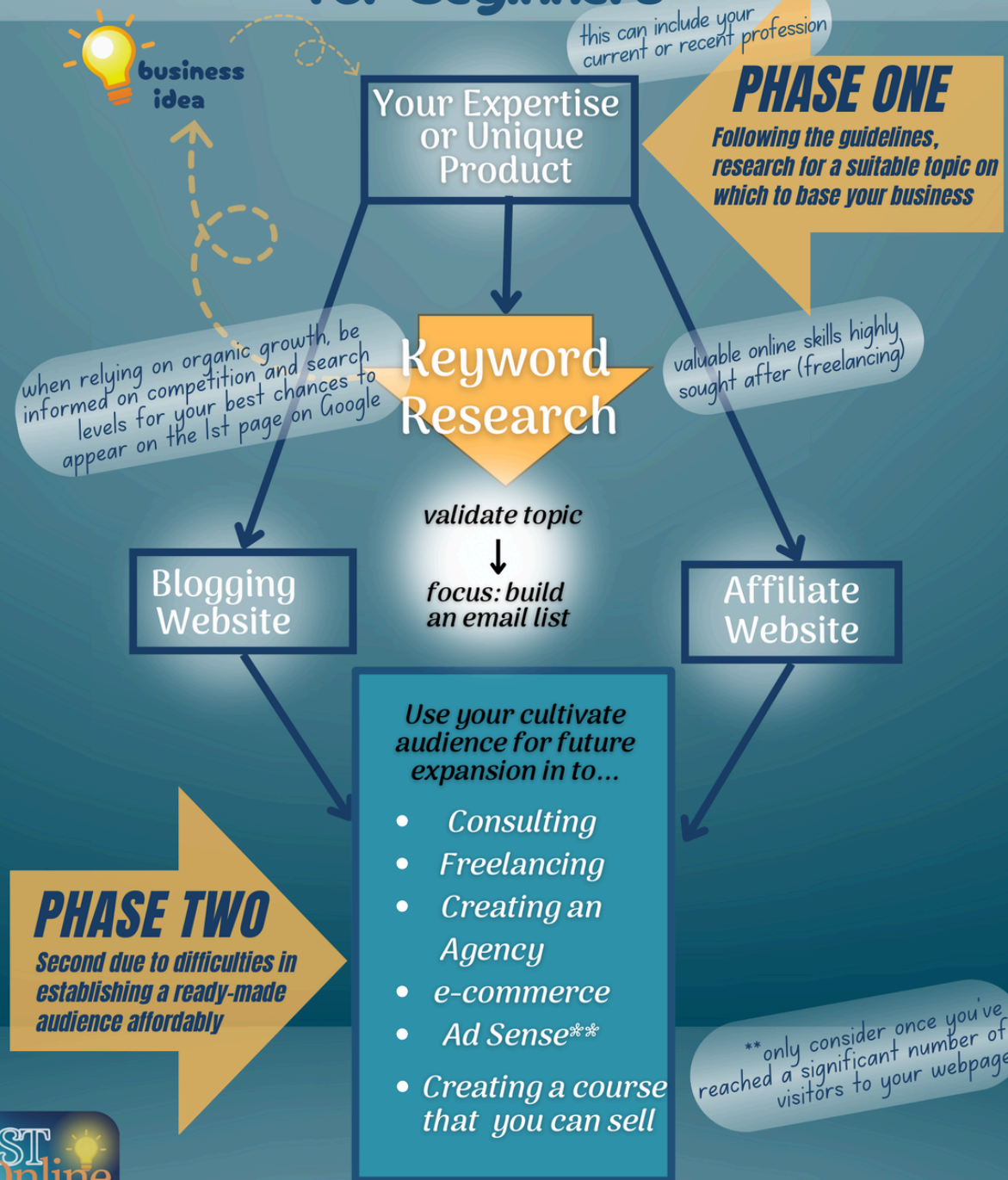
Step 4 continues..

Step 4

Selecting a Business Model That Best Aligns With Your Personality

The most commonly used, yet successful business models, even for beginners

The Optimal Online Business Builder for Beginners



Step 5

Time to Reflect and Review before Advancing with your Chosen Business

Having followed through Steps 1 & 2 you should by now have an abundance of new ideas or know exactly how these can be acquired. You may also be brimming with ideas however you feel undecided on what is best and in order to get started, it can be overwhelming... welcome to true entrepreneurship.

If you have lots of good ideas and are unclear on your decision, your starting point will be to manage this stage well. When you have more than one idea, make your decision, base it on the simplest, most straight forward, and do not be tempting towards what may seem to be the most profitable? Follow this path once you've increased your skillset. The last piece of advice I can give here is to commit to your decision with one caveat...

I recommend you looping back and repeat this step to help you reinforce your decision on your business idea and to help you refine your offer.



Still undecided on a business?

This isn't uncommon. You should know that any time spent researching, exploring and studying for your first business is not wasted. This 5-Step Process has provided you with the know-how on how to find and assess ideas for an online business that has potential for you and, importantly, when a business isn't right for you. Ideas will present themselves to you every day, your task is to not ignore them, but to put each idea through to test to see if they are viable for success - every time!

Summary

Outlined in this document is the foundation required for success in the majority of online businesses.

It has taken you Step-by-Step through the process that every aspiring entrepreneur will take when establishing an online business when organic traffic is a priority.

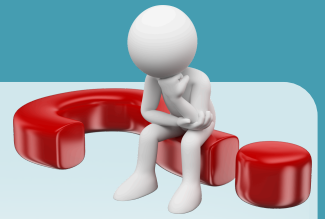
Are you ready to begin today?

The most important take away lesson will be “get started now!” It is easy to let time run away while you ponder on where, or when, to start, or to obsess on getting everything right from the get-go. Also, know that it's rare any start-ups are high-earners or are fast ways of making money; revisit Step 1 if you doubt this. Don't waste your time finding a business just so you can boast about it to your friends. It really is beneficial to focus on **learning the process of making money online**: the strategies, terminology etc., through using the very intuitive technical skills introduced in this guidance.

& to finish....

Characteristics of an Entrepreneur

Entrepreneurs typically embrace a lifelong learning mindset and are always on the lookout for new business prospects. They tend to diversify their income streams, with some ventures proving more successful than others. Despite experiencing failed or underperforming businesses, they persist in their pursuit of the venture that will lead them to financial independence.



Need to brush up or learn a new skill?

Beginning an online business is sometimes difficult, particularly if you have hurdles such as limits on your time and finances. That's why *"Starting from Where You Are"* is not just a motto

DON'T LET YOUR PERCEIVED LACK OF SKILLS SABOTAGE YOUR HOPES OF CREATING SUCCESS

Skillshare offers over 30,000 Online Classes and video lessons at very affordable prices

You're one click away to browsing the many classes offered. Take a view and enhance your prospects for your future online business growth



Turning self-investment into your best investment

