



6 STEPS TO MARKETING YOUR ONLINE BUSINESS WITH *ZERO-BUDGET

Marketing Made Simple - for Every Pocket

** applies to marketing costs*



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reader's favourite

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Visit 1stonlinebiz101.com and start growing your business today!

Free Resources	Done-for-You	End-to-End
 Guides & Tips	 Specific tasks handled	 Full marketing setup



WELCOME TO A NEW CHAPTER

If you haven't started your online venture yet, you're about to enter a world of opportunity—where your skills and experience aren't just valuable, they're your greatest advantage.

While every online business does require a few basic essentials—often no more than the cost of a monthly takeaway—the best part is, **the marketing doesn't have to cost you a penny.**

There's a method to grow your business without a big marketing budget. I'll show you how to attract leads, build visibility, and grow your online presence—without paying for ads, expensive tools, or ongoing promotional costs.



Not tech-savvy?

If you learned your profession or mastered your craft before websites and hashtags existed or finished your education before online businesses were even a thing, this guide is for you. The digital world isn't reserved for tech-savvy youngsters; it's a space where wisdom, reliability, and authenticity shines—qualities that come with experience.



WHO THIS GUIDE IS FOR

This guide is especially designed for you if:

You want to run an online business offering a service **and** you can say “yes” to at least two of the following:

- You’re struggling to attract interest or clients.
- You’re unsure how to get started with marketing.
- It’s your first time building an online business.
- You’re eager to learn and have a curious, self-educating mindset.
- You have very limited funds to invest.
- You’re testing the market and discovering *just* how expensive marketing can be!

If that sounds like you, **you’re in the right place.**

This Guide Doesn’t Only Address Getting Leads!

Other challenges—like **lacking followers, avoiding social media, or needing testimonials**—can slow your progress

Step 6 - After you’ve completed the earlier important steps - step 6 gives you the chance to connect with prospects individually and overcome these hurdles.

WHY THIS GUIDE EXISTS



I created **1stOnlineBiz101** because I've been where you are. When I started in the online marketplace over a decade ago, I *'took that path'* and spent thousands on marketing—only to see poor returns. I learned the hard way that success isn't about big budgets; it's about smart strategies and genuine connections.



WHAT YOU'LL LEARN

This guide will show you how to:

- Market your online business without stretching your budget.
- Build visibility and attract clients using free and low-cost tools.
- Create a strong online presence that reflects your expertise.
- Use proven strategies that work—without the overwhelm.

Whether you're starting from scratch or refining your approach, you'll find practical steps to help you thrive in the online marketplace.

YOUR JOURNEY STARTS HERE

Marketing isn't about shouting the loudest or spending the most money. It's about **connecting with the right people** and showing them the value you offer.

Discover how to make your experience, your story, and your skills shine online—without breaking the bank.

A VERY BRIEF INSIGHT INTO MARKETING ONLINE

(Why Traditional Marketing Campaigns Fail Small Budgets)



Just as in a traditional marketplace, people won't discover your service unless they deliberately search for it by name.

Sadly, the level of paid advertising and expensive professional support now required to gain visibility means low-budget start-ups are often unable to compete.

However, it IS more than possible to build a successful business online without spending a fortune!

In fact, following the Zero-Budget Method, let's just call it **the ZB Approach**, favours businesses like yours, here's why.

Your Opportunity

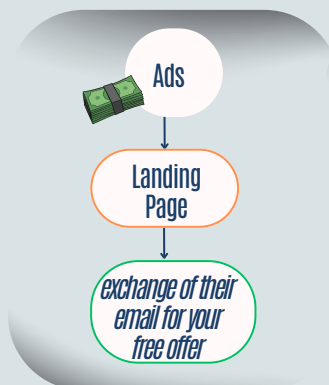
The big companies often neglect customers who want personal services and real value. That's where micro businesses can shine!



People are searching for solutions such as yours, and the **ZB Approach** is the perfect match to accurately target them

THE ZERO-BUDGET MARKETING ROADMAP

Typical Digitised Sales Funnel



The ZB Digitised Sales Funnel



If you ever feel stuck or confused...

If you get stuck at any point or feel unsure about how to apply any part of this guide to your specific service, don't worry – things usually become clearer as you read on.

If you'd prefer, you're also welcome to use my contact form to ask any questions related to this guide, completely free of charge. My contact details can be found on the last page.

RULES FOR MARKETING SUCCESS

Starting an online business can feel overwhelming, especially if you've spent most of your life working in traditional roles. But here's the truth: it's highly likely you already possess all that it takes to succeed.

Your experience, skills, and life lessons are your greatest assets. Exploring your hobbies and interests can be an excellent alternative starting point — it not only helps you identify where your strengths naturally lie but also makes it easier to market yourself and your service. Beginning here can give you a clearer sense of what you offer and how to showcase it more effectively.

Struggling to choose an online business idea?

Don't guess.

Join my email list and I'll send you my free resources that can help you find one tailored to you, your current skills and interests, helping you pick the right path for you.

The digital world is full of opportunities and if people are already making money online, doing what you've chosen, then so can you! Don't be concerned about competition, or your level of experience, people look for expertise, reliability, and authenticity—qualities that often come naturally with age and experience. You don't need fancy tools or big budgets to stand out. What you need is clarity, consistency, and confidence.



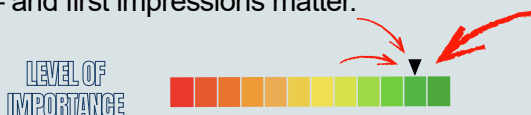
*If you don't market yourself,
people won't know you exist.
And if they don't know you exist, they can't hire
you or buy from you.*

*Think of marketing as building relationships.
It's about trust, and trust takes time—but not
necessarily money*

THE 6 STEPS TO MARKETING YOUR BUSINESS

STEP 1 - ESTABLISH YOUR ONLINE PRESENCE - FROM DAY ONE

When reaching out to potential customers online (covered in Step 6), an online presence is non-negotiable, you're virtually invisible — and first impressions matter.



As you progress through this guide, you'll see why this is essential and how critical it is to your success. A core principle of the Zero-Budget Approach is building strong relationships with prospects. This includes making it easy for them to learn about you and to also easily access your services.



In today's digital world, content needs to be structured so audiences can access what they need immediately (gaining instant gratification). Saving time is essential – always include a URL or link to your business page, in every communication.

At a minimum, it is suggested you have:

- A domain name
- A professional business email
- A LinkedIn profile (or an equivalent platform suited to your service)

Later on...

A website, webpage or business Facebook page can be very valuable, but these take up more time to set up. I recommend you continue through to Step 5 first.

If you choose to create one now, keep it simple—just explain your services and provide your contact details. Free tools make it easy to create a basic page quickly (contact me for website for options).

If you already have either one of these, update them regularly as your business grows.

THE 6 STEPS TO MARKETING YOUR BUSINESS CONT'D

STEP 2 - FOCUS ON THE PAIN POINT

*Every successful business
solves a
'specific problem'
for a
'specific audience'.*



The previous step was about building an online presence. For this step we focus on how to express your service effectively.

If you haven't already, start by **identifying the pain point your service solves**. Your unique edge might simply be your location or your responsiveness.

When marketing yourself and your business, give prominence to the benefits your service brings to potential customers. Your expertise, skills, or knowledge are secondary and not essential at the initial engagement stage.

We'll also need to consider tone and language. This requires understanding your chosen audience—the group of people (your niche) who experience the problem you solve. Identify who they are and where they spend time online! We cover this in the next step.

THE 6 STEPS TO MARKETING YOUR BUSINESS CONT'D

STEP 3 - DEFINE THE NICHE

Once the pain point is clear, the niche becomes that segment of the market where that pain is most common and urgent.

A niche isn't just a demographic; it's a community with shared challenges, interests, and language. Matching the pain point to the right niche makes networking and community-building far more effective.

More on Networking and Community Building - Step 6



Are you able to target the audience that larger businesses overlook—individuals who spend in the hundreds, rather than in the thousands

If you're unsure about any of my suggested actions here, don't worry!

You can come back to this, including refining your niche, later. The importance of this action becomes clear as you move through the process of setting up your business.

If you need help, please feel free to contact me—see the last page for details.



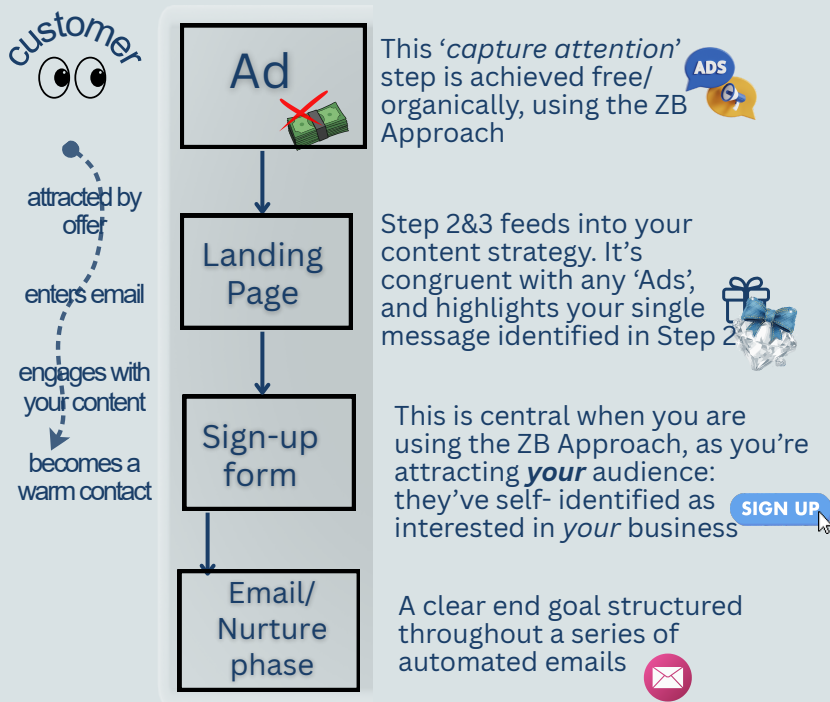
BEFORE WE CONTINUE WITH STEP 4....

THE 4 ASSETS TYPICALLY REQUIRED FOR A MARKETING CAMPAIGN

At this stage, it's important to understand how the information you've been curating — and will continue to develop — translates into actually acquiring customers.

Remember, there are free resources available to help you progress at every stage. My services ranges from my free DIY resources (from 'Idea' forming to 'Onboarding Your First Client') to my micro-freelance slots and end-to-end service.

A Typical Marketing Campaign Structure



THE 6 STEPS TO MARKETING YOUR BUSINESS CONT'D

STEP 4 - CAPTURE ATTENTION WITH A LEAD MAGNET - PROVIDE VALUABLE CONTENT

After completing Step 2, you should have a defined **pain point** and **an offer or message tailored to your niche**. You'll find a list of potential 'magnets' and how they can support your strategy on page 20.

This decision plays a significant role in the level of success you achieve in your business, so it's worth giving it due consideration. Your chosen 'magnet' should feel genuinely valuable to your niche — something they'll immediately recognise as useful and want to access without hesitation.



Its purpose is simple: to **attract leads and potential future clients**. Offer something that solves an immediate problem or answers a pressing question for them. But remember, *you don't need to give everything away* — keep something back for when they take the next step with you.

RE-CAP ON STEPS 1 TO 4

A very targeted audience, ideally segmented; works best when focused on one specific problem



Provide a high-impact digital resource that demonstrates your expertise and delivers immediate value. If your offer feels essential, people will gladly share their email to access it.

ALERT! If you're not visible online, you're not considered credible. People research before they buy



THE 6 STEPS TO MARKETING YOUR BUSINESS CONT'D

STEP 5 - YOUR CONTENT STRATEGY

Up to this point, I've outlined the essential steps for marketing any type of online business. However, when using the Zero-Budget Approach, this step — as highlighted in the recap — is crucial to the level of success you achieve.

Why? Because your content strategy is the heartbeat of online marketing. It's how you attract and hold your audience's attention, build trust, and demonstrate your expertise — whether you're relying on paid promotion or growing organically. This is where we eliminate the need for expensive tools or a dedicated marketing team. What it does require, however, is **clarity, consistency, and creativity** in the content you produce.

Content Matters

People buy from those they trust. Content helps you:

- Show your expertise in a way that feels helpful, not salesy.
- Build relationships with your audience over time.
- Stay visible without spending money on advertising.

Think of content as your voice online. Every post, article, or video is a chance to connect.



ALERT! If you're not visible online, you're not considered credible. People research before they buy

THE 6 STEPS TO MARKETING YOUR BUSINESS CONT'D

STEP 6 - NETWORKING AND COMMUNITY BUILDING: **GETTING CLIENTS**

Having covered Content—now we get to the ultimate stage - Networking and Building Relationships. **People buy from those they trust, and trust grows through connection.** Networking and Community-Building are powerful ways to attract leads without spending money.

Why? Networking & Community-Building Matters

- **Visibility:** The more you engage, the more people notice you.
- **Credibility:** Sharing insights and helping others (Step 5) positions you as an expert.
- **Opportunities:** Conversations often lead to collaborations, referrals, and clients.

Before we dive deeper into Step 6, the next page has another quick recap which incorporates all previous steps—showing how they fit together in the context of *networking & Community Building*.

THE 6 STEPS TO MARKETING YOUR BUSINESS CONT'D

STEP 6 - NETWORKING AND COMMUNITY BUILDING: GETTING CLIENTS CONT'D

RECAP STEPS 1-5 - Making Sense of Where We Are

Let's take a moment to understand what we've achieved so far in the context of **Step 6 - Networking and Building-Communities (Outreach)**—capturing the attention of potential leads.

In **Step 1**, you created an online presence. This ensures that anyone you reach out to (in the next **Step 6**) can quickly verify that you're a credible business person. This person can be:

- **an individual** you can work with directly, or
- **another business** whose audience overlaps with yours, giving you the opportunity to build a win-win collaboration.

In each case, they will have exactly the same needs; a way to respond to you. A professional email address with a matching domain name boosts confidence with engaging potentials.

Equally, both might also be drawn to the digital content you created in **Step 4**, enough to exchange their email address for it. (Lead nurturing is a separate chapter, which I'll touch on in the Bonus Step.)

If **Step 6** isn't producing results, a review and adjusts to **Steps 2 and 5** should be worked on — sometimes a small wording change could make all the difference.

THE 6 STEPS TO MARKETING YOUR BUSINESS CONT'D

STEP 6 - NETWORKING AND COMMUNITY BUILDING CONT'D

FINDING CUSTOMERS

Join the Right Communities - Find where your ideal clients and peers hang out online



Engage Before You Promote - Don't jump in with "buy my service." Instead:

- Answer questions
- Share helpful tips
- Comment thoughtfully on posts

Remember: Give value first. People trust those who help without expecting anything in return.

Keep It Friendly and Enjoyable

This isn't just about them learning about you—it's your chance to learn more about your potential customers and make adjustments. The more you know, the better you can resonate with them.

Continue to engage:

- Build relationships
- Answer questions
- Share helpful tips
- Comment on posts—always using your business persona

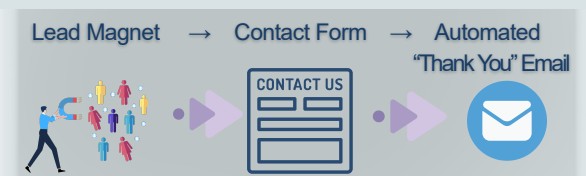
Remember: every interaction teaches you more about your niche.

BONUS STEP - PREPARE FOR FOLLOW-UP

This bonus step offers a brief look at the next stage in building your online business: what happens after a prospective customer reaches out to you? A step-by-step action flowchart can be extremely useful here, and incorporating some level of automation into your workflow is highly recommended. I'll be releasing a blog on this topic in March 2026.

Note: The six previous steps form part of your marketing sales funnel — the 'Setting Up' phase. This bonus stage relies heavily on the strategy you've developed, so expect to make rewrites and tweaks along the way. And just so you know, you can continue your journey using an affordable approach.

Eventually, once you've proved your business has legs, you can scale up by transitioning to the traditional digitised sales funnel — illustrated as 'The Roadmap' on page 7 — and reinvest your profits into some paid marketing.



ADVICE FOR BEGINNERS

Jot down Steps 1 to 5 on paper — your plans will change, and that's absolutely fine.

Keep moving, move quickly through each step and keep things short. It's natural to tweak and improve as you go; you'll have plenty of time to expand later.

If you're new to marketing and taking the DIY route, rest assure that success is achievable—and my free support is available upon request.

MILESTONES

CONGRATULATIONS

If you've got this far and carried out every step as described, you will have:

- niched down further from your original target audience and are now targeting your marketing plan at a smaller, more defined segment from this sub-section
- a clear vision of who your ideal client is (avatar) and you are able to express your solution in a way that resonates with them/their problem (pain point)
- identified a genuine problem and are confident in providing value and a credible solution to your targeted client.

NURTURE YOUR LEADS

If you've prepared your content—your offer, pain points, and more—and you're ready to build your landing page and email sequence to nurture clients, but want extra guidance, I've got you covered. Just contact me, I have both free and paid solutions to help you at every stage.

Check the next page for my contact details. Information on my fees available on request: bespoke services designed for your business, so don't hesitate to get in touch.

*growth lives outside
your comfort
zone*

IDEAS ON CREATING VALUABLE CONTENT: MAGNETS

As outlined (see Step 4) creating valuable content is all about offering something genuinely useful, practical, or insightful to your audience. The more your content helps people solve problems, learn something new, or make informed decisions, the more trust and credibility you build. Below are several content ideas that not only engage your audience but also position you as a reliable source of expertise.

1. **Free Consultations** – Offer brief sessions where people can ask questions, receive guidance, or explore how your services might help them. This builds rapport and showcases your expertise in a low-pressure way.
2. **E-books and Guides** – Provide well-structured resources that explain a topic in depth. These can act as evergreen reference materials your audience can return to.
3. **Templates and Checklists** – Create ready-to-use tools that save people time and help them complete tasks more effectively. These are often highly shareable and appreciated for their practicality.
4. **Quizzes and Assessments** – Interactive tools that help your audience understand their needs, knowledge gaps, or next steps. They also create strong engagement.
5. **Free Trials or Demos** – Give people a chance to experience your product or service first-hand. This builds confidence and reduces hesitation.

Case Studies – Share real examples of how you've helped others achieve results. This builds social proof and highlights the value of your approach.

NEED A HAND?

...Let's Make It Easy

If you're feeling stuck or unsure about how to apply these steps to your business, don't worry – you're not alone. I'm here to help you make sense of it all.

Simply click the link below and send me your question through my contact form. If you like, you can also arrange a free 15-minute consultation.

It's quick, easy, and completely free. Let's get you moving forward today!

Submit Your
Questions

→ **here** ←

WHAT'S NEXT FOR YOUR BUSINESS?

You've learned the 6 Steps to market your business with zero budget—now discover even more free resources, plus affordable done-for-you and end-to-end marketing services designed for beginners.

Grow your business with tailored marketing support:

- **Free Resources**

Get instant access to guides, tips, and insights to help you master marketing, the online marketplace and everything you need to get started confidently.

- **Done-for-You Services**

Need help with specific tasks? Skip the stress. If DIY isn't for you – I'll handle any marketing task for you so you can focus on growing your business.

- **End-to-End Solutions**

Want everything managed for you, or at least a kickstart? I'll tailor the entire marketing process for you, from start to finish.

Ready to take your marketing to the next level?

Visit 1stonlinebiz101.com and start growing your business today!

Free Resources



Guides & Tips

Done-for-You



Specific tasks handled

End-to-End



Full marketing setup

“Thank you for reading my guide—I hope this gave you the confidence to take the first steps towards building your online business!

Remember, every step forward counts
—start small and keep going!

Please make use of my resources or personalised support, as outlined on the previous pages. I’d also love to hear your feedback and success stories—let’s keep building your business together.”

Marilyn

Small Biz Growth
Specialist

