

A decorative graphic consisting of several overlapping, semi-transparent red circles of varying sizes. Two thin red lines cross the page diagonally, one from the top-left to the bottom-right, and another from the top-right to the bottom-left. The circles are positioned in the upper right and lower right areas of the page.

3 Steps to Getting Started Online

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<http://www.vasppro.com>

3 Steps to Getting Started Online

Step 1: Know what you are offering and who you are offering it to...

- a. Product Funnel
- b. Target Market

Step 2: Understanding Email Marketing

- a. Free offering on website
- b. Ezine or Newsletter to stay in communication with followers
- c. List building ideas

Step 3: Driving Traffic to your Site

- a. Article Marketing
- b. Social Media Networking

Please note your ministry is a business... specifically when it comes to how it is marketed and managed. Therefore I will refer to it as a business throughout this report.

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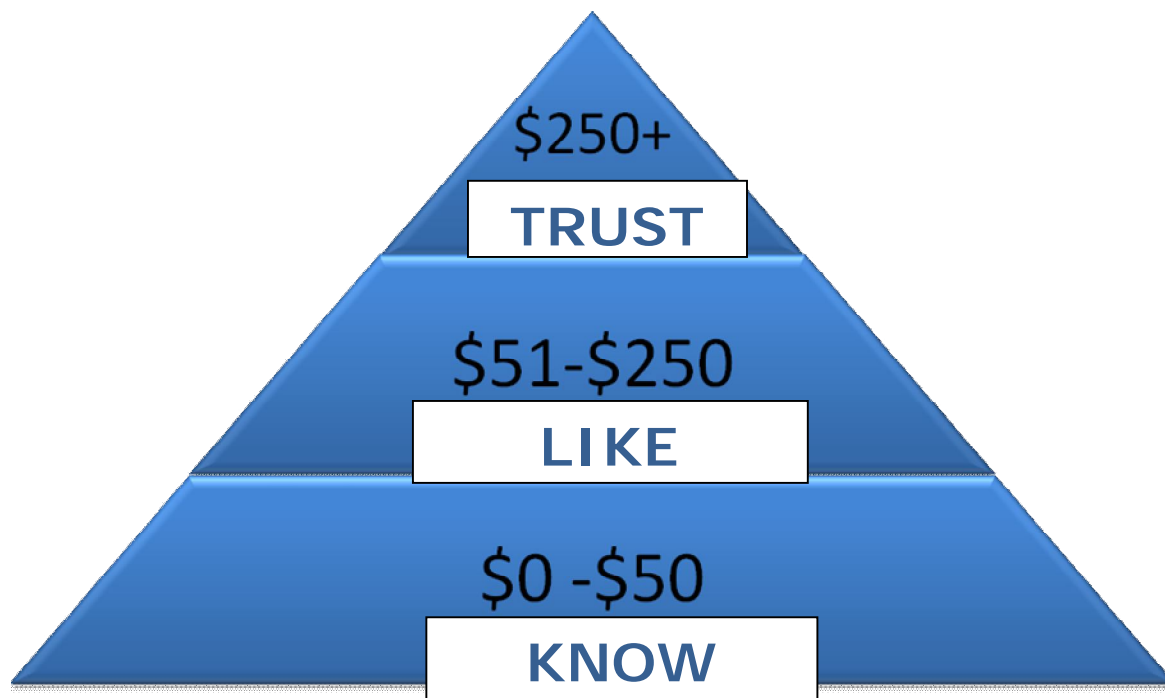
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Step 1: Know what you are offering and who you are offering it to...

Step 1 is very important because many business owners spend thousands of dollars and months of their lives trying to build a platform for themselves without these 2 key elements in place. As an author or speaker you MUST have an idea of how to offer your unique service to the world. The first element is your product funnel or the know, like, trust factor:

a. Product Funnel- the KNOW – LIKE – TRUST factor



If you want to successfully utilize internet marketing and generate visibility you must understand how web/blog sites work in creating and maintaining purchasing relationships. The KNOW LIKE TRUST factor: how to move folks through your product funnel.

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The KNOW level is for gaining prospects name and email information for later conversions. You may offer a free ebook, special report or audio to the person, upon subscribing for your free information you now have them on your database list. This list is your customer line. These folks are very important to gaining visibility online. With this list you have both a targeted group of people to offer your services to and this group will begin to build a community around your unique offerings.

The LIKE level will be the folks who have bought into what you are offering. They are willing to invest to grow from your expertise; simply put they have decided to 'like' you. They want to know more about you and what you are representing in your message. You can easily offer coaching and counseling packages to these people. In ministry terms they are the people who will purchase bible study courses, books in bulk (for churches or organizations) and or consider you for speaking and retreat opportunities.

The TRUST level is when your customer is not only in agreement with your message but willing to be changed by it. With these relationships you have the greatest since of influence.

Having said all of that... let me add, these \$ amounts are based on business principles. In ministry the level of influence does not always equal the \$ amount spent... but we can all agree, to be in the BLAST program we had to have a level of TRUST in Shannon and maybe would not have chosen to participate in this program if we had not had the opportunity to first read her blog, and get to KNOW her.. maybe read a few of her books and determined we LIKED her message and then, of course, allowing to be influenced by her expertise to the point of TRUSTING her! You can see we moved up her product funnel quite nicely ;-)

b. Target Market

I am not going to spend a lot of time here as Shannon has coved this with us. But I did want to say as you are creating your web/blog site it is very important to focus it more on your market than on your services. When developing your web presence you always want to be presenting the problem:

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If you are passionate about teen abstinence than you may want to blog and target teens having sex. This is who you want to get your message to right? IF you are passionate about the power of healing you may want to target folks who are not well or healthy.

Many times folks build their sites with the end in mind they build it around the answer and not the problem. Folks are not often drawn to the answer online they are drawn to the problem.... if they understood the answer they wouldn't have the problem in the first place. Nor are they searching the answer online specific to the way you are delivering. They are, however, searching the problem.

So keep that in mind when you are creating your website.

Step 2: Email Marketing

I am assuming you have a web/blog site at this point. Again assuming you have determined your product funnel and target market and are ready to begin to engage in your foundation of marketing: lead generating. Generating leads is simply building a list of people at the KNOW level of your product funnel. One way lead generation is managed is through email marketing.

Wiki Definition of Email Marketing:

Email marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. However, the term is usually used to refer to:

- * sending emails with the purpose of enhancing the relationship of a merchant with its current or previous customers and to encourage customer loyalty and repeat business,

- * sending emails with the purpose of acquiring new customers or convincing current customers to purchase something immediately,

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* adding advertisements to emails sent by other companies to their customers,

Email marketing is an important step in your creating and maintaining relationships in your ministry. Please do not bypass this step as you will be missing out on a great opportunity to build relationships.

a. Free offering on website

Okay so let's say you have your web/blog site up and you are ready to start inviting folks over. What next? You need to have the bottom level of your product funnel out in the open. We do this by putting an opt in or capture form on your home page. This is very important both in placement and intent. Placement should always be above the fold of the page (fold being before you have to scroll down). The intent is to have people agree to subscribe to receive communication from you.

Make sure you are offering something of value. This offering needs to have depth and be sellable. Remember we want them to get to know something about your message, enough for them to decide to like you. So put together an ebook or special report that will allow you to clearly present the problem you are uniquely equipped to answer. Then give a hint of answering the problem. Such as the document you are reading now:

I am laying out the problem: start up ministries or business owners need the first steps to getting started online. So I am giving the problems (or steps) I often see and just enough information to begin to help you resolve these problems (or begin these steps). However, this is by no means the extent of my knowledge or ability to assist in this process ;-). Just a taste, enough for you to get to know me a bit and then decide if you are interested in the services I offer.

b. Ezine or Newsletter to stay in communication with followers

This is so important! The easiest way to move someone through your funnel and onto a level of trust is to send them weekly or monthly newsletters. This is a relationship building tool allows the customer to engage with your ministry regularly (not just forgotten). Ezines are very easy to construct and as long as you are consistent and always offering relevant content an

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ezine can be your greatest tool in spreading your message, building momentum with a following and selling your product.

There are many different online systems for housing your database and sending mass or broadcast communications out. If you are interested in finding more about this simply do a search on email marketing. I would suggest you use one of the online systems instead of attempting to do this yourself... yes there will usually be at a monthly fee but the trouble of creating multiple groups within your local email is worth the fee.

c. List building ideas

Just a few list building ideas you can use to get started:

1. Improve the location of your sign up form
2. Write an Article on a Current Event or Item of Interest
3. Buff up your Email Signature
4. Write a Review of 3 Books at Amazon.com
5. Find and Subscribe to 5 other Ezines in your Market
6. Collect 3 Testimonials about your free offering
7. Post Comments on High Traffic Sites
8. Google Adwords
9. Join an Association or Social Networking Group
10. Write to 3 Other People with an Offer to Co-promote free offering
11. Pay for Advertising
12. Swap Ads with other Ezine Owners

Step 3: Driving Traffic to your Site

Once you've decided what you are offering and who you are offering it to, set up your site, have all your online automation systems in place for lead generating, now what? Now it is time to start driving traffic to your site. One of the main elements of driving traffic to your site is Search Engine Optimization (SEO), this is what is done on the backend of your site with metadata keywords and descriptions. We will not go into that so much now but I wanted you to be aware you will need to be certain to have your site SEO'd when you construct it. I would encourage you be aware of this technical element from the beginning, many of your pages will need to be

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formatted around keywords to properly optimize your site for search engines such as Google. I would recommend considering hiring a SEO company to help get you the best rankings if you are going to rely heavily on internet traffic for sales.

a. Article Marketing

Article marketing is a great way to start driving traffic to your site. When you write your blog or as you are writing your book, write each idea in a complete article (as Shannon has encouraged us to do). You can post it to your blog and then submit it to article databases that distribute the article throughout the web. My 3 favorite article database sites are:

Article Ezines <http://www.ArticleEzines.com>

Idea Marketers <http://www.IdeaMarketers.com>

Article Dashboard <http://www.ArticleDashboard.com>

Each of these are free to submit articles to. Although I would suggest placing a bid or doing a paid subscription with at least one of these accounts if you are trying to drive traffic to your site quickly. Otherwise just get in the practice of submitting your articles to these types of sites to drive traffic back to your website and to get your message and name out in multiple places.

If you are going to do a video blog instead of a written blog there are video directories such as Traffic Geysers (<http://www.trafficgeyser.com>) that will disperse your videos to multiple directories assisting in greater visibility.

b. Social Media Networking

Really I can't say enough about social media as a form of marketing online. It is a POWER house for getting your message out! You can very quickly and effectively get in front of your target market with very little cost. Though I must warn it is a bit addictive and can be very time consuming.

Social networking is using Facebook, Twitter, Linked In, ect... as a way to build up your following. Now this may be new to many of you as Facebook

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is likely just a place you connect with family and high school friends but in my world this is a platform for broadcasting a message to targeted groups of folks. I cannot stress enough how effective this tool can be when utilized properly.

In Closing....

I hope you have enjoyed and learned something through "3 Steps to Getting Started Online". This is really just a mini overview of all that goes into creating visibility in the online community. Don't be too overwhelmed though, just as your message has been a journey walk with the Lord so is the process of setting up your ministry.

My business, Vasppro, serves entrepreneurs in their online business journey. If you are a coach, author, speaker (or aspire to be any of these) you are MY target market. I have been working with this industry for 3 years serving business owners much like yourself.

You can check out all of my services here: <http://www.vasppro.com>

In case you are curious to what an Online Business Manager is or how a Virtual Assistant could help grow your ministry footprint please read the below:

What is an Online Business Manager? (OBM)

The official definition of an Online Business Manager is:

A virtually based support professional who manages online based businesses, including the day-to-day management of projects, operations, team members and metrics.

What is the purpose of an OBM?

The role of the OBM boils down to one simple thing:

To free up the business owner so that they can focus their time and energy on the things that only THEY can do in their business.

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Most business owners look to hire an Online Business Manager (OBM) when they simply cannot grow their business anymore being the only one in charge. In order for them to take their business to the next level they need to pull themselves out of the day-to-day management activities and focus on growth.

This includes areas such as product development, strategic alliances and big picture business planning, all of which are essential to the growth of a business. Everything else becomes the responsibility of the OBM.

What Is a Virtual Assistant? (VA)

A virtual assistant is an administrative specialist. This person can implement the many tasks needed to manage the day-to-day duties of running an online business. VA's provide these services from their homes and generally work on a hourly rate. The tasks can vary from simple email management to setting up and maintaining total business automation with the various systems needed.

Who Needs a VA?

If you own an online business and plan to build your clientele via email marketing, social media, or automation, then you need a VA. If you sell products or services online, maintain a website, or generate leads via the internet, you need a VA.

Now, you may be thinking, "Well, I do all this work by myself and am doing it quite well. "To you, I would say, "BRAVO!" However, the amount of time it takes you to learn, develop, implement, and achieve success in various systems *is* costing you. Costing you creative energy toward serving your clients, it is costing you time and essentially costing you the loss of potential income. Many of my clients have found that after hiring a VA, they are empowered to be more creative, with more availability toward what they truly enjoy doing in their businesses.

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A Special Offer to BLAST Participants

Next Steps Package:

In this package I will assist you in determining your next steps to building online visibility for your ministry. After our initial Next Steps Coaching Call I will layout a 6 month action plan you can follow to accomplish your online marketing goals.

Here's what you will receive:

1 hr Next Steps Coaching Call

6 Month Unique Action Strategy Plan to help you meet your goals

1 hr Implementation Coaching Call – in which we will discuss the 'how to's' of accomplishing your goals

Special Offer \$125

Find out more here: <http://www.vasppro.com/blastoffer>

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