

Creator of Over 400 Businesses & Self-Made Millionaire

THE Speedy Start Up

LAUNCH A
BUSINESS IN LESS
THAN THREE HOURS

SAMANTHA HURST

In the time it takes to finish this book, you will be ready to start your own business - even if you have no idea what it is!

In *The Speedy Start-Up*, Samantha Hurst guides you through quick and easy ways to create, open and succeed in your business – the very same time-saving techniques she uses as an entrepreneur, business owner and self-made millionaire.

In this book you will learn:

- ✓ Over 50 new business ideas
- ✓ How to start a business with limited cash
- ✓ The ways to win at marketing and social media
- ✓ Where to find your ideal customers
- ✓ Tips to make your business stand out from the competition

There's no time like now to launch your business. Let Sam show you how.



Sam really knows her stuff. She's not only a highly successful business woman herself, she has shown many others how to quickly create their own businesses. This book gives great advice for anyone who wants to begin an online business - without wasting months and months working out how to do it.

– **Simon Reynolds**, built The Photon Group from nothing, to 6,000 staff and a value of \$500m



Take that business idea and make it a reality! Short, punchy and to the point Samantha Hurst's skillset and know-how will get your business off the ground.

– **Domenic Carosa**, Entrepreneur & Technology Investor

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THE Speedy Start Up

LAUNCH A BUSINESS IN LESS THAN THREE HOURS

SAMANTHA HURST

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Foreword

It's one thing to have a great business idea, but another to get it off the ground. But what if you don't even have a business idea? No problem. For Samantha Hurst, a twist of fate led to developing her side-hustle and taking the plunge (balcony, strapless and sports too) and now, as an entrepreneur, creator of hundreds of businesses and a self-made millionaire, she's here to help you.

In the past 15+ years, Sam has helped to create over 400 businesses, from the infancy of a twinkle in its entrepreneur's eye right through to generating millions of dollars. Her niche, helping entrepreneurs develop and see their ideas through to fruition, has boosted her experience and expertise to a point where she needs to go global. What better way to reach out to more people than through her latest book?

Understanding that time is a precious commodity, *The Speedy Start-Up* is like Sam: super-fast and punchy, precise and fact-based. You'll find all the

information you need to launch a business and launch in less time that it takes to fly interstate. What are you waiting for?

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Introduction

This book is short and sweet. By the time you finish it, you will know everything you need to start your own business. But first, let me explain how losing my job was the best thing that ever happened to me...

My entrepreneur journey began over a decade ago when I was in my late 20s. I created an online 'hobby' business selling gorgeous lingerie in larger sizes at wholesale prices. I created it to fulfil my passion and, because it was a hobby, it was like taking a dance class or playing a sport. I found the whole process of creating something from scratch exciting and immense fun. I got enjoyment from my business and never considered selling it.

With the lingerie business as my hobby, I still needed a paying job. I had never understood the 9 to 5, and why every job required you to work 40 hours a week. I found myself attracted to jobs that had an element of freedom, which is why a career in sales seemed like a good fit. I got into sales and worked my way up

the corporate ladder. That ladder, however, came crashing down in 2008.

I was working for a large company as a State Sales Manager and was at the peak of my career (or so I thought at the time). I loved my job, and was good at it, having doubled my sales targets I was set to make a hefty six-figure commission. Then one Thursday afternoon the carpet was pulled from underneath me. I didn't see it coming at all, so when I was informed I was being "let go" I was nothing short of dumbfounded. I took pride in my successes and building other people's businesses, I never had a job that I wasn't good at, and until that point, I had certainly never lost a job. From the day that I lost my job, the way I felt about being an employee and the sense of security that came with a job changed forever.

I was head-hunted within a week and took the job straight away. But I never felt the same again. In my heart I knew I didn't want to be another 'number' for a large organisation; locked into an environment of being seen but never heard, and having my salary capped at six figures for the rest of my life. I lost my passion for the corporate world and growing other people's businesses, so I decided to focus on my own. I put more energy into my 'hobby business', and built it up over the coming years. In 2010, I sold it.

Since then I have been growing, learning, succeeding, evolving and yes, occasionally failing but mostly setting up new businesses and helping others to do the same. Now, I'm earning a seven-figure income each year and I'm 10 times happier - and not just because of the millionaire lifestyle.

I have my old corporate job to thank for giving me the push I needed to go out on my own. I am eternally grateful for being sacked. If you, like me, turn your passion into a job you will never 'work' another day in your life.

Let's get started...

Discovery & Research

Step 1. Sell What?

Already have a business idea? Great! Skip to step 2.

If you don't have a business idea, you'll need to decide which type of business suits your skillset and needs. You have the option of starting a service-based business, a product-based business or a mixture of both.

SELL A SERVICE

What are your talents? What are you good at? What do your friends compliment you on? Mine would be creating websites, offering business advice and making things look pretty. For me, it was a no-brainer to create a digital agency that offers these kinds of services.

What are yours?

To help you work out where your skills, passions and talents lie, complete the exercise below. Write on

a piece of paper four words for each of the five questions, then follow step six to work out your dream business!

1. Top Four Needs

Your top four needs are the things that are most important to you in a career or business. They could be things like freedom, creativity, flexibility, intellectual stimulation or a social workplace.

2. Ideal Working Environment

What do you need in your working environment? Do you want to work from home or in an office? Do you need a quiet work environment or a lively one filled with activity?

3. Unique Talents and Natural Abilities

What are your unique talents or natural abilities? What advice or help do people come to you for? What do you do better than most people? What do people compliment you on? What's your 'point of difference'?

4. People, Jobs and Business envy

What jobs and people do you envy? What businesses

would you love to own and run? Which businesses and people inspire you and get you excited?

5. Values and Passions

What do you feel passionate about? If money didn't matter, what would you love to do daily? What do you do for fun or to relax? What makes you feel excited?

6. Dream Career or Business

Now, take all these answers and think about businesses that combine two or more of these. If you can, come up with ideas that incorporate as many of your answers as possible or the ones that you are most drawn to and connected.

So, how did you go? Did you come up with service-based business ideas?

If not, here are 50 service (and non-service) business suggestions to get you started:

- Dog walking
- Pet grooming
- Uber driver
- Consulting
- Lawn mowing
- Tutor
- Modelling /extra
- Virtual assistant (check out upwork.com)
- Secret shopper

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- Write a book
- Design products and resell (Printful.com)
- Sell products off aliexpress.com on eBay
- Blog writing
- Sales jobs
- Language teacher
- Social media manager
- Interior designer
- Baby sitting
- House or pet sitting
- Freelance proof-reader
- Clothing alterations
- Stock investing
- Book keeper
- Car detailer
- Real estate agent
- Personal trainer
- Life coach
- Cleaning services
- Design products and sell on etsy.com
- Online dating assistant
- Rent your car
- Rent your clothing
- Develop an app
- Fill out online surveys
- Manage properties on Airbnb
- Social Influencer
- Yoga teacher
- Sell baking products at markets
- Sell pet products at markets/online
- Sell baby clothes at markets/online
- Sell organic products online
- Sell women's clothing online
- Massage therapist
- Tree loping
- Wedding celebrant
- Wedding planner
- Party planner
- Make-up & at home hair service
- Professional organising
- Florist

SELL PRODUCTS

If the catch phrase “make money while you sleep” gets you excited, selling products rather than services is the way to go. Unlike selling a service (yourself), an online business is easier to scale and to outsource the staffing. When you start a service-based business around your skill set, you are the business, and you're trading your time for money. Service-based businesses can be trickier to grow as you evolve, as the business is dependent on you and your time.

What to sell?

The number one question on everyone's lips is, “What products are going to make me the most money?” Unfortunately, there is no simple or single answer. I believe you should sell products that you are genuinely interested in. There's no point setting up a shop selling fishing gear if you hate fishing or never fish. How can you relate to the products? You won't understand your customers' frustrations with these types of products, be interested in the industry, or want to attend relevant trade shows. You'll know nothing about the products and won't be able to promote them.

In my opinion, the best way to discover what kind of products you should sell is to have a look at your credit card statement. Where are you spending all

your hard-earned cash? If it's on clothing, organic baby products or garden gnomes, is this something you are excited about or interested in? What are your frustrations when you are buying these products?

Some of the best business ideas are born out of frustrations. That's how I came up with the concept of my first online business selling DD cup+ lingerie. I struggled to find pretty bras in larger cup sizes that didn't look like I'd stolen them from my grandma's clothesline! From there, I started to research brands that catered for larger cup sizes for younger women. I then created my online store to target women just like me.

When I hit bumps in the road, I found it much easier to stick it out (I had the business for four years before I sold it) because I was passionate about the products.

Step 2. Will Your Business Idea Make Money?

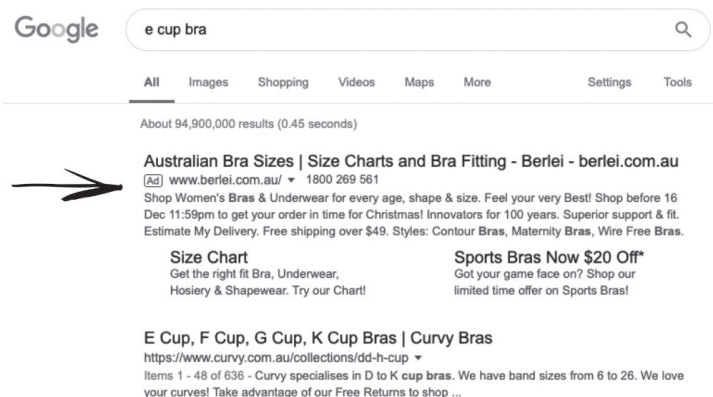
After you have pinpointed one (or several) business ideas, the next step is to do some research. This will ensure there is a market for your product or service.

RESEARCH THE COMPETITION

The first thing you need to do is to research the competition. Remember, competition is a good

thing and not a negative. By doing a quick Google search, you will see if you have competitors for your new business idea.

If you have competitors, it means there is a market for what you want to sell. Your biggest competitors will be sitting up the top of a Google search when you type in three to six relevant keywords related to what you want to sell.



The screenshot shows a Google search interface with the query "e cup bra" in the search bar. Below the search bar are tabs for "All", "Images", "Shopping", "Videos", "Maps", "More", "Settings", and "Tools". The search results show "About 94,900,000 results (0.45 seconds)". The first result is an advertisement for "Australian Bra Sizes | Size Charts and Bra Fitting - Berlei - berlei.com.au" with a URL and phone number. Below the ad are two sections: "Size Chart" and "Sports Bras Now \$20 Off*". The second result is for "E Cup, F Cup, G Cup, K Cup Bras | Curvy Bras" with a URL and a brief description.

Google e cup bra

All Images Shopping Videos Maps More Settings Tools

About 94,900,000 results (0.45 seconds)

Australian Bra Sizes | Size Charts and Bra Fitting - Berlei - berlei.com.au
www.berlei.com.au/ 1800 269 561
Shop Women's Bras & Underwear for every age, shape & size. Feel your very Best! Shop before 16 Dec 11:59pm to get your order in time for Christmas! Innovators for 100 years. Superior support & fit. Estimate My Delivery. Free shipping over \$49. Styles: Contour Bras, Maternity Bras, Wire Free Bras.

Size Chart
Get the right fit Bra, Underwear, Hosiery & Shapewear. Try our Chart!

Sports Bras Now \$20 Off*
Got your game face on? Shop our limited time offer on Sports Bras!

E Cup, F Cup, G Cup, K Cup Bras | Curvy Bras
https://www.curvy.com.au/collections/dd-h-cup
Items 1 - 48 of 636 - Curvy specialises in D to K cup bras. We have band sizes from 6 to 26. We love your curves! Take advantage of our Free Returns to shop ...

When I started my online lingerie business, I had around four competitors focussing on the exact-same niche. But I didn't let that deter me; I used this to my advantage. I looked at everything they were doing, copied the things I thought they were doing well and noted where they weren't doing a good job. I used all this research to my advantage.

What will your 'point of difference' be compared to your competitors? You may sell different products, ones that are cheaper or more expensive, or a new range. Make your business work in the areas where your competitors lack or need to improve. Let their weaknesses become your strengths.

PRODUCT OR SERVICE SEARCH VOLUME

Google offers a range of fantastic business tools, some of which are free. The *Google Keyword Planner Tool* helps you to research the number of potential customers searching for your product or service.

If, for example, you are starting a lawn mowing business in Bondi, you type in the keywords "lawn mowing Bondi." The results will show you how many people are searching for this per month. If the results show 1000+ searches, this is a promising result and potentially a viable idea.

Next, search to see how many competitors are out there. If the results show five other similar businesses, you can work out how much you will potentially make in sales. If you converted 200 (your 1/5th share) of the 1000 searches, this would give you 200 customers per month @ \$40 = \$8000 per month.

Or, another example would be selling kettlebells online with a \$25 profit per product sold. If you have

5000 people searching each month for kettlebells and 10 competitors, this will give you $(500 \times \$25) = \$12,500$ in sales per month.

These examples are very broad, but hopefully, you get the idea.

Don't forget, Google is not the only search platform either; there are many more. So, just because Google says there are 5000 people in your Country searching for X – that's not the definitive answer. I find Google's figures are usually very conservative, so consider any results as a bare minimum.

Planning

You've decided on what you want to sell and found there's a demand for it. Now, you're ready to get started.

Planning is an important stage of any business. It will help you clarify what you are going to sell and how you are going to sell. During the planning phase, you will get to know your demographic and target market. And you will use this information to find the appropriate marketing platforms to promote your business (more on this in the *Marketing* chapter).

If you are approaching banks or investors for funding, you will need to show them your business plan. Putting a business plan together will also help you get a clear idea of what your business is and how you intend to market it and operate.

There are a lot of great business plan templates online, just Google 'business plan template free' and use them as a point of reference.

You'll find that some of the content, such as organisation charts, will be irrelevant (unless you are planning to hire staff immediately or you need to take your concept to investors or the bank). Use the templates as a starting point.

If you don't require funding or investors, however, the following information and questions will be enough to get you started (write it down):

Business Summary: What does your business do? What problems does your business solve?

Market Research: What statistical research have you completed to analyse your market? Did you use a survey/questionnaire?

Sales Targets: Outline your planned sales targets. What quantity of your products/services do you plan to sell in a definitive timeframe? Do you have monthly or yearly targets?

Demographic: Who are your customers? What is their age range, marital status and interests? It's crucial to get a clear understanding of your target audience before you begin any marketing.

Products/Service: Go into detail and write out all the products/services your business will offer.

Technology: What technology and equipment do you need to get started? Most businesses need a website, so include this in your plan as it will help you to work-out your start-up costs.

Payment options: How are your customers going to pay? Research all possible payment options.

Competitors: List all your known competitors or at least the top three. How do you rate against your competitors? What is your 'point of difference'?

SWOT Analysis: List your business's strengths, weaknesses, opportunities or threats – use the table below as an example.

Strengths	Weaknesses
Opportunities	Threats

Advertising and sales: Refer to your customer demographics to decide the best way to market your product and services. (See the *Marketing* chapter for more information on the marketing platforms available).

Action plan: Based on the information written down, write a list of all the things you need to do to start your business. Alongside each item, write a due date and who is responsible for its delivery if you are starting a business with other people.

Finances: You will need to be clear about your business' start-up costs and where you will obtain the funds. What portion will you be obtaining from loans, investors, business partners, friends or relatives, venture capital or government funding? How much of your money are you contributing towards the business?

If you are not sure about how to fund your business, the next chapter covers this...

Funding

All businesses require money to get started. If you are starting an online business, you will need enough cash to pay for a website, advertising and stock (products). There are several options for funding your new venture if you don't have surplus cash.

Here are some ways to finance your business and start building a new future:

Venture Capital: Angel investors and Venture Capital companies love investing in new, innovative ideas, especially within the online sector.

When you go into business with a Venture Capital company, you will give away a portion of your profits. The plus side, however, is that they can steer you in the right direction with business guidance, advice and support.

If you are approaching a Venture Capital company, make sure to prepare. You will need more than a

fancy PowerPoint presentation to convince them that your business is worth their investment. Take in your business plan, have the website up and running and ideally some proof of turnover to show that your business is viable.

Bank Loan: This is the obvious first choice for people wishing to start a business, but business loans from commercial banks are usually expensive and difficult to secure. The interest rates are often higher than a personal loan, and you will need to provide more documentation. When approaching banks for a business loan, you need to produce your business plan. A plan, however, isn't usually necessary if you are applying for a personal loan.

Get a Microloan: If you lack credit history or collateral; or if the bank refuses a loan there are still other options. You can apply for a microloan: a small business loan ranging from \$1,000 to \$60,000. Microlenders offer smaller loans, which usually require less documentation than banks and more flexible underwriting criteria. Google search "business microlenders" to find options in your area.

Tax Return: This one is self-explanatory. If you're expecting a hefty tax return, consider investing it in your new business venture.

Crowdfunding: A crowdfunding site like Kickstarter can be an effective way to raise money at a rela-

tively low cost. You set a goal for how much money you'd like to raise over in a set time (like \$5000 over 30 days). Your friends, family and strangers use the site to pledge money. Keep in mind; this isn't about long-term funding. It's supposed to facilitate the asking for and giving of support for single, one-off ideas.

After saying all this, not all new businesses require large amounts of cash to get started, so the above might not apply. For example, it won't cost more than \$1000 to start a service-based business such as dog walking, lawn mowing or babysitting. Simply print flyers and business cards, do a local letterbox drop, create a basic website and you are ready to go!

Business Registration

Before you can operate a business, you need to register the business' name and information with your local government.

The first thing to check is that your business name is available and not already registered. To search, go to Google and type '*check business name registration*' to ensure your business name is available. Select the local government body website where you live and do a business name search.

If the name is available, you can check if the domain name (e.g., www.businessname.com) is available. To do this, go to any domain registrar online, e.g., crazydomains.com.au or godaddy.com.

If both the business name and the domain name are available you are ready to lock it in! By registering the business name, you prevent your competitors using it and then suing you for operating under their name.

Business Number Registration

In most countries, you will need a business number to trade legally (to do business). If you are reselling products, you'll certainly need a number for dealing with suppliers and vendors so they can open a trade account.

When it comes to registering, you have the choice of operating as a company or sole trader. I recommend speaking with your Accountant, Solicitor or Financial Advisor about which option best suits your financial situation.

If you are registering as a sole trader, you can do it for free online. Simply Google your local government body and type in '*register a business*'. If you want to trade under a company, this can be set this up via your Accountant or Solicitor. An alternative is to source less expensive services online.

Trade Mark and Patents

If you have a unique business idea or product and would like to protect it, you should consider trade-marking. Before starting this process, you need to make sure someone else hasn't already trade-marked or put a patent on your idea.

Trade Marks and Patents are only suitable for unique services or products, and are not mandatory for

general service businesses (e.g., lawn mowing, human resources consulting, painter) or selling general products online (unless it's your brand).

This process is costly, so keep in mind that unless your business or product is unique, it is unlikely that the trademark will go through (but they will still charge for the application).

Branding

Your brand says a lot about your business, but what is branding and why is it so important?

Branding is more than just your business name; it's the first impression on your customer. Your branding reveals a lot about you and your company before you even get a chance to open your mouth and tell your story.

Beyond a memorable logo and catchy name, good branding increases a company's value and makes acquiring new customers easier.

When you think about your brand, you need to think about the entire customer experience. This means everything from them seeing your logo, website and social media right through to the way they interact with your staff.

Your business name needs to be relevant to your product or service, be unique and catchy, and ideally, easy to remember. If you are selling products online, come up with a name that is relevant to

what you are selling. This will certainly help with sales and conversions when you are advertising. As an example, if you are selling men's accessories, some good name suggestions would be Macho Crew, The Male Collective, The Men's Den – you get the idea. Speak to your audience. If your name has relevance to what you are selling you will get more clicks on your ads in comparison with a store that isn't clear or relevant.

Getting Online

So, you've made it this far!

You have your business idea, business plan, business name and now you are ready to get a logo and website designed to promote your business. Regardless of what type of product or service you are selling, **you need to have a website.**

There are plenty of options when it comes to creating a website. If you are creative, you can have a crack at this yourself or outsource it to a website design company.

If you are doing it yourself, look at online drag and drop website builders such as Weebly, Square Space or even a themed Word Press site. Most of these platforms charge monthly or ongoing fees. Some have restricted functionality as they are quite basic. Word Press would be my choice (and it's free to create a site), but it is a little more complex than other drag and drop options. It really comes down to what functions you need from your website.

To get your logo (or website) designed, get in touch with a website designer in your area. Another option is to search online. I suggest you check out Click Start Digital for a one-stop shop for e-commerce businesses; or an online job website for creatives, such as Upwork.com or Fiverr.com.

Your website and logo will give customers their first impression of your business. It's imperative they both look professional, and in the case of your website, that it loads quickly and is easy to use.

Quality Content Is Imperative

Not only that, but you need your website to have content that is both relevant, and professional. Too many website creators include content that is either unnecessary, or that isn't written very well. Remember, your website is the first place most people will look if they are considering using your services! You want your content to tell the story about you and your products. And you want it to be as good as, or better than, if you were telling people directly.

If you aren't word-savvy yourself, hire a professional copywriter to produce your content for you. They will also be able to assist with providing content that is search-engine friendly. This will help your business get noticed (by using necessary keywords).

Remember, sloppy website content could turn customer's away.

Four Things Often Overlooked When Building a Website...

1. The About Us page

Did you know that one of the most visited pages on a website is the About Us page? Make sure you personalise this page with information about you and your staff. I see so many businesses that either don't have an About Us page, or the content is generic and about their services.

***People want to deal with people and
to know who is behind a business.***

As customers, they need to like, know and trust you before they buy. Your About Us page should include information about yourself, photos and videos and, if appropriate, a link it to your social media pages. Doing this will reduce any scepticism a customer might have about your business.

2. Contact Us page

Another page overlooked on a lot of websites is the Contact Us page. All businesses should have a phone number. A phone number, especially a Free Call or local number, increases confidence in your business. I would avoid using a mobile phone number, if possible.

3. Data capture forms

The third common thing overlooked on websites is the data capture forms. There is no point spending money on advertising and marketing to increase traffic to your website, only to lose it when they bounce off your site.

These days, the buy-in rate for most products and services is anywhere from 4 to 12 times, which means a potential customer needs to see your brand at least four times before they will consider purchasing from you.

If you spend money getting them to your site, only to lose them, you have potentially wasted both money and a customer.

A suggestion for obtaining customer information is to offer something for free. If you provide services and have an eBook or a white paper that is relevant to your industry, offer it for free in exchange for their email address and phone number. Or, if you sell products, offer a small 10% discount off of their first order, or \$10 off their first order.

Your business database is one of the most valuable assets you can own, so it's key to make sure you are doing as much as you can to grow your customer database. Remember, although someone might not be ready to buy now, they will be ready at some point. Keep in touch with them by making sure you get their information when they visit your website.

4. Call to action buttons

Finally, you need to tell potential customers what to do on your website. To do this, have buttons and links on the site with actions such as BUY NOW, CALL NOW, SHOP NOW. These call to actions will encourage customers to act and can make all the difference to a website that just offers information, versus a website that converts.

Marketing & Getting Sales

This is one of the most important sections of this book.

You can have the best business idea, the best website and the biggest search volume (potential customers) for your service or product, but if you don't advertise and send the right message out to potential customers, you won't be making any revenue.

I always say to my e-commerce clients, having an online store is like opening up a shop in the middle of the desert. Unless you are driving traffic to the store, nobody will ever find you. Most businesses fall under this too, not just e-commerce.

'Build it and they will come' doesn't apply, unless you have a store front in a busy shopping centre and you understand how to get customers into the store.

Marketing and sales is, and always will be, the most important factor within any business. Unfortunately, a lot of new business owners prioritise marketing low on their daily business task list. When this should be number one.

Depending on if you are selling a product or a service, my advice on how to market and sell to your customers would differ.

When you are selling products online, you need to have a clear message, pain points and show the benefits of why people should choose your product over another business.

If you are selling a service, perhaps it's a service you personally provide, the selling process would be completely different to selling products.

Selling Products

When selling online, I always recommend advertising online via pay per click ads. This will come down to your products and demographic. If you're selling weight lifting products, however, advertising offline in men's body building magazines might work better. The key is to always consider your demographic and where they go when deciding on advertising platforms and media.

Selling Services

If you are selling services, word of mouth and getting in front of people is usually the best form of marketing a service-based business. I would recommend attending networking events for your industry; as well as setting up social pages and asking your friends to review your page and recommend you.

To get more clients outside of your network, you could consider online pay per click ads or magazine ads depending on the type of services you offer.

As an example, if you are a personal trainer, you could set up a Google AdWords' ad going after people searching for a personal trainer specific to your area, such as "personal trainer Sydney CBD".

Website and Marketing Analysis

Before we go into all of the marketing and advertising options, we need to discuss analysing your ad campaigns once your ads are set up and running.

You need to track and analyse your ads to find out what works, and what doesn't. And Google Analytics will do this. I wanted to cover this before we get into advertising as you will need to set up Google Analytics pixel on your website prior to launching any ad campaigns or spending cash on marketing.

Google Analytics will tell you how many people visit your website, how long they stay on for, and where they came from. It makes it easier for you to see what marketing channels are working best for your business in getting traffic and sales to your website.

If your business is online and you rely on your website for sales, Google Analytics will be your new best friend and it will tell you why you are, or are not, getting the sales you want.

Advertising Platforms & Ad Set Up

Here are some advertising options that I would recommend, but before you dive into marketing and ad set up, remember what I said earlier about knowing your demographic. You need to get your target market very clear before you read this chapter.

First, try to pinpoint three marketing platforms below that you think would best suit the type of product or service you are selling, and the demographic of your perfect audience.

Secondly, when setting up any pay per click ads ensure your ads are speaking to your target audience, follow my system below APAC when writing your PPC ads. Here is an example ad I have set up that takes you through APAC (attention, pain, answer, click).

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Sponsored · 🌐

Like Page

Dreading going back to work this month?



Work sucks. But it doesn't have to. 😊

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Attention: this is usually the ad's headline and it needs to grab the attention of the customer. Use words such as attention or caution. Choose words that you think will grab your audience's eye.

Pain Point: Pique the customer's interest and touch on a pain point of something they are lacking from not having your product or service.

Answer: How can you help the customer? Explain briefly what your business does and how you can help. This section is where you have the answer to the above pain point.

Click: Tell the customer what to do next with an ad button, e.g. Shop Now / More Info / Learn More / Buy Now

Google Shopping

Google Shopping is a perfect fit for any business that sells products. Google Shopping works really well for e-commerce stores because it is visual, and customers can see the product image and price of the product before clicking on the ad. I have personally found Google Shopping converts much better than Ad Words for e-commerce businesses.

It is easy to set up a Google Shopping campaign via a Google AdWords account, or if you need assistance, Google offer a free call number and staff to help you, at no cost of course.

About 155,000,000 results (0.61 seconds)

Showing results for **vacuum cleaners**
Search instead for vacuum cleaners

Bunnings Vacuum Cleaners | Get More Done With Our Prices

(A3) www.bunnings.com.au/Cleaning/Vacuum_Cleaners
View Our Vacuum Cleaners At Bunnings. Wide Range Under The One Roof. D.I.Y. advice. Over 320 stores. Great service. Expert advice. Trusted brands. Warehouse prices. Services: Kitchen design, Colour consultant, Hot water installation, BBQ assembly, Door installation, Hire shop.
9 23-29 Parramatta Road, Lidcombe NSW - Open today - 6:00 am - 9:00 pm

Store Locator

Visit Your Local Bunnings Store
Leading Brands At Warehouse Prices.

Our Services

Check Out Our Great Range Of
In-Home & In-Store Services.

New Dyson Cyclone V10™ Vacuum | Now Available at Dyson.com.au

(A3) www.dyson.com.au/
★★★★★ Rating for dyson.com.au: 4.5
Cord Free Versatility. Most Powerful Suction Of Any Cordless Stick In Use™. Register Your Machine.

Vacuum Cleaners | Huge Range of Brands & Price.

(A3) www.appliancesonline.com.au/
Buy Vacuum Cleaners at Appliances Online. Trusted by 944,000+ Customers. Removal & Recycling*.

See vacuum cleaners

Sponsored

 Dyson V6 Animal Extra Cordless... \$399.00 Dyson Official ST... ★★★★★ (2k+)	 Kogan 16V Stick Vacuum & ... \$105.00 Kogan.com ★★★★★ (564)	 New Dyson V7 Cord-free... \$449.00 Dyson Official ST... ★★★★★ (199)
 Dyson Big Ball Origin Barrel... \$399.00 Dyson Official ST... ★★★★★ (538)	 Electrolux The Good Guys \$449.00 The Good Guys ★★★★★ (178)	 New Dyson V10 Cyclone Anima... \$899.00 Dyson Official ST... ★★★★★ (2k+)

GOOGLE AD WORDS

Google ads appear in a Google search in the top section, usually the first 3 to 4 results.

Ad Words is great for instant results if people are searching online for what you offer.

To view how many people are searching for your product or service go to the *Google Keyword Planner Tool* online. You might need to set up an account with Google Ad Words to access the tool, but it will give you the minimum search volume per month for any keyword. This is a great research tool to use when setting up any business as it will give you a good guide on the number of competitors and people searching for your products or services.

Setting Up Google AdWords

When setting up your ads on Google, you can find a reputable search engine marketing company to do this for you for a monthly fee, or you can call Google on their free call number offered within your AdWords account and get them to help you set up the ads.

If you don't want to pay a large monthly fee or attempt this yourself, you can always jump onto a freelancer website such as Upwork or Freelancer and find someone, preferably with high feedback,

to do this for you. It will be much cheaper than using an SEM company and the ads will probably perform better if you use someone external versus Google helping you. While it is great Google offer this service for free, it is in **their** best interest to make as much money from you as possible so the ads might not always be set up in **your** best interest.

Google AdWords Tips

- Set up different ads for different products or services. Make sure the link to those products or services is a direct link from the ad, don't redirect users to your home page.
- Use site extensions. This is where you can put additional links to other pages on your website or products.
- Implement all three types of keyword targeting, exact match, phrase match and broad match into your targeting strategy. Make sure you put the majority of your bid on the exact match keywords, and the least amount for broad match keywords.
- Implement conversion tracking. It is important to track conversions so you can see what ads and keywords are converting. Depending on the type of business you own, your conversion may be a purchase, a sign-up or a lead. It is

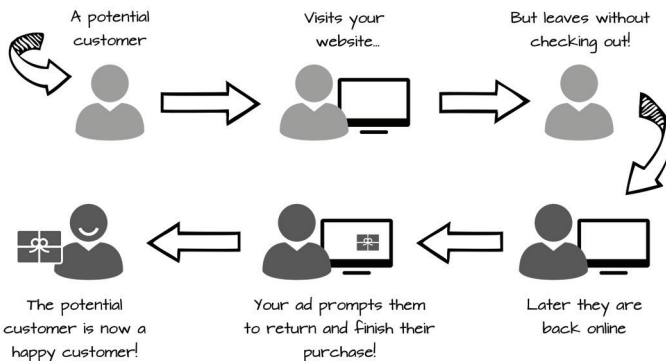
the action or actions that you want your visitors to take on the website.

- Consistently monitor and tweak your campaigns. Ads can get stale so make sure you keep on top of tweaking and changing your ads on a weekly or monthly basis.

Retargeted Marketing

I personally love retargeted marketing. It is relatively cheap and it works for most businesses in converting website visitors to paying customers.

Retargeted marketing is when a potential customer visits your website. Then they browse the web or social media platforms such as Facebook, and your business ads pop up. Retargeted marketing for most businesses works very well due to the average buy-in rate being four to twelve times.



As I mentioned earlier, it is rare for a potential customer to visit a website once and make a purchase, unless they have already seen that product and know that is what they want.

I highly recommend you set up some retargeted ads. That way if a potential customer visits your website and isn't ready to purchase, they won't forget about your business when they leave your website.

For retargeted ads, you have a couple of options. You can set up a Facebook Campaign (which means when the user is on Facebook and they have visited your website they will see your ads) OR you can set up ads within Adroll.com or similar.

Adroll re-targets on the web as well as social media platforms, so you are getting more exposure. You can put a daily budget of \$10 to \$20, and it will target people that have visited you online when they browse the web.

This form of pay per click advertising is a must for any business that has a website.

Influencer Marketing

Influencer marketing has boomed alongside of social media platforms such as Instagram and Snapchat.

Influencer Marketing is when a business pays someone to promote their products on their social media pages.

The Kardashians are the best example of this. As a family, their main source of income comes from influencer marketing and promoting products. They take a photo with a product, promote it on Instagram and they get paid hundreds of thousands of dollars for the promotion.

Now this example is extreme, and don't let it put you off. There are plenty of social celebrities that have a strong following that are willing to do promotions for much less. You can always approach less famous people on social media who have a big following and send them free products in the hope they will return the favour and promote your business. This has worked well for some brands.

Social Media Advertising

This is covered in the next chapter.

Coupon Websites

A lot of food and beverage and service-based businesses are using coupon websites such as *Groupon* to build brand awareness and get more customers through their door. A great example would be a restaurant, bar, beauty clinic or café.

Depending on your business, using a coupon website to initially promote your business may work for you. BUT! These sites take a big chunk of your change so don't think you will be making much of a profit, initially anyway. The purpose of using a coupon website is to get bums on seats in the hope that you will dazzle the customer and they will want to return.

This doesn't always work as some customers are just coming to your business to get the discount and may not return, so I would recommend trying to collect their data (email address at least) when this visit so you can send them promotions and offers to entice them back to your business.

Magazine Advertising

Advertising offline can be expensive and isn't going to be ideal for all types of businesses, so as mentioned in the previous *Planning* chapter, you need to advertise in places where your demographic visits.

A great way to get free magazine exposure is to approach the editors for public relations (PR) opportunities. It is easy enough to get the editors email address, just do a Google search or usually this information is found in the front of most magazines.

Once you have the contact information for the editor, you will need to get a press release written about your product or service. A copywriter can assist.

The press release needs to be a compelling story that the media would like to feature in their magazine. An example would be if you offer health coaching, you could approach a health magazine and write a story based on your own weight loss or health journey (if it's a good one!) and how you over-came obstacles and achieved an inspiring outcome.

There are PR websites too such as Source Bottle that advertise free PR opportunities so I would recommend subscribing to these websites to get notified of opportunities in your industry.

Google AdSense

AdSense ads are the ads that show up online when you're browsing the web and show up on the website you're visiting as ad choices.

I wouldn't recommend setting AdSense ads on your own website as it can steer traffic away from your business. BUT! If you have an online directory or a popular blog website that will be getting a lot of traffic (visitors) it could be something to consider to help monetise your website.

Basically, you set up some code from Google AdSense to place on your website. Then if someone clicks on that advert, you get paid! There are a lot of entrepreneurs setting up information websites and blogs and making quite a lot of cash from Google AdSense. I would not recommend it for most businesses unless this is the purpose of your business (making an income off ads on your site).

Word of Mouth

This is one of the oldest forms of marketing around, and it works better than any paid form of marketing!

If you think back to what I said earlier about people need to know, like and trust you BEFORE they buy from you, word of mouth has already got your potential customer half way there.

So how do you get your business out there to start receiving word of mouth and referrals?

I would recommend attending networking events where your potential customers would go. If you are offering a service, I would also try to get some public speaking appearances so you can tell larger groups about your services. Try approaching groups on websites such as *Meet Up* and do an online search for networking events relevant to your industry.

You can also get your business out there amongst your friends of friends by offering a referral fee or incentive for recommendations that convert.

I would also set up a Facebook ad targeting friends of people who have liked your page. Potential customers feel less sceptical about dealing with a business that their friends have used or recommended.

Blog

Writing regular content for your website can increase sales if you are sending the articles out to your customer database.

Blogging on your website, and other websites, can also help position yourself as a market leader or expert in your field which can reduce customer's scepticism and encourage sales. Another benefit

to blogging on your website is it can help with search engine optimisation and getting your site found on the search engines for relevant content. Search engines love regular and new content on websites, so if you use specific keywords in your blog posts relevant to your products or service, this can certainly help.

If writing articles and blog posts isn't your thing, as previously mentioned, I would suggest using professional article writers.

I highly recommend a company called *Seo Article Writing Pros*. They charge around \$20 an article and it will save you a lot of time attempting to write the content yourself. Just give them a title for your blog posts and leave the rest up to them.

I recommend doing at least two to four blog posts a month. And you can set up your blog posts to be emailed out directly to your database via an email platform such as Mail Chimp.

Personally, I am all about the automation of everything! Most email platforms can be set up to grab your RSS feed (blog posts) and turn them into emails to be sent out to your database as soon as they are posted online, so you don't have to do anything after the blog post goes live!

Offline Marketing

I don't generally recommend offline marketing to my clients, because it usually doesn't work. But, if you have a local business such as a café, beauty clinic or other service-based business, offline marketing can work quite well.

Some offline marketing ideas would be letterbox drops, local newspaper advertising, selling at a local market and brochure handouts, or leaving brochures in other businesses front counters.

Search Engine Optimisation

SEO will get your businesses website showing on the first page of Google, and I would recommend SEO for most types of businesses that want and need to be found online.

It's a great alternative to Google Ad Words, which can get expensive and chew into any businesses profit. But, it can be costly initially and there are no guarantees with paying an SEO company to do work on your site.

If you plan to hire an SEO expert, ask for recommendations from your network. Most companies out there don't do a very good job, or they can use black hat strategies that get your website penalised and put to the back of the pile. SEO experts usually

charge monthly fees and will try to lock you into an annual or similar contract giving them time to get the results. SEO results can take years, months or weeks, it all depends on the website's content, age and relevance according to the search engine, e.g. Google.

If you want to try to do a few basic things that can help your site get found on the search engines yourself, I would recommend submitting your URL to Google, see below.

If you have used Word Press to build your website, upload the plugin called *SEO By Yoast* and set up your website pages with meta title, keywords and meta descriptions.

To understand the best keywords for your business I would recommend running a Google Ad Word campaign for a few months, this will give you the data that you need, and you won't be outlaying a big cost to pay an SEO person for low performing keywords.

Google URL Submission

This isn't marketing but it is important to note that if your web developer hasn't done it already, you need to submit your URL (website) to Google to make it easier for the search bots to find your businesses website.

You want your customers to find you easily online, and when you submit your URL to Google, it will ensure your business name comes up when someone searches for it.

To do this type in a Google search, *Google Business URL Submit* and click on the link and follow the prompts.

After you do this, wait a few weeks for Google to propagate your website, and you should start showing up.

Google Places

Google Places is free to use and is the cheapest way for you to get your business name found on a Google search. You need to have a business address to use this free service, but when someone searches for your business name you will come up right up the top, and sometimes it can get your business showing for relevant keywords to your product or service.

But don't be fooled into thinking once you set up a Google place listing, your new business will start showing up in the search results. The age of your website and content plays a very important role in Google rankings.

The Speedy Start-Up

Google

All Videos Shopping Maps News More Settings Tools

About 69,100,000 results (0.51 seconds)

Online Businesses For Sale | Work From Home. Low Start Up.
(22) www.homebusinesswebsites.com.au/ • 1300 655 970
Profitable Online Businesses. You keep 100% of the Profits. Be Your Own Boss!
Inc. Training & Support • 100% Australian Owned
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Small businesses in Australia continue to push the boundaries of our 'global' economy. The ShortPress Small Talk series profiles a diverse range of small business owners to find out what they do and what makes them tick. Click Start Digital is a Sydney-based company that helps people break into the eCommerce industry.

Samantha Hurst from Click Start Digital - Startup Daily
www.startupdaily.net/author/samanthahurst/ •
About Samantha Hurst from Click Start Digital. <http://www.clickstartdigital.com.au>. Sam wants to inspire people to build a better future for themselves by creating their own online business. She offers a step-by-step system to get a business up and running within 7 days and currently sells ready-made eCommerce solutions to ...

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Learn about working at Click Start Digital. Join LinkedIn today for free. See who you know at Click Start Digital, leverage your professional network, and get hired.

Click Start Digital ★ Website Directions
Internet marketing service in Berangaroo, New South Wales
Address: Level 35, One International Towers, 100 Berangaroo Avenue, Sydney NSW 2000
Hours: Open • Closes 5PM •
Phone: 1300 935 653
Suggest an edit

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Reviews
Be the first to review

People also search for View 10+ more

Australian Business For Sale Business to Business Service
SBX Business Brokers Business Broker
Ecoprop... PTY LTD Real Estate Agency
SiteSuite Website Design Website Designer

Feedback

YouTube & Video Marketing

Depending on your business it is always advisable to humanise your website. Having video content on your website is a great way of doing this. You could do this by simply adding in a video of yourself introducing you and your business on your about us or home page, or you can get a professional video created by a video production company if you don't feel comfortable in front of a camera.

I would also recommend creating a YouTube channel if you offer services it can bring in customers and help increase sales.

With video content, make sure you are doing videos on anything relevant and of interest to your viewers. If you don't have a video recorder camera, you can use your smartphone if the video and sound quality is good. I would recommend purchasing a Sony digital DLSR camera that has video. Purchase this with a stand and it should suffice for good quality video.

Alternatively, if you don't feel confident recording your own videos, you can get professional videos produced by a production company.

Email Marketing

I almost wanted to give email marketing its own chapter; it is that important and often the most underused tool amongst businesses.

If you don't have a database of customers or potential customers, you don't have anyone to send emails too. But my advice to you would be to get a database going, start capturing website visitors' information and email addresses, and grow your database. Email marketing works better than any other form of marketing out there, in my opinion, and it converts customers into sales. Oh, and it is free!

If your goal is to build a scalable and sellable business, your database can determine the price that you sell your business for.

I sometimes hear business owners say they don't want to spam people or email them because they don't want to be one of those businesses annoying people. I cringe when I hear this. People secretly want, and need to be sold to. Going back to an earlier chapter where I mention the buy-in rate being four to twelve times, how do you think a potential customer will be reminded of your business if they never ever hear from you?

Don't cut off your nose to spite your face. Set up a database now and make sure you email customers regularly; this will make a big difference to any businesses bottom line regardless of what you are selling.

Some email platforms I would recommend are Mail Chimp, Aweber or Klaviyo if you have an e-commerce business. Most of these platforms offer automated emails and RSS emails (where they turn your blog posts into emails automatically), and they usually offer a free account to help newbies get started.

When you are emailing your database, make sure your voice in your emails matches your website and

your business's branding. If your business approach is in a light and fun way, ensure your emails are the same.

What to email?

Think about your demographic. What would they find informative and of interest relating to your product or service? I usually email out blog posts that are relevant to budding entrepreneurs or new business owners, because I know this is my audience. And I know content relating to selling online, entrepreneurship and marketing topics will be of interest to my readers.

As covered already, you can use article writers to write the content for you if you are not comfortable doing this. Refer to the blog section within this chapter for more information on this.

A good rule of thumb is to send out emails two to four times a month.

I would also recommend setting up auto-responder emails that go out every two to four days when someone subscribes to your website. These emails can cover information about your product or service and anything else of relevance to your subscribers.

Help! I don't have a database!

First and foremost, you need to add data capture

forms onto your website pronto to start building your database.

Offer \$10 off first orders for any businesses selling products, or if you are a service-based business, you can offer a white paper or eBook for free in return for website visitors email addresses.

This is covered further in the chapter *Getting Online*, under the section about websites.

You can also buy databases if you need to establish your network quickly, do a Google search for buy databases under your industry and you should be able to find some quite easily.

Social Media

Since the birth of social media in 1997, it has taken over our lives and the World as we know it. We are all so connected online and on our phones, it is hard to imagine our lives without social media.

Social Media works really well for most businesses by increasing brand awareness, building trust with customers and making sales. If you have a business, you **MUST** have a social presence, and your posts need to be relevant and engaging.

In this chapter I wanted to take you through each platform briefly to give guidance around the demographic so you can distinguish which social platforms to promote your business on.

If you are unsure what to post, check out your competitor's social pages to see what they are doing and what is getting high engagement on their posts e.g. lots of likes and comments.

FACEBOOK

Facebook has more than 2 billion monthly users, hosting more than a quarter of the world's population, providing advertisers with a huge opportunity to reach virtually everyone.

According to *Statista*, **58% of Facebook users are 18-34 years of age, and across all age ranges the platform seems to be slightly more popular with men (56%).**

Promoting your business on Facebook, regardless of what you are selling, seems to work well, largely due to the social platform boasting the highest amount of users per month.

Facebook Page

If you have any type of business, you need to have a Facebook page and ideally some followers. It is very easy to set up a page, simply log in to your personal Facebook account, scroll to the bottom of the left-hand column, where it says Create, click on Page and you are ready to go.

Add in a cover photo and a main image of your business or logo and start creating regular and engaging content and posts to promote to your followers.

Keep posts engaging and relevant to your target audience. If you want to get some likes for your new page, send the link out to your customers and personal network and ask people to support you by liking your new page.

Having a Facebook page for your business and followers is imperative, mainly for social proofing. Customers are savvy and sceptical these days, so they usually go onto your social profiles to check you and your business out to ensure you are a real person and business. If a potential customer visits your Facebook page (or any other social page) and you have 20 followers, they will automatically assume you are a new business, or not a real business and they will be hesitant to purchase from you.

When starting any new business, you must have a Facebook page or Instagram account (or both) for your business, and you need to have at least 500 followers.

You can get Facebook followers from asking your social network (friends and family) to like your new page, and you could also consider setting up a Facebook ad (covered in next section) or pay for social likes from websites such as Buzzoid & Social Gala.

Facebook Advertising

Facebook Ads allow more advanced targeting than any other advertising platform out there. You can target by location, job description, interests, and many other valuable criteria including targeting people that like certain Facebook pages (such as your competitors). This allows you to really drill down to promote your business to your ideal target audience.

With advertising on Facebook, you can choose to pay per click or per impression. According to an extensive study done by Ad Espresso the average cost per click is approximately 28 cents, or per impression shows the average cost per 1,000 impressions was \$7.19.

You would assume paying per impression is better because it is cheaper. But usually paying per click is better for conversions and sales due to the nature of someone clicking on the ad. What this means is the consumer is interested in your product or service because they have clicked on your ad, versus just seeing an ad online that might not even be relevant to them.

How To Set Up Facebook Advertising Campaigns

Facebook has four core sections of setting up ads on their platform.

- 1. Account:** Holds your campaigns, ad sets, and ads.
- 2. Campaigns:** The campaign is the mother of your adverts so you can set up an individual campaign for specific products or services. This is where you set your daily budget and ad type. There are several ad types including retargeted marketing ads, Facebook like/follower ads for your page, or redirecting potential customers to your website. Depending on what you are selling, set up at least two or three different types of ads to split test to determine which one gets a better conversion.
- 3. Ad Sets:** This section is to set up the target audience you want to promote your business to. As discussed earlier, this is where you can set your target audience based on your customer demographic e.g. age, marital status, income.
- 4. Ads:** Last but not least, all your ads are set up in this section. This is where you will create your ads for each campaign and ad set. When setting up your ads, make sure you include product images, and a catchy headline and relevant content.

Here is the format I follow when writing ads, I call it AIDA. First, you need to grab the customers attention

in the headline, so use words like attention, caution, check this out, etc. Then you need to pique their interest, show them how your business can help them and tell them to take action. Here's a run-down:

Attention: This is the headline of the ad and it needs to grab the attention of the customer.

Interest: Pique the customer's interest and perhaps touch on a pain point.

Desire: How can you help the customer, explain briefly what your business does and how you can help.

Action: Tell the customer what to do next with an ad button e.g. Shop Now / More Info / Learn More / Buy Now

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Dreading going back to work this month?



Work sucks. But it doesn't have to. 😊

Escape the 9 to 5 and start your own online business. Work your own hours from anywhere with one of our turn key online stores for sale. We get you sorted with suppliers, market research, training and website creation.

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Facebook Ad Tips

Don't run the same ad to all of your target audiences (ad sets). Your prospecting should be unique, and your ads for each audience "interest" segment should be tailored to that audience.

Use prospecting ads to teach people about your product and drive traffic to your website, and then use retargeting ads (either through Facebook or Adroll) to convert them to a paying customer. Retargeting ads work brilliantly for all types of businesses in converting website visitors to customers, so this is imperative to have these types of ads set up.

The use of emoji's in ads has increased dramatically; even among larger, more established brands. They can be very effective at driving higher click-through rates so try using relevant emoji's in your ads. See example above.

Always test and change your ads! Rotate and test new ads every two weeks to help prevent ad fatigue (so people don't get bored, in other words).

Try creating a Lookalike audience (under Ad Set) as they tend to work very well for prospecting. A Lookalike audience can be created from website visitors (add a pixel onto your site to track visitors) or from uploading a CSV of your existing customers. Facebook will then find those customers and create an audience based on their likes and interests. That

said, try not to layer additional targeting on top of the lookalikes. If you do that, you run the risk of decreasing your potential reach. And you could miss out on valuable customers.

Instagram

Instagram is one of the most **popular social media platforms among a younger female demographic**. It has more than 500 million monthly active users and one of the highest audience engagement rates in social media. Its rates are 2000% higher than that of Twitter and 58% higher than Facebook.

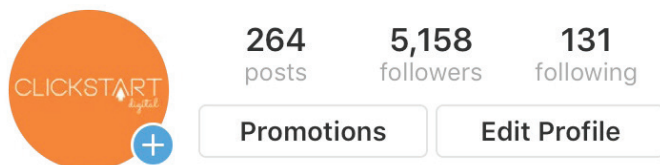
I, personally, know of a few businesses that have built their entire customer base and millions of dollars of revenue just from Instagram. It is a great tool to use if you have a health, fitness or e-commerce business as its visual.

Key points to remember with Instagram is to keep your profile looking aesthetically pleasing. Instagram users love inspirational posts and images that inspire or look creative.

So, if your demographic is young, female and into visually pleasing products or services, it is likely Instagram will be the best ad choice for your business.

Instagram Business Profile

When setting up your Instagram profile, make sure you fill in the top section with a quick 3-6 words on what you do in the handle and a bio on what your Instagram account is all about.



Online Businesses For Sale

Business Service

Become an [#entrepreneur](#) overnight! 🧑🏻💻 We provide suppliers, website creation, marketing and training with our ready-to-go [#onlinebusinesses](#) for sale.

When posting, keep the posts relevant, inspiring and creative. Use words on your images, use filters if that's your thing and overall, just make sure your profile has a personality. Also ensure you keep your profile into a theme. An example would be if you are a personal trainer, don't post five photos in a row of food you have eaten and then three selfies. Plan it out so it alternates between a selfie, a picture of a healthy meal, an inspirational quote and then an image of a client, and repeat.

Change your settings so your profile is a business account. Go to **Edit Profile** and tap on the **Instagram**

Business Tools option. This allows you to track who has been looking at your stories, how many followers you have gained each day and much more.

If you are unsure on what to post or what hashtags to use, follow and copy your competition! If you want to organically grow your Instagram following make sure you use relevant hashtags on all of your posts; and follow your competitors and the people who are engaging and commenting on their posts.

Instagram Ads

Unlike organic posts, Instagram ads can link directly to a product page or another type of landing page. This allows for direct engagement with your products. You can also tag products on Instagram which allows the user to see the price of a product and click on the product for more information.

On average, Instagram advertising costs around the same as Facebook ads. But they get much higher engagement.

How To Set Up An Instagram Advertising Campaign

Instagram is owned by Facebook, so setting up Instagram ads is very similar to setting up Facebook ads. In fact, to set up ads on Instagram you can do this via Ads Manager within Facebook by simply

clicking on Automatic Placements (under Placements) when setting up your Facebook campaigns.

Placements

Show your ads to the right people in the right places.

☒ **Automatic Placements (Recommended)**

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

☐ **Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Instagram Ad Tips

- Use custom images of real people. Stock photos do not work on Instagram.
- Use product tagging on your Instagram posts if you sell products.
- Use hashtags for all of your Instagram posts. They are a bit of a joke everywhere else, but Instagram is driven by hashtags. With people searching on Instagram for relevant content, a Hashtag will get your post found quicker.

Snapchat

Snapchat is one of the newer social media platforms and with 301 million monthly active users it is a social platform to consider if your businesses demographic is 18 to 34 years of age.

Snapchat ads are ridiculously expensive, with the exception of one ad format, Sponsored Geo filters. So, depending on your marketing budget Snapchat might not be the ideal platform for you. But there is lots of great info and tutorials online about advertising on Snapchat so if you have a big budget and a young demographic, it is certainly a platform to consider.

Pinterest

Pinterest is a great tool to use if you sell products. Unlike many other social platforms, Pinterest makes it easy to convert window shoppers to customers. If you include a price with a dollar symbol in the description of your pin, Pinterest identifies it as a product for sale. You can link the image directly through to the page for purchase.

According to *Omnicores* Agency, 81% of **Pinterest users are female with the median age being 40 years old. However the majority of active pinners are below 40.** The average household income is over \$50,000 per annum for active Pinterest users.

If you are selling products to mums, Pinterest should be one of the main places you spend your time promoting your business.

Pinterest Ads

Promoted Pins are a way to advertise your products on Pinterest because they look just like regular Pins. You simply pay to have them seen by more people.

Any business that has access to the Pinterest Ads Manager can take advantage of Promoted Pins. Simply click on the Promote Pin button on the image/product you wish to promote and you can set the ads up from there.

Pinterest Ad Tips

- Use stand out images that pinner will connect with emotionally. And you want to ensure the images are vertical, rather than horizontal, as they display better.
- Have a call to action. Tell your potential customers what to do next, click here, buy now, learn more.
- Use keywords with each promoted pin; this will help people find your products that are searching for specific keywords.

- Pinterest marketing allows you to target audiences by location, language, device and gender. As such, it's essential to target the right audience at the right time. And make sure you use relevant keywords.

YOU TUBE

Video marketing generally works better for serviced-based businesses than an eCommerce business.

Regardless of the type of business you have, I would recommend considering creating a YouTube channel. Showing the face of your business will help reduce sceptical buyers and will boost your business's social proofing.

YouTube Tips

- Create a user-friendly profile with a photo of you for the profile picture, describe what your channel will offer in the profile header and pop your businesses logo up there.
- Create great video content. What do your potential followers want to learn from you? What would entice a potential customer to watch one of your videos? Make sure that you create regular (weekly or monthly) engaging content that is relevant to your demographic.

- The aim of your YouTube channel is to inevitably get the consumer to buy something from you so make sure you are offering links in your videos or something to redirect them where they can purchase from you.
- Write a catchy title! The title of your video should be relevant but stand out. You want people to click on your video, so do some research on what other videos that get high engagement or people watching them are using.

Twitter

Twitter is a form of micro-blogging, putting out to the world and your followers what you are up to. Twitter is best suited to celebrities or businesses that are selling a service. If you sell a product it might not be the best social tool for you to use.

Once again, if you are using Twitter, post engaging updates. Don't just sell or you will lose your followers very quickly.

LinkedIn

LinkedIn is business focused and tends to attract recruiters, job seekers and professionals. If your target market is recruiters or job seekers, you should consider using LinkedIn ads.

LinkedIn offers ads similar to Facebook but the engagement level and click-throughs are quite low. LinkedIn is a great tool to use to target business groups and to get your brand out.

In addition to LinkedIn ads, I would recommend joining relevant membership groups and try to build a relationship with relevant people in your industry so you can market to them.

Automating Managing Social Pages

So, you have set up a Pinterest, Instagram and Facebook profile for your business. Now you are wondering how you are going to have time to manage all of the accounts?

The good news is there are some great automation platforms out there that allow you to schedule posts and manage your profiles on the one platform. I would recommend allocating one day per week to do all of your social posting for the week. Spend 2-3 hours finding good content and relevant promotions to post and schedule them all for the week in one hit using one of the tools below:

- [Tweetdesk.com](https://tweetdesk.com)
- [Hootsuite.com](https://hootsuite.com)
- [Latergram.me](https://latergram.me)
- [Buffer.com](https://buffer.com)
- [Grum.com](https://grum.com)

I use a tool called zapier.com that connects different software, so if you are time poor, I would recommend using Zapier. Zapier will connect your social pages so when you post something on Instagram, it will automatically post that post to your Facebook & Pinterest profiles. That way you can focus on keeping one social platform up to date regularly and the others are taken care of.

Office & Staffing

Office Space

Depending on what you do, the cheapest and easiest option could be to **work from home**. It is important to be aware, though, that working solo can get lonely at times. So if this is what you choose to do, you might consider joining some networking groups to get you out and about. Or you might like to work from your local café or friends place to break up the solitude.

With lots of **co-working** options these days, this is typically one of the preferred and recommended options for new business owners that need office space. Some co-working & serviced offices have private suites as well, which are great for small start-ups with a few employees that need some privacy.

One of the benefits of working in a co-working space is they usually organise regular business and networking events. It is so important when you are

starting a business to feel supported, the road to entrepreneurship can be tough at times with lots of ups and downs. So, to be in an environment with like-minded people experiencing the same thing can really help.

Incubators are another great option if you are a new online business and looking for an environment to be in with people in your industry.

Regardless if the co-working or incubator space is, or isn't an option for you, make sure you are socialising or attending business events with other new business owners.

Often, when you are too close to something you cannot see the obvious. Some of the best advice I have received has come from other business owners or from chatting with someone at a networking or business event. It's another opportunity to help grow your knowledge and your business, and who knows you might meet your next customer!

Also, being in an environment with other entrepreneurs is more beneficial to your business as some of the best business ideas and advice is provided by other entrepreneur's in your industry. Co-working spaces and incubators have regular meetings to help and support each other. It's a great way to connect with people and learn from each other.

Staffing & Outsourcing

All new business owners are guilty of wearing too many hats when starting out.

If you try to handle everything on your own, you will end up spreading yourself too thin and your business will suffer as a result. Or you will be focussing your time and energy on aspects of the business that are less important than sales & marketing.

Think hiring people is expensive? Think again. There are so many great options for outsourcing staff overseas for as little as \$5 an hour!

So, if you are worried about spending money on resources that you don't have, consider some really great options through outsourcing talent offshore. Check out Upwork.com or Freelancer.com. These sites provide a great online service for accessing offshore staffing for virtual assistants, blog writers, graphic designers, accountants, copy writers, marketers, bookkeepers and web developers.

Personally, I have found most of my staff off Upwork.com. It's so easy to use and pay staff through the website, and you can find good contractors that are cheap (although sometimes you have to try a few before you find someone who meets your expectations).

One thing I have noticed over the years with other business owners, is staffing costs are one of the

biggest expenses that can chew away a company's profits overnight. Using contractors means you don't need to pay for tax, sick leave or superannuation for your staff, the hourly rate is negotiable, and the contractor just invoices you for the work they do. You're not paying someone to eat their lunch or drink coffee.

Tips for finding contractors:

- After posting your job on one of the freelancer websites, search to find the potential contractors you think would be suitable, and try to condense your search via location and skills.
- Choose contractors that have over a 90% feedback score and have a few jobs under their belt, read their feedback and make sure they have a good overall score and positive feedback and relevant experience.

Coaching & Mentoring

You don't know (and you will never know) everything you need to know to create and run a successful business!

My business income increased 200% after engaging a business mentor.

Now that I have your attention, I want to press this point: you don't know, and you will never know, everything you need to create and run a successful business! You will never stop learning, even if you are a Billionaire and leading expert in your industry.

I've read lots of books and watched lots of business-related videos, but nothing had the same impact on my business than my former business mentor, Siimon Reynolds.

Now, this doesn't mean you need to rush out and fork out the big bucks for Siimon. I chose Siimon as my business mentor because at that time my business

needed help with marketing and advertising, and this is his area of expertise.

I did my research and decided to use Siimon as he has run a multi-million-dollar company and has lots of experience within advertising (he ran his own ad agency).

Finding and choosing a good mentor will certainly help you to stay on track, gain more clarity on your offering, provide you with some new ideas and grow your business. I cannot recommend using a mentor more highly.

Believe me when I say this, entrepreneurs that go into business with a positive mindset, and are open to listening and learning from a mentor or coach, are the ones that become the success stories.

Conclusion

Congratulations on finishing *The Speedy Start-Up*, now you know that starting a business isn't half as difficult or as time-consuming as you thought. In fact, like most things in life, getting started is the hardest part. You're on your way to owning and running your own business (even if you had no business idea at all 3 hours ago!)

Over the years, I've been fortunate enough to watch and help hundreds of people like you start their businesses. Sometimes people need a hand coming up with ideas, or help setting up their sites or marketing, other times they just need someone to 'hear' them. I hope *The Speedy Start-Up* contains just the right amount of information and a sizeable chunk of know-how to allow you to conquer your start-up alone.

All that remains is for me to wish you well and, of course, congratulate you on your Speedy Start-Up.

Wishing you every success!

Sam

To purchase the paperback edition, please visit:
www.samanthahurst.com.au/the-speedy-startup/