

THE 3-STEP PROCESS TO CREATING YOUR ONLINE BUSINESS

free Video Series **WORKBOOK + CHECKLIST**



BROUGHT TO YOU BY

The
ONLINE BIZ from 
SCRATCH
Course

ONLINE BUSINESS STARTUP UNIVERSITY



THE MYTHS

Your Instructor, Mario Rivers

Building a business does **NOT** have to be complicated. Some people have told me things like...

- I don't have any money to start
- I don't have the tools I need
- I don't have an audience
- I don't know what tech or which tools to use

My only goal for you is to get you started and show you that its much easier than you think to turn your dreams into reality.

There's a process I'll show you and you can follow along in this workbook and check off items as you go.

As we go through this series you'll see that all these myths simply aren't true and I want to help you build your dream.



LET'S GET STARTED



When you're trying to build your business but you don't know where to start or what to do it can be frustrating. Right?

I've been there. I'm here to help. I use this same process to **attract, educate and sell**. Those are the 3 simple things to get customers and build your biz. its about serving....serving your customers or brand ambassadors.

So no more believing those myths. We're going to get some stuff done and you can check them off as you get these things done.

This series will give you a PLAN. It will give you STEPS to take. But the magic is in the ACTION. If you watch this series but you don't DO anything, there won't be any results.

So I want you to make this declaration:
"I will TAKE ACTION with the things I learn in this mini-course."

That's it. No complicated stuff just steps and actions. I want YOU to win. Hopefully you'll see that by the end of this series.

THE 3-STEP PROCESS TO BUILD YOUR ONLINE BUSINESS



✓ VIDEO 1: HOW TO GET PEOPLE INTERESTED

Create a FREE or paid website or build a blog. Want a tutorial on this? **Click here** or go here: <https://youtu.be/ynCQURSO-oA>

Pick 2 platforms you're going to share content on (create a page) List them below (YouTube, Instagram, Facebook, etc)

Create Content to post, (Hint: There's an easy way I cover in the video) Write down 4 Topics Below (for video or blog)

✓ VIDEO 2: HOW TO FIND YOUR AUDIENCE

List 2 places to search for your audience

Select an ESP (Email Service Provider) and create an opt-in or FREE offer for your audience/ (or create a lead page or some way to collect email addresses to build your audience. I recommend using Mailchimp) Write the one you choose below.

Having trouble choosing an ESP? **Watch this video. Start at 2:44.**



THE 3-STEP PROCESS TO BUILD YOUR ONLINE BUSINESS



VIDEO 3: HOW TO CREATE A PRODUCT

Create an E-Book from the 4 pieces of content from Video1 when you created content to post. (List 2 ebook topics) Need a tutorial on creating an ebook? go here: <https://youtu.be/m4nTuMxKZ2A>

Choose 2 other ideas for products (online course, a book) Write them below.

Don't know where to start if you want to create an online course> Watch this video: <https://youtu.be/ZWwIBNZvyE4>.



VIDEO 4: THE PROCESS: PUTTING IT ALL TOGETHER

1. Create a **website or blog** to post your content
2. Create **Content** to post on that blog or website
3. Create an Opt in within that content or FREE offer to get email addresses
4. Create an onboarding process (via email and your ESP and an email sequence (to introduce people to your solution) (copy done for you), help people and make money in the process.

Have an email onboarding process? (Create one) Write 3 topics to include in your email sequence.

