



## Module 2 Overview: Your Simple Business Model

### Marketing is....

**“getting someone who has a need to know, like, and trust you” with the intentional act of turning know, like and trust into try, buy, repeat, and refer.**

Internet marketing strategies are powerful business success factors when they build on a simple business model and plan. There are three essential success factors for an internet marketing foundation, the building blocks for establishing a successful online business enterprise:

- 1. Your Simple Business Model:** how you'll begin sharing your knowledge, experience and message (your marketing pipeline).
- 2. Your Marketing Funnel:** where your audience encounters your products, programs and/or services.
- 3. Your Development Plan:** a blueprint and plan for how you'll build your business structure and your marketing and sales process over time.

Think of your business on the internet as needing a *structure* (framework) and *business processes* (marketing and sales). You start with an idea, a model, and then add a building project plan with phases of construction.

In Module 2, we'll start by sketching out a model and a funnel (Use pencil and eraser!) and then move into planning your step-by-step construction. (The tutorials here at SBSK will help you with the How-To's.) Remember, you are working through the modules with just one focus: one target market, one topic, one solution, and one web site.

**A business is REAL (vs. an idea or dream) when you can see how people who don't know about you will:**

- Get on your list...
- Get to know you and value your information...
- Be exposed to your offers...
- Convert to sales...(\$\$Ka-ching\$\$)
- Refer new people to your services and/or products



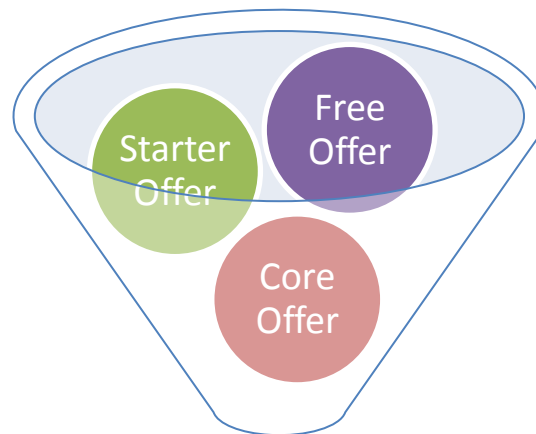
# Social Biz Startup Kit

This is your Marketing Pipeline, the path people move along to become fans, newsletter or blog subscribers, customers and referrers. In the Module 2 video we'll explore this path and the essential components you will develop to create this path, your Marketing Pipeline. (See Worksheet 2.)



To turn your internet marketing or business idea into a **REAL** business model, there are some essential questions for you to ask yourself:

- What is your target market?
- Who has a need? What is the need? (or problem?)
- What is your solution? What do you offer?
- What is your “core offering”?
- How can you build to your core offering, starting today, with your first free offer?

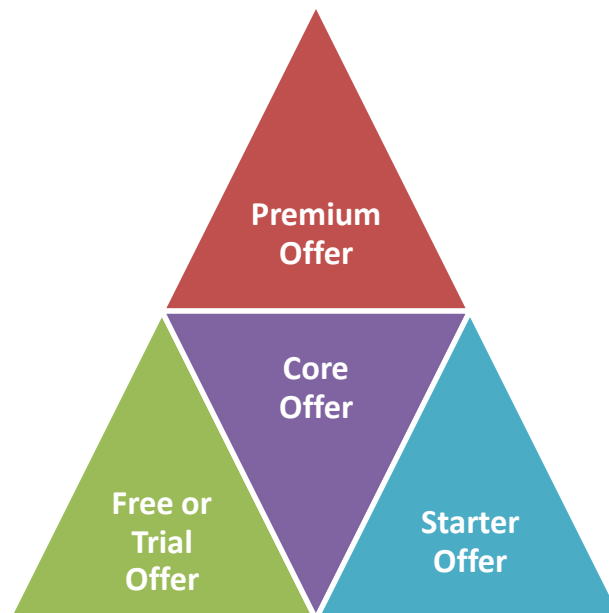


Your Business  
Income



Then, as you answer those questions, you begin to sketch out and develop the first components of Marketing Funnel, the path your client or customer will use to move through your offered products and/or services:

- What is your free or trial offering?
- What is your starter offering?
- What is your “make it easy to switch” offering?
- What is your core offering?
- What are your add-ons to increase value?
- What is your “members only” offering?
- What are your strategic partner pairings?





## Module 2 Action Steps:

- Step 1. Decide whether the business focus you chose in Module 1 is your focus for the next few weeks. If yes, get into planning mode. If no, choose where to start.
- Step 2. Use the Module 2 worksheets to think through and sketch out your Marketing Pipeline and your Marketing Funnel.
- Step 3. Make a plan, your Internet Business & Marketing Plan (Worksheet 4).
- Step 4. Use the Bonus material to dive even deeper into your Marketing Pipeline and Marketing Funnel development.