

C H A

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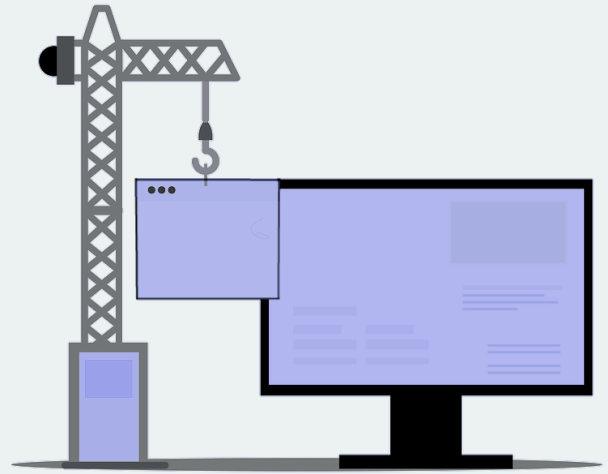
Stage 2

Building Foundations  
(Part 1)



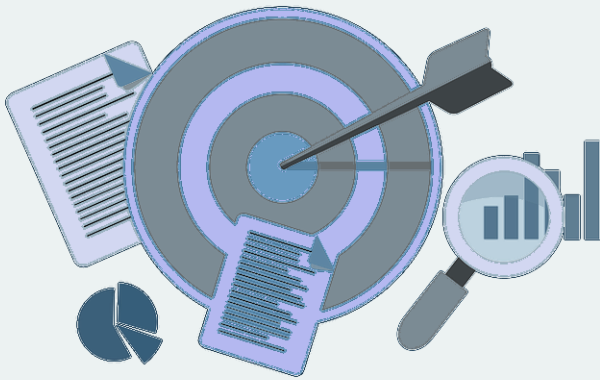
## Foundations are Key

Foundations are the first part of any construction project. They are critical to the durability of a building. If not completed correctly, they can affect its strength and resilience during its lifespan. In short, without a stable foundation, a building will not be reliable nor last a long time. This is the same story for online businesses. It is the cornerstone to success and key to how long your project will be around. We advise that you ensure you put enough time and effort into your foundations to build a successful business. We have tons of information and resources to help you one your way. Take your time. Rome wasn't built in a day.



## Building a Strategy

A key component to building foundations is ensuring you have a chartered course before setting out. Identify your goal, whether it is making an online store, FBA or affiliate marketing, before starting. We recommend developing a business plan or strategy and identifying how you will get there in small incremental steps. This will also help you determine what work you need to do day-to-day to achieve these goals. For example, if you plan to build an online store, set some goals for its gradual implementation. This can include what pages you need to create, how you want to present your products, how you plan to implement the monetisation and how you will market the product. We also recommend trying to incorporate your passions. It makes it easier to put in the work necessary to succeed.



## Research Driven Decisions

When building your business, you should research any decision you will make. This includes potential products, competitors and the target audience. It can help you divulge important information, such as pain points. Every decision you make, big or small, will impact your potential earnings. Therefore we highly recommend you do your due diligence before making them. You'll also be learning a lot through the Change system, and it's an excellent tool for researching products and services for your online portfolio. We recommend writing down notes to refer to as your building knowledge online business.



## Content is King

Ensuring you have professional, concise and straightforward content is essential to establishing your online business. When building websites or posting social media content, your audience assesses your site with their eyes. If you have unprofessional or blurry content, you'll lose sales. Stock images work ok in some circumstances but professionally taken, and edited photographs are usually better. Clear and concise wording is also key. Make it clear what your product is. Provide your potential customers with all the information they need on the product so they know exactly what they're buying. Try to use descriptive and straightforward vocabulary. As it's an online business, your demographic isn't limited by geography, so you'll potentially target customers who use English as a second language. This applies to selling products online, FBA or affiliate marketing.



## The Power of Ads

Before starting an online business, make sure you understand the power of online ads and social media. There are multiple ad tools, including Google and Microsoft ads and several social media platforms such as Instagram and Facebook. Assess which ones suit your product best and research how to implement them effectively. You can find all the necessary information within Change's system. We can also provide ad support for those who wish to implement a tried and tested method instead of building it from scratch.

## Building a Business Brick by Brick

Don't rush to start an online business. It can be a complex process and includes a myriad of decisions which will impact its success. Ensuring you have done your research, formulated an airtight strategy, developed your content and understood the tools at your disposal. We also recommend you focus on one task at a time to start. Put 100% of your effort into one endeavour rather than dividing it among a few projects. Try to eliminate as many distractions as possible. It is also recommended to schedule time in your day to day life to focus on specific tasks within your strategy. It will make it easier to move closer to your goal step-by-step.



## Building Foundations Part 1

This E-Book offers some advice when it comes to starting an online business. It outlines where you should focus your efforts and underlines the importance of proper research and content development.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

