



C H A

N G E

Stage 2

Building Foundations  
(Part 2)

## Customers! Customers! Customers!

When building an online business, there should be one thing which you keep in mind throughout the process, the customers. If you're selling a product or a service, test it yourself. Make sure it meets your quality standards. As you build your store or social media platform, ask yourself, is this a service I would use. If you think of the customer from day 1, it will be easy to support them later down the line. Reviews can make or break a business. So, ensure that you have the best quality stock or service before trying to sell it. If you get feedback from customers, treat it as a priority. Make the changes they want, develop your offering and make it a smooth and convenient experience.



## Adapt, Improve and Overcome

As you progress through Change's training, you'll constantly be confronted with new information, tools, and ways of thinking. It doesn't stop when you finish. We encourage our members to adjust to new things and get comfortable with Changing their attitude toward learning and using new tools. It's okay to be a novice. There are plenty of resources out there to teach yourself. When developing your online portfolio, try and implement new things as you learn. It'll help you streamline your business and maximise your income. The more you know, the more value is added to your service and the closer you step towards financial success. This applies to all forms of online shipping and affiliate marketing.



## Hold Yourself Accountable

Accountability is a crucial quality to developing yourself within the online space. If your store or social media doesn't meet the standard you want, it is down to you. Keep in mind that you reap the rewards of your own success. Identify and set development goals, stick to your targets and strive for success. If you fail to meet these goals, then hold yourself accountable. It will help you push yourself towards success. Change equips you with everything you need, information, tools, resources and feedback. If you put in the time and effort, you can be successful.



## Focus on Building Trust and Credibility

Trust and credibility are essential to a successful relationship with customers. This applies to all forms of product shipping and affiliate marketing. Furthermore, you should welcome feedback on your products and services. Feedback provides excellent growth opportunities, whether it's in the shipping or affiliate marketing space. It offers new insights into the experience or product you are offering. It allows you to identify problems and areas for refinement. Take reviews seriously and deliver the best service possible to ensure your customer feels valued. Provide some post-purchase support to encourage repeat business. If you're not familiar with customer service, there are plenty of resources to develop your skills.



## Brand Awareness

Brand everything you can. Brand awareness can change the game for products and services. Customers build trust with brands over time, which can lead to repeat business and referrals to other parties. It helps build recognition and will help you scale your business later down the line. This applies to all services, including drop shipping, FBA and affiliate marketing. There's training dedicated to brand awareness later in the program. We can teach you how to leverage branding to your advantage and use it to scale up your income.



## Keep it Simple

Simplicity applies to all online business ventures. Keep your online stores, social media and customer-facing material as simple as possible. Don't overload customers with information on your services or include too many products in your stores. Keep any promotional material, logos or branding simple and easy to identify. Keep any explanations short and sweet and provide only the necessary information. We also recommend keeping your targets and business strategies concise and straightforward. It helps you stay focused on each incremental goal and work more efficiently.



## Building Foundations Part 2

This E-Book offers more information on laying solid foundations when starting an online business. It highlights the key concepts and behaviours which help drive success. These themes are further expanded on later in our training so ensure you have a good grasp before progressing.

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.

