

Are You Ready for Your Online Business?

1.

1. Are you clear on your Essential Message? (The problem you are uniquely positioned to solve for a specific group of people)

Yes

No

2. Do you have a website?

Yes

No

3. Do you have an email marketing program so that you can build your mailing list? (Aweber, 1ShoppingCart, Constant Contact, etc)

Yes

No

4. Do you have an Opt-in Gift (special report, audio, video, ebook, tip sheet)?

Yes

No

5. Do you have a shopping cart, or other means to process payments (Paypal, 1shoppingcart, etc)?

Yes

No

6. Do you have a bridgeline?

Yes

No

7. Are you clear on your programs and services?

Yes

No

8. Are you actively promoting your programs and services?

Yes

No

Are You Ready for Your Online Business?

9. How are you generating traffic for your site, programs and services?

- Your Newsletter
- Social Media
- Teleclasses
- Speaking
- Audio/Video Marketing
- Articles
- Press Releases
- Radio Show Guest
- Guest Interview
- Guest Blogger
- Email Signature
- Discussion Lists/Forums
- Joint Ventures
- Other (please specify)

10. Are you actively generating traffic to your website, programs and services every day?

- Yes
- No

11. Do you feel confident facilitating a teleclass?

- Yes
- No

12. Can you write web copy for your teleclasses and programs?

- Yes
- No

13. Do you feel comfortable approaching potential partners for joint ventures?

- Yes
- No

Are You Ready for Your Online Business?

14. Do you have social media accounts on Facebook, Twitter and Linked In?

Yes

No

15. Are you actively engaged in social media, posting your own content and interacting socially with others?

Yes

No

16. Do you use Affiliate Marketing as an income generation strategy?

Yes

No

17. Do you have support to help you with the technical aspects of your online business?

Yes

No

18. Name and email (so I can send you a copy)