

**5
Key
Steps
to**

**Plan Your
ONLINE
SUCCESS**

Jim Edwards

Five Key Steps to Planning Your Online Business



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Jim Edwards is a syndicated newspaper columnist and the co-author of an amazing new ebook that will teach you how to work less, get paid more and have tons more fun:

[The Lazy Man's Guide to Online Business](#)

Mind-Map section by Angela Treat Lyon



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Five Key Steps to Planning Your Online Success

It's easier than ever to start a new business on the Internet.

Never before have the opportunities been more available, the tools cheaper, or the prospects of success more likely.

Whether you're a seasoned veteran looking to expand an existing online business, a casual dabbler looking for a part-time income, or an offline professional wanting to expand your market online, the following five key steps will help you reach your goals.

Key # 1: Define Your "Target"

Clearly list and explain what you want to accomplish in your web site business.

We all think about what we want to get or accomplish in life and our job. But did you ever make a specific list of what you want in your business in terms of money, traffic to a web site, or more sales online?

This principle and simple activity applies to an ebook, a new website, an ezine or any other business goal.

Defining a clear target will give your conscious and subconscious mind something definite to shoot for.

Examples include: the number of subscribers to your ezine; sales per day on your website; pages written in an ebook; new advertising sources found; number of affiliates recruited... and more.

Key # 2: Define the Cost”

You must define the cost in terms of the tools, resources, and people you need to reach your online business target, no matter what type of business you operate.

How much will it cost in time per hour, per day, per week and per month for each of these items?

Also, how much will it cost, in terms of money, to operate the business, buy traffic, pay for hosting, design and more?

Sit down and map out the costs before throwing open your doors (or wallet) so you don't get hit with any nasty surprises.

Key # 3: “Make a List”

To create a real business that can be systematized, you must list off every single thing or element connected with your business, from the first idea to making daily deposits into the bank when your idea bears fruit.

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You may not know how they'll all get done right now, but you must recognize that eventually each of these items must get done.

You can easily come up with a fairly comprehensive list by brainstorming just to get them down on paper.

Then, when you think you thought of everything, let someone else take a look and poke holes in your list with all kinds of additions and questions.

Key # 4: “Prioritize”

Here you must list all the elements you planned in number 3 in the exact order of how you should complete them.

Car makers must build in a planned order, or the finished product won't work.

Once you sketch out your complete plan, let someone else take a look to see if you forgot a step.

In fact, they might just point out that you forgot to tighten the lug nuts and the wheels fell off at the dealership!

Key # 5: “One Step At A Time”

Most people want it all and they want it now!

Unfortunately, the real world doesn't work that way. Whether you do all the work yourself, outsource the job, or a combination of the two, everything must get done in the correct order in the correct way.

My motto reads, “Multi Tasking = Inefficiency!”

- ❖ Don't try to do two different jobs at the same time—you'll most likely screw up both and waste time and money doing them a second time.
- ❖ Doing web site copy and checking email don't mix.
- ❖ Creating auto-responder messages while checking voice mail don't mix.

So pass each milestone on your roadmap to get things done properly and in sequence.

Launching an efficient and effective online business is not difficult!

It just requires careful planning, step-by-step execution, and attention to detail in order to greatly increase your chances of success.



© *Jim Edwards 2007*. Jim Edwards is a syndicated newspaper columnist and the co-author of an amazing new ebook that will teach you how to work less, get paid more and have tons more fun!

For proven tips, tricks, techniques and strategies of Superstar “Lazy Achievers” go here:

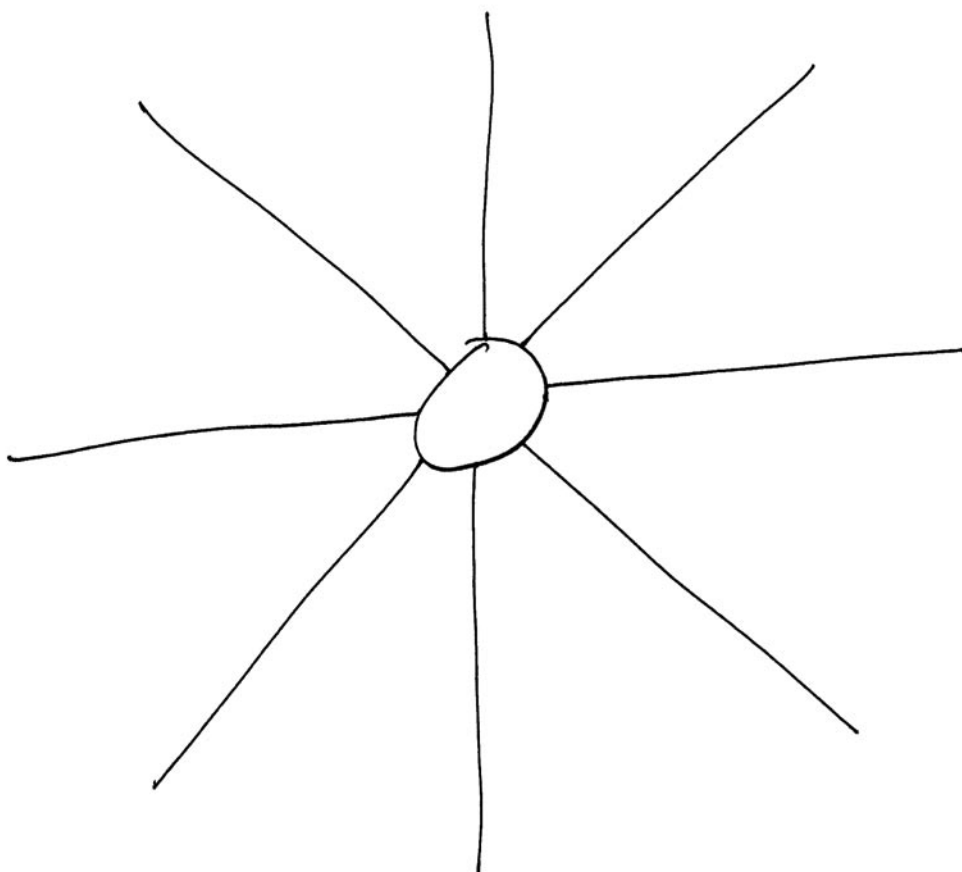
[The Lazy Man's Guide to Online Business!](#)

Mind Maps

Here is an extra section to help you plan.

Blank Mind Map 1

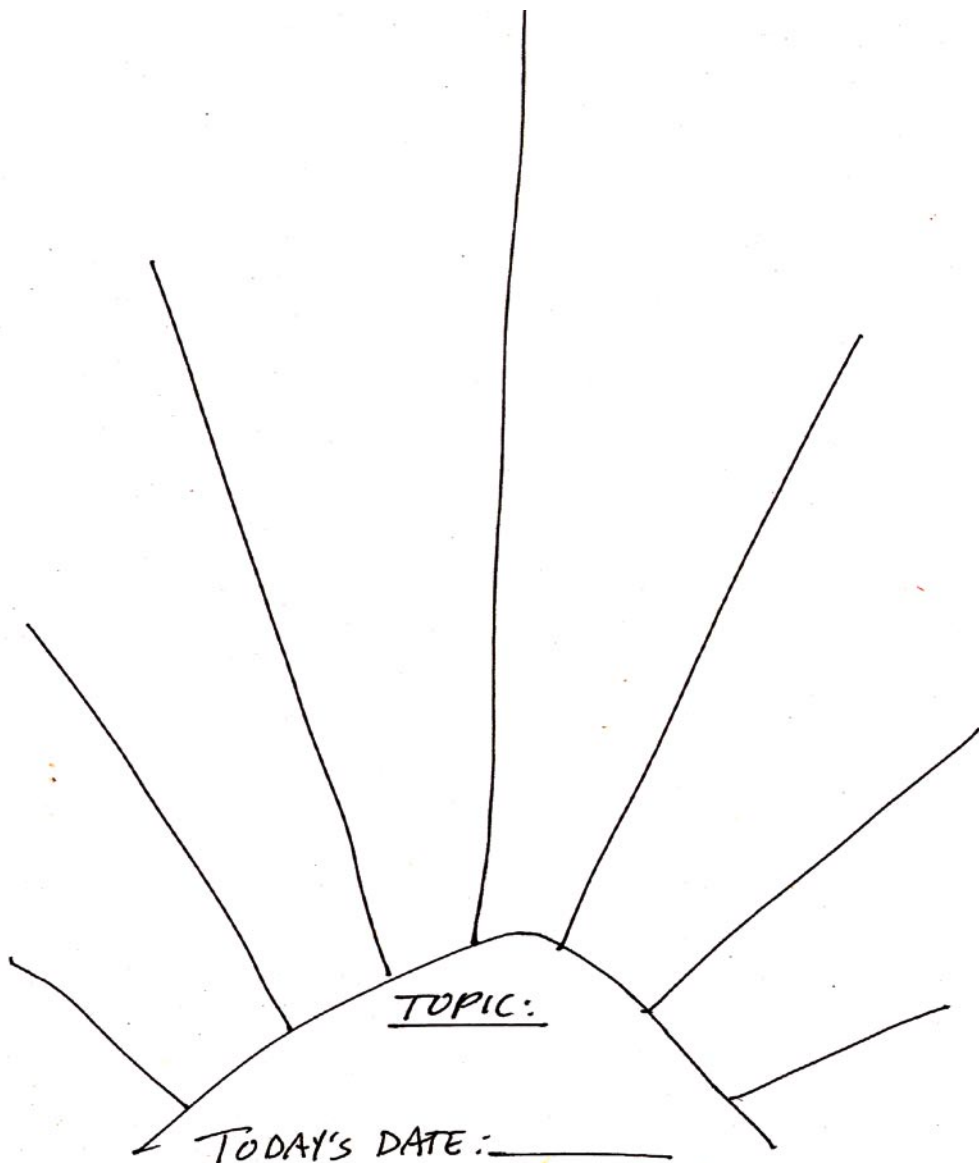
Here's a mind map with no text. You may wonder why it isn't drawn with perfect, straight lines—I like them hand-drawn so I don't end up trying to be perfect to not mess up the page. You, of course, are free to make yours as perfect as you want!



DATE: _____

Blank Mind Map 2

Here's another style with no text. I like this map style the best since there is so much more room to write on each branch.

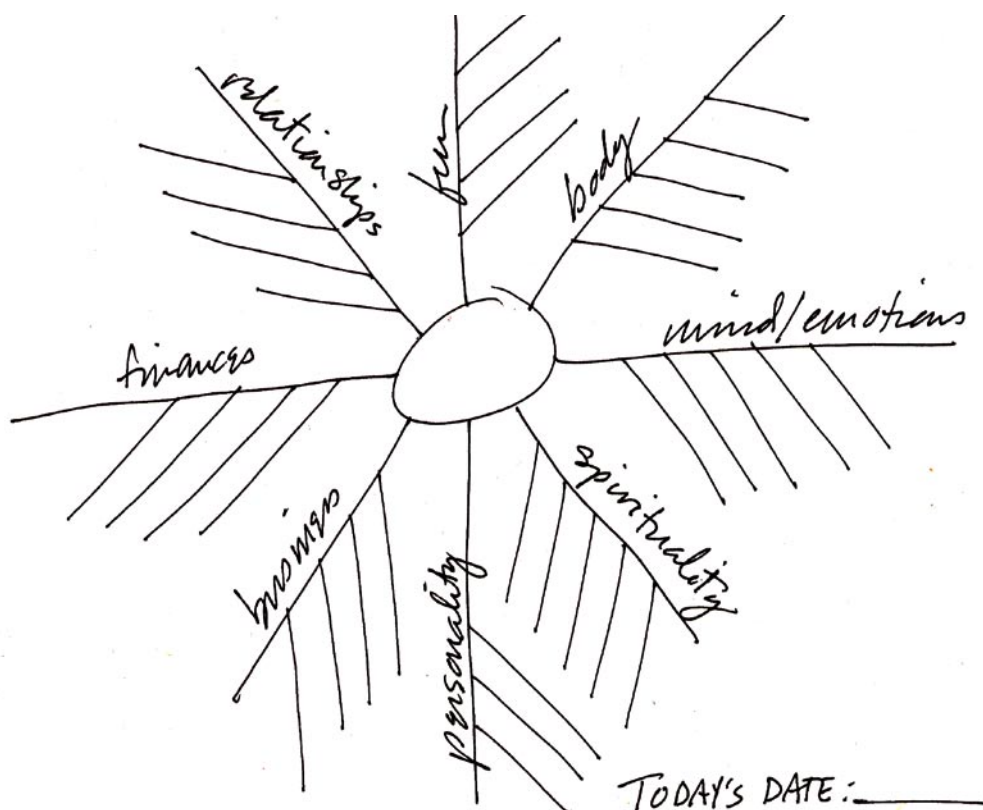


An Example

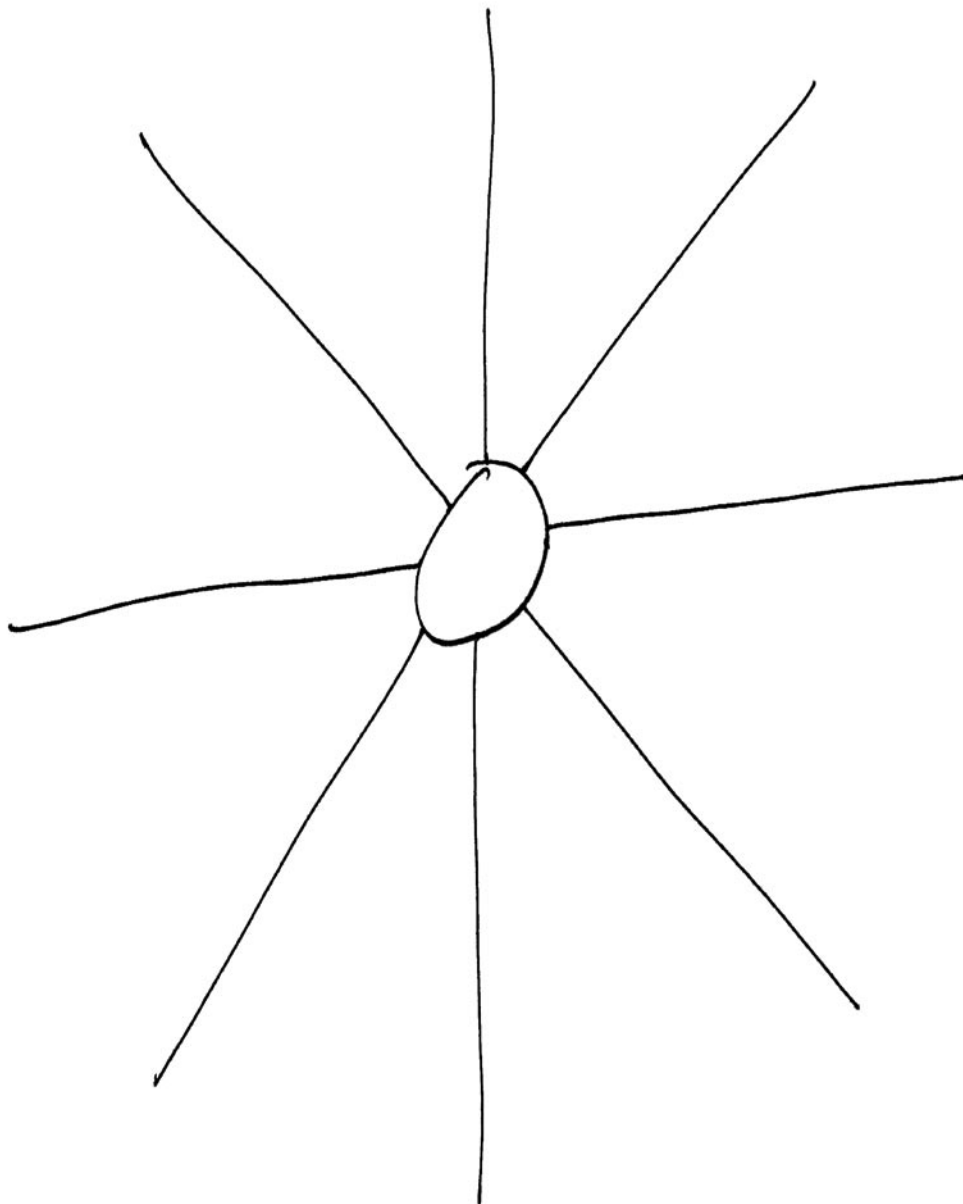
This is a sample of a partially filled-in Mind Map.

In the center goes your name or the theme of your project.

Remember to enter the date EACH and EVERY TIME you make a Mind Map. On the following pages, you'll find more blank maps. Print them out so you can have a pile of them ready for use.

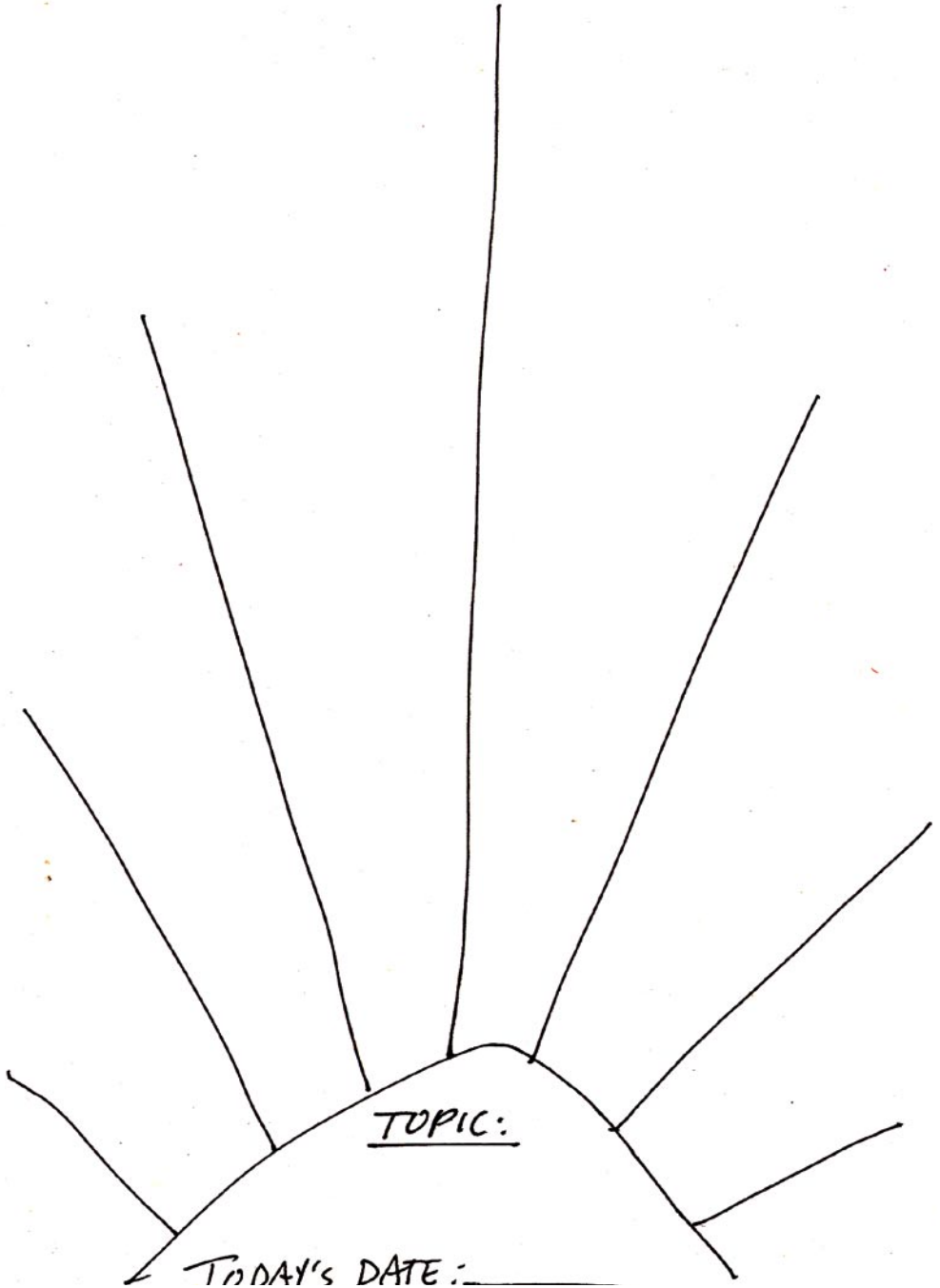


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About the Editor

•• ANGELA TREAT LYON ••

*is an award-winning, internationally recognized artist
and author who lives and works in Hawaii.*



Angela Treat Lyon, holds EFT and Business Success trainings, and does Peak Performance Coaching internationally, and in the US.

Her website, EFTBooks.com, is the premier international source for print and ebooks, CDs, MP3s and other products, teleclasses and trainings in EFT.

It's Time to Get the Word Out about your passion! Angela is committed to helping You Who Dare to Live Your Dream! For her kick-ass support, products, coaching, resources and expert help in creating your successful business, go to IDareYouRadio.com.

Like to curl up with your books? Make marks in them? Here's where to get your print version of ***Change Your Mind! with EFT:*** Lulu.com/AngelaTreatLyon

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