


injoy
BUSINESS
—



SHOW UP LIKE A PRO ONLINE
& GET THE RESULTS YOU WANT

This guide offers you the best practices that will help your business reach its full potential in addition to creating an online presence that is credible and professional. The road to success is multifaceted and two of the most important factors to focus on are the quality of your **state of mind** and the quality of your **actions**. Let's look closer at what each involves:



BUILD THE FOUNDATION FOR YOUR SUCCESS VIA THE QUALITY OF YOUR STATE OF MIND

Success comes from long term, consistent effort.

Building a relationship of trust with your audience requires time, effort and lots of love. Don't expect instant results. Pepper each of your actions with patience and let a natural connexion build with your potential customers.

Think big, start small.

You can't reach all your goals at once. Each step along your journey is important and needs to be taken with care to create a solid base for the growth of your business. If you spread yourself too thin and try to do too much, the quality of each of your actions will be diminished.

Create a solid foundation that will support your business in the long run.

Moving forward too quickly (without careful and strategic planning) because of impatience and wanting to get immediate results could require you to have to start over. An important part of the foundation of your business is the amount of confidence your clients have in you and your brand. When you take the time to do things well (even the smaller tasks), your care and attention to detail will be felt by your customers. This will create a sense of trust and they will feel that they are in good hands if they choose to do business with you.

Clarify your WHY and weave it into everything you do.

Truly understanding your mission (WHY you created this business) and being able to express it clearly will help you create a strong communication plan that in return will help you reach your goals. Remind yourself regularly why you chose to start this business and come back to that WHY every time you make a decision. **"People don't buy what you do. They buy WHY you do it."** (Source: Simon Sinek, *Start with why*)

Create a strategic plan for the next 3, 6 and 12 months.

Knowing what's supporting your business now is extremely important but you must also work on initiatives that will support the growth of your business on the medium and long term as well. Develop a global vision of your efforts, of the results you want to achieve and how you see your business growing over time. Be proactive rather than reactive.

Your business is an ECOSYSTEM.

Each aspect of your online business needs to be connected and work together like members of a team that want to reach a common goal. When making a decision about a specific element such as your Facebook header, take into consideration the whole picture and make sure that your overall message, tone and branding is consistent across the board.

Focus on what you have to give more than what you want to receive (ex: a sale, a newsletter sign-up, etc).

When you are in a mindset of being of service (How can I help my clients?) people can feel it and they will appreciate this authentic approach. This is what will allow you to start building a relationship of trust with your customers.

Understand your ideal client's fears and needs.

Put yourself in your customer's shoes and see how you can really help them via the products and services you offer. When you write copy for your website, social media or newsletter always do so from that mindset. People will be drawn to your content and will relate to it much more if you speak from their point of view.

Focus on your strengths and get support for your weaknesses.

Don't be scared to ask for help, even if you're just starting out in business. There are tons of great resources that can support you, you just have to know where to look and who to ask. Also keep your eyes open for people close to you (whether in your entourage or online) who can step in to help. You don't necessarily need to spend money to get support as many people are open to exchange services. Taking that time to get the help you need can really contribute to solidifying your business and credibility.

Don't compare your chapter 1 to another entrepreneur's chapter 20.

It's so important to follow people who inspire you but be careful about comparing your business to one that has been around for a longer period. Don't feel inferior because your site is not as fancy as a peer's or because you have less visitors than them. They started exactly where you are and your business will grow just as theirs did. Each journey is unique and comparing yourself can really be a momentum killer so do it with moderation and perspective.

It's not personal, it's professional.

Remember, you are running a business. At certain times, you will have to make some difficult decisions, ones that won't always make others happy. You must constantly keep the health and success of your business in mind and trust your intuition. If making everyone happy is your priority, you can lose focus and slow down the growth of your business.

★ KEY TAKEAWAY

The quality of your thoughts influence the quality of your actions. Therefore, it's crucial to slow down enough to notice your state of mind when making decisions regarding your online presence. Why? Because the quality of your actions will have a direct impact on the success of your business.

→ BUILD THE FOUNDATION FOR YOUR SUCCESS VIA THE QUALITY OF YOUR ACTIONS

Launch like a pro.

Taking action is essential to making your business move forward but the quality of those actions is what will determine your level of success. For example, launching your site too quickly can affect your credibility and the confidence clients have in you. You have one precious chance to make a good first impression.

Take actions based on your strategic plan.

Each action you take should be based on the business goals established in your 3, 6 and 12 month plan. Random actions can create confusion and negatively affect the perception people have of your business. Of course, leave space for spontaneity and creativity but try to generally follow your global vision and know what your next steps will be.

Be consistent!

Your clients must feel a connection between everything you do online from your website, to your social media and your newsletter. Whatever platform people are interacting with, make sure there is a consistency in their appearance (graphic elements, images and texts) and that they all create the same experience.

Be concise. If you try to say everything, people won't read anything.

Keep your texts short and focus on the essential message. When quickly scanning your site (or Facebook page for example), users must understand:

- 1) **Who you are** (why you are credible and why they should trust you)
- 2) **What you have to offer** (what problem are you helping them solve)
- 3) **What's the next action they need to take** (ex : sign up to your newsletter, visit a specific page on your site, contact you).

Each element of your online presence should be of the highest quality.

This includes your logo (big enough, easy to read, not pixelated), your texts (well structured, no spelling mistakes), your images (good resolution and in line with your core message), videos (clear sound and visuals). Each of these components is a reflexion of your credibility and the quality of the experience clients will have and if they decide to work with you.

Test! Test! Test!

When you're working on a project very closely, it's hard to see clearly. Typos can slip by and certain messages might lack clarity. It's crucial to have an external set of eyes to look over the work you have done objectively. Choose a few people to test what you are planning to put online. If it's your website, ask them to visit it and see if they understand your key message and take the actions you wish them to. If it's a Facebook header, ask someone's honest opinion on your visual. Don't be scared to hear constructive comments. Even the most successful entrepreneurs need an outside perspective on what they create.

Stay up to date with online trends and on how people are consuming your content.

People have been navigating online via their phone and tablet for several years now so you need to make sure that your site is responsive, meaning that it adapts to all these devices and always offers an impeccable user experience.

Your online communications must focus on how you can best serve potential clients.

If you are constantly in asking mode ("Buy here!", "Sign-up here!") it can be perceived as aggressive by consumers and is likely to irritate and turn them away from your product or service. We all want to have a large following and be successful but we have to give before we can expect to receive. Sharing free content, tips and resources can truly help your customers and in return because they are grateful for the support you provided, they will naturally think of you next time they need to purchase a product or service that you have to offer.

KEY TAKEAWAY

Each action you take online today is a reflection of your company's values and affects your credibility which in return impacts your future success.



CREATE THE FOUNDATION FOR YOUR SUCCESS VIA THE WELL PLANNED DEVELOPMENT OF YOUR WEBSITE

If you are just starting with your online presence and need to have a website built or if you have been in business for a few years and would like to revamp your site, here are a few **questions to clarify before you start:**

What platform will your site be built on? Ideally on Wordpress because it offers a lot of flexibility and it's easy to use. It also allows for your site to grow with your business without having to start over if you need to put more complex systems in place.

If your site is built on Wordpress, **will it be on Wordpress.org or Wordpress.com?** Ideally Wordpress.org because Wordpress.com has restrictions and is less user-friendly.

Will your site be responsive? As we mentioned above, if you are building a site in this day and age, people must be able to easily navigate it via their phone or tablet. A responsive site adapts to all devices and provides a seamless user experience on all platforms.

If you are working with a developer, does his service include the **integration of Google Analytics** and a mini workshop that will allow you to analyse the performance of your site?

Once the site is built, **will you be able to manage it on your own?** It's important that you have full control over your site to make modifications and access all the necessary information if you decide to no longer collaborate with that professional.

Make sure you are 100% clear on your short and long term goals so that the site built supports your business's needs not only today but in the next few years. Eventually, it will need a refresh to adapt to the evolution of your strategy and the market's demands but you will at least have a solid base to work from.

★ These practices will ask you to step out of your comfort zone and you might be tempted to ignore some of the above recommendations but we strongly suggest to push your limits and work like a pro. By putting in the effort and following these key guidelines you will build a solid foundation for your business, allow it stand out from the crowd and gain a strong client base for years to come.

Remember that you are human and mistakes happen so do your best and see each challenge you encounter as an opportunity to grow into the best version of yourself.

If you want to know more about **Injoy Business** and **become a member of our community** of entrepreneurs, you can find us at www.injoybusiness.co or contact us via email at info@injoybusiness.co.

Cheers to your success and INJOY the business journey!

Jennifer & Geneviève

