



HOW TO construct your PROFITABLE online presence

A 5-step plan

ROCK
YOUR
HOME
PAGE

MASTER
5 KEY
WEB
PAGES

CONNECT
IN THE
EMAIL
INBOX

FOCUS
ON
CONTENT
CREATION

TRACK
YOUR
GROWTH
DATA

2017 edition

By Pamela Wilson

BIG BRAND
SYSTEM



Let's give your online business some momentum.

This workbook is a companion to the series of lessons you'll receive by email. It's a place for you to take notes on what you're learning, decide how it applies to your situation, and make plans for how you'll use what you learn to optimize your business.

I made the transition to an online business in 2010

I'm Pamela Wilson of Big Brand System. For the past thirty years, I have helped businesses of all sizes grow their profits.

In 2010 I evolved my business to the online presence I have today. Since then, businesses like Rainmaker Digital/Copyblogger, the Tennessee Association of Realtors, CEO Warrior, and many others have tapped my expertise. Big Brand System has been mentioned in:



Entrepreneur

CNNMoney

The New York Times
Small Business Blog

Mashable

*To make the most of the lessons you'll receive,
fill out this workbook as you go along.*

Ready to get started? Watch your inbox, keep this workbook handy, and let's do this!



TAKE ACTION on LESSON 1

How to Build a Profitable Home Page with 4 Easy Pieces

Share your big benefit:

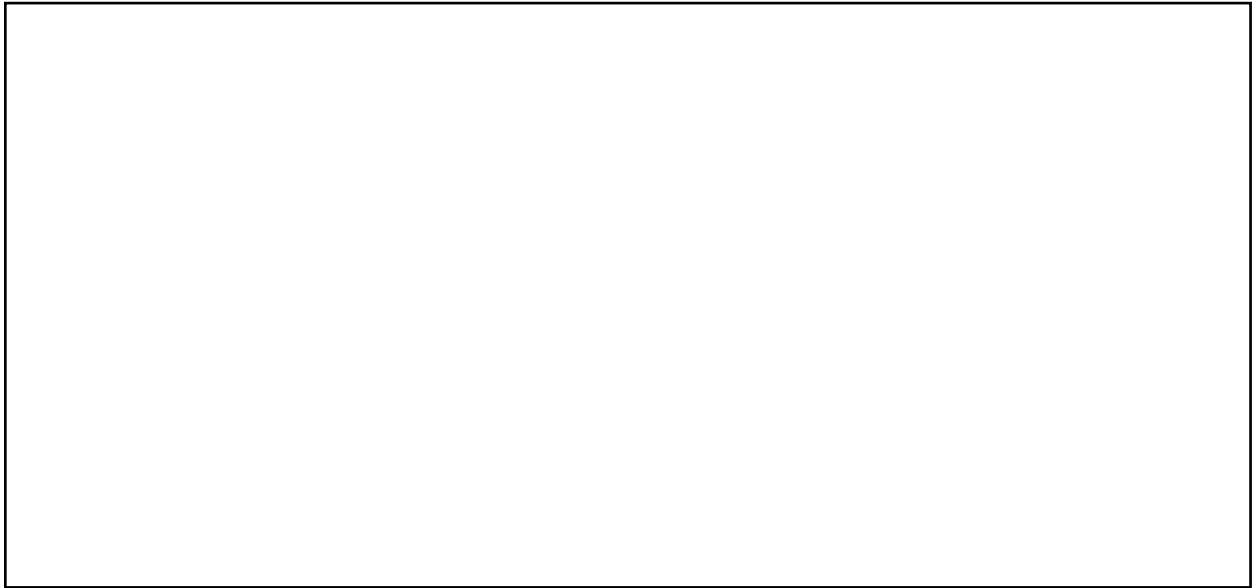
How will you describe the number one business benefit you offer front and center at the top of your Home page? Write some ideas here.

Demonstrate your authority:

Note which logos you need to gather or companies you want to mention in this section of your home page.

Tell your customer's story:

Use this space to think through the PAS elements you'll include.



Map out your call to action paths:

Note the "paths" your customer groups will take through your website. Write calls to action that will send people to where they'll find the help they need.





TAKE ACTION on LESSON 2

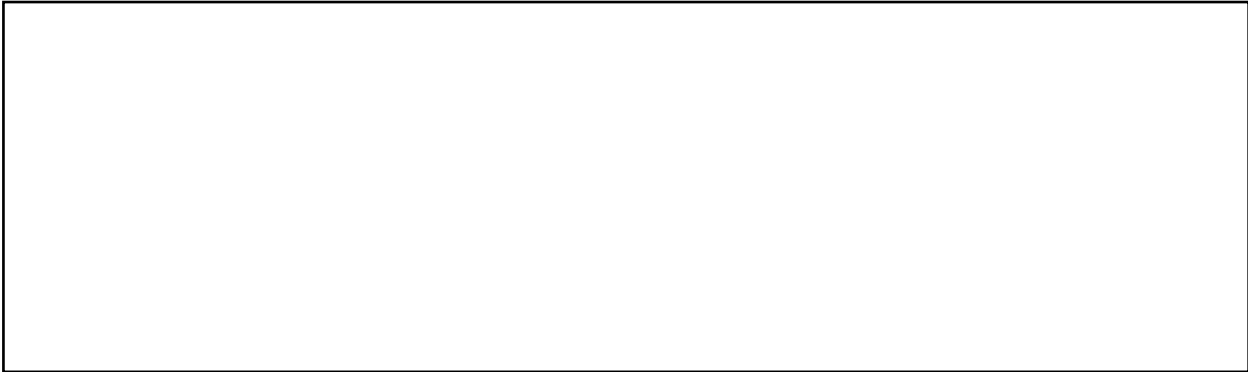
Simple Secrets of Success for Your 5 Key Web Pages

Based on what you learned in Lesson 2, note how you will improve or create your:

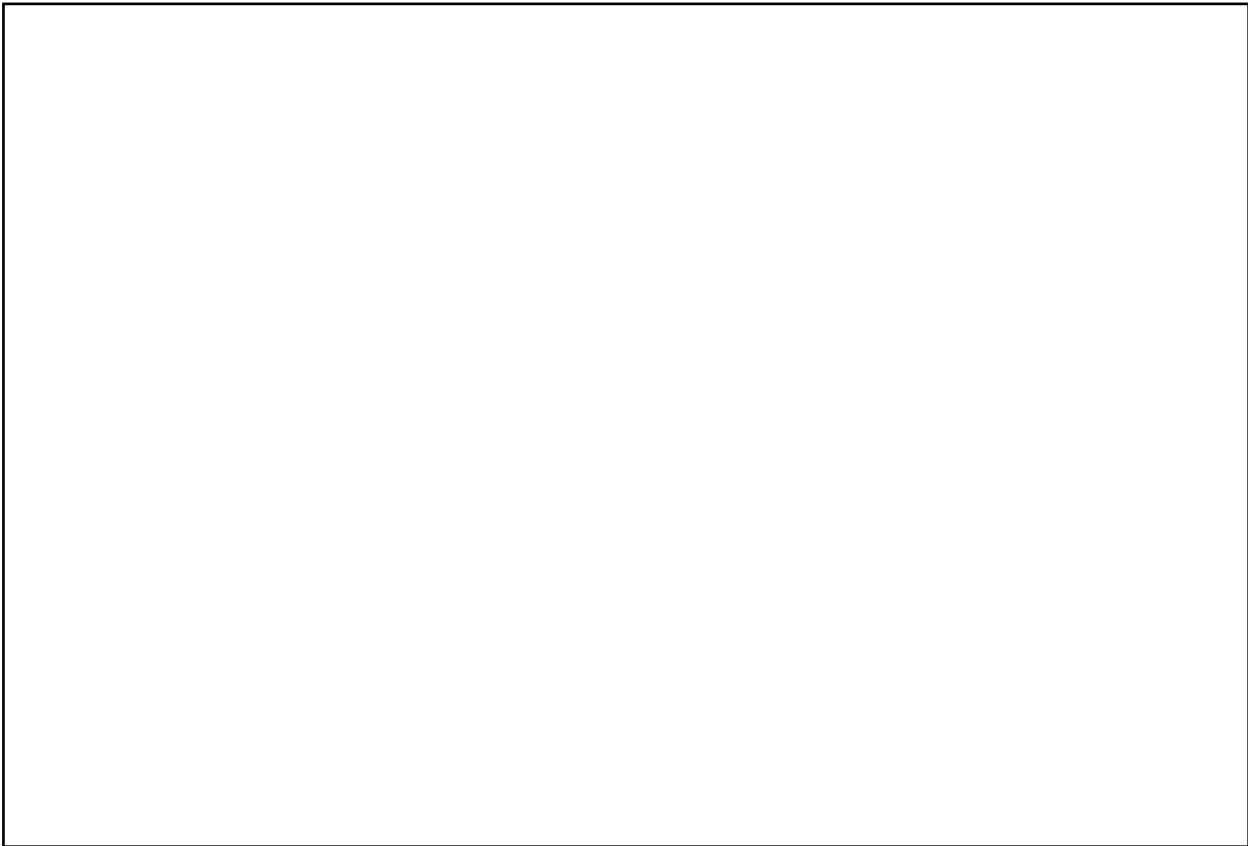
About page

Content page (a frequently-updated blog, podcast, vlog, etc.)

Contact me page



Commerce page (featuring your products or services)





TAKE ACTION on LESSON 3

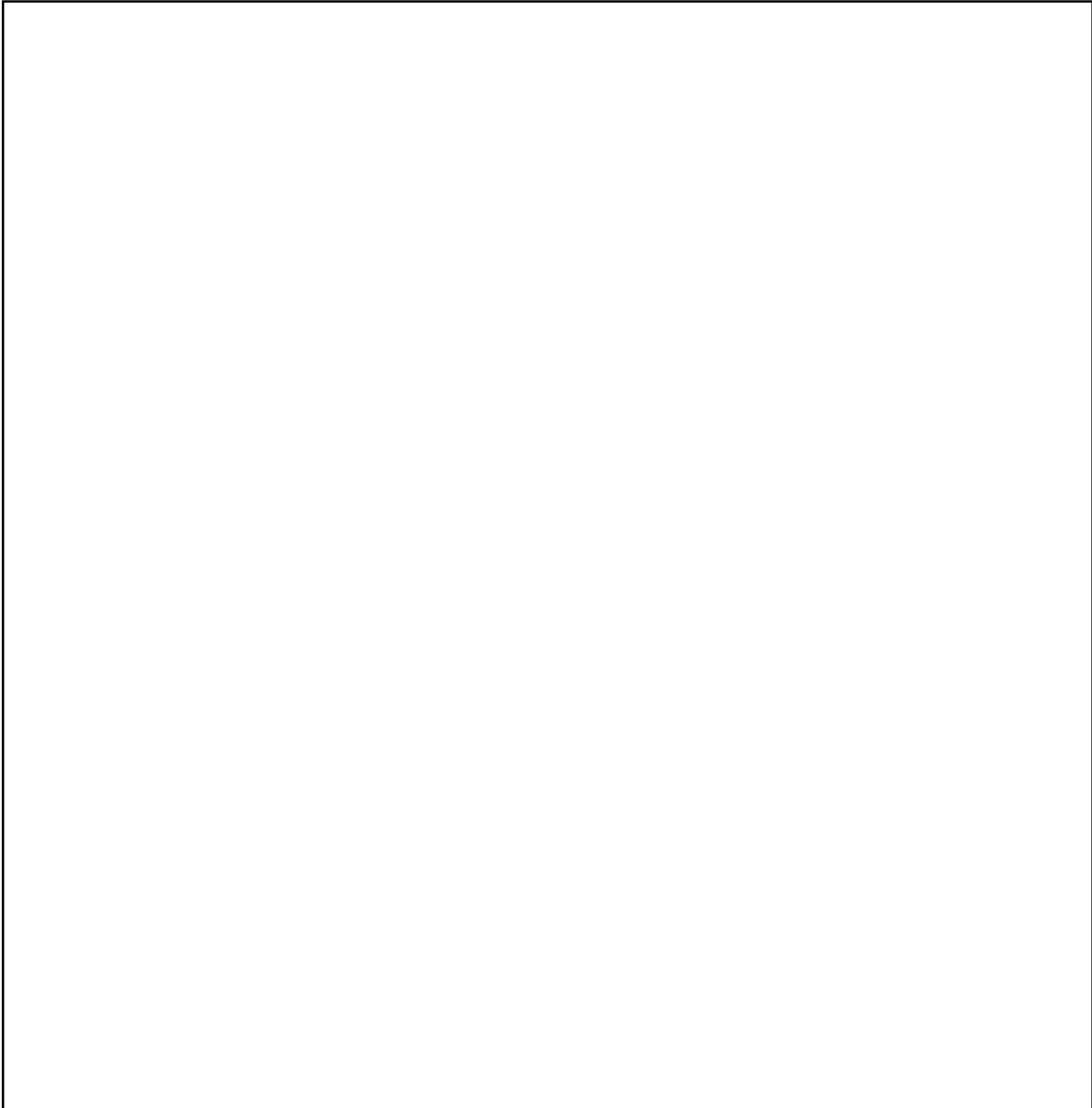
Connect to Win: How to Profit from Email Marketing

Add notes about how you'll:

Grow your list: what will you offer to invite them to become subscribers? Ideas: a free course delivered by email (like this one); an ebook; a white paper; a checklist; a tutorial.

Create a regular email publication: what could you send on a regular basis that would be useful, helpful, and engaging?

Use segmentation and triggered campaigns: think through how you can segment your subscribers by interest; by where they are in the buying process; by their years in business — or whatever metric would be most useful to you. With web pages? Emails? Use this space to plan: how will you do this?





TAKE ACTION on LESSON 4

Why Content Should be Your Marketing Focus

Set goals for your:

Publishing frequency: How often can you be amazing?

Multimedia use: How will you make your published content a multimedia experience? Think about adding visuals like images, charts, slide decks, and illustrations. Consider adding audio or video. Begin with the multimedia format you're most comfortable with and expand from there. Where will you start? What will you explore next?

Brainstorm content upgrades: What can you create to complement your content and build your email list? List your topics and the content upgrades you can create for them.

Remember, content upgrades don't have to be elaborate — but they do need to deliver a result. What can you create that will help readers put your information to use?



Use this section for tracking:

Your earnings goal: Where are you now? Where do you want to be — and by when?

Your conversion goal: Where are you now? Where do you want to be — and by when?

Your most profitable customer group: Research your repeat customers. What do you know about them now? What can you do to learn more?



Let's Make Your Profitable Online Presence Happen

Now you know what to focus on as you build your online presence. All five steps are important and work to support your total online business system.

I'd love to help you get momentum faster.

There are a limited number of spots to get personal Momentum Coaching from me.

Click here to see what's available today:

[REVIEW MY COACHING PACKAGES](#)

