

Plan & Grow BIG Online Business Success Roadmap

PLAN

In the **PLAN** stage, you're thinking, dreaming, and taking the first steps to set up your online business for future success.

Move to the **BUILD** stage only when the items below are complete.

- Pinpoint your ideal customer: someone who has a problem, wants to solve it, can afford to invest in the solution
- Choose your business name
- Create a tagline
- Build your visual brand:
 - Choose brand colors
 - Choose brand fonts
- Get to know your ideal customer

BUILD

In the **BUILD** stage, you're focused on building your core online business elements — a website, an email list, and your first offer.

Move to the **IMPLEMENT** stage only when the items below are complete.

- Publish minimum viable website with these pages:
 - Home
 - About
 - Contact
- Add these pages when you can:
 - Content (blog, podcast, etc.)
 - Commerce (product/service)
- Build your email list
- Build an initial offer

IMPLEMENT

In the **IMPLEMENT** stage, you're actively growing your email list, making offers, monitoring what works, and iterating.

Move to the **GROW** stage only when the items below are complete.

- Grow your email list
- Build a product or service that converts consistently so your business has reliable cash flow
- Manage your product or service marketing/promotions
- Get comfortable measuring data and adapting/iterating based on what you see

Apply for theofferaccelerator.com

GROW

In the **GROW** stage, you're earning reliable income so you can invest in your business with ads, affiliate programs, and part-or-full-time help.

Repeat the Plan & Grow BIG steps for every new revenue stream you add to your business.

- Focus on improving conversion rates for all offers
- Explore paid traffic and social platform ads
- Consider developing an affiliate program for your products or services
- Try joint venture offers
- Optional: Add new revenue streams to your business

Apply for theofferaccelerator.com

For more on how the stages work together, go to PamelaWilson.com/start-here