



30 DAYS TO BRING YOUR BUSINESS ONLINE

And start making money.



Service or Product Options

I. AD Hoc **Service**

- Coaching or training that is offered as a one-off or a bundle of hours
- **Pro** - simple and fast to set up, customized
- **Con** - lower value, commodity, low customer retention, no economies of scale

II. Community as a **Service**

- Pay as you go/subscription based coaching or training that is offered on a regular basis at a low price
- **Pro** - simple and can be fast to set up, helps to create prospective client base to sell other services and programs
- **Con** - sometimes hard to transform low priced clients to other higher priced offerings

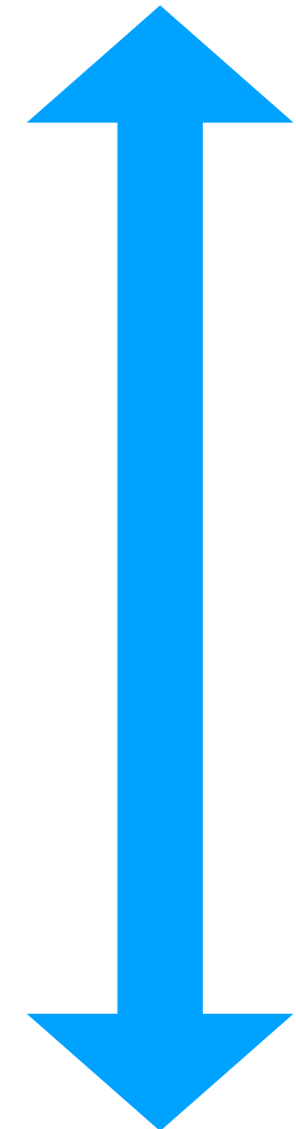
III. Signature **Service**

- Coaching or training that is offered as a **step-by-step approach**
- **Pro** - greater impact, more tangible, repeatable, greater value, higher customer retention, scalable
- **Con** - more complex to set up

IV. **Product**

- Physical product
- **Pro** - tangible item, marketing benefit
- **Con** - more complex to develop and launch

**Simplest to
Bring online**



**More steps to
Bring online**



Service Design

Additional Options for Signature Service in Red

Fulfillment

- **Client Database**
 - Excel
 - MailChimp
- **Scheduling App**
 - Calendly
 - Book Me
- **Meetings/ Sessions**
 - Zoom
 - Skype
 - FB Live
 - Specialized: [PunchPass.com](https://punchpass.com)
- **Other**
 - Dropbox/Google Drive
 - FB Group
 - Online Portal (Sensei-Woocommerce)
 - 3rd Party - [udemy.com](https://www.udemy.com)
 - Hosted - Thinkific, Teachable, Kajabi

Service Development

- **Draw from existing or develop new content**
 - Word
 - PowerPoint
 - Printed material (questionnaire book, flyers)
- **Record**
 - Camera
 - Zoom
 - FB Live
- **Edit**
 - imovie
 - Other editing apps
- **Publish**
 - Vimeo
 - Youtube

Payment (4 Options)

1. Direct

- Etransfer
- Paypal

2. Social Media

- Facebook Event
 - Etransfer
 - Paypal

3. Your Website (course portal)

- Ecommerce
 - Etransfer
 - Paypal

4. 3rd Party & hosted

- They handle payment



Product Design

Fulfillment

- **Direct Orders**
 - Own Website (Woocommerce)
 - Hosted - Shopify
- **3rd Party**
 - Kijiji, VarageSale
 - Etsy, Houzz
 - Amazon
- **Wholesale**
- **Affiliate**
 - rakutenadvertising.com

Product Development

- **Sourcing**
 - Existing suppliers
 - New suppliers
- **Assembly**
 - In-house
 - Outsource
- **Finishing**
 - In-house
 - Outsource

Payment (4 Options)

1. Direct

- Etransfer
- Paypal

2. Your Website

- Ecommerce
 - Etransfer
 - Paypal

3. 3rd Party

- Mostly They handle payment

4. Wholesale /Affiliate

- Varies



Exercise 4. Production Design

Outline below the steps required for your Service or Product

Fulfilment	
Development	
Payment & Other	



Exercise 5. Schedule (Example)

Put together a simple schedule for your launch

Category	Item	June				July			
		2020/6/1	2020/6/8	2020/6/15	2020/6/22	2020/6/29	2020/7/6	2020/7/13	2020/7/20
Run Program									
Fulfil-ment	Client Database								
	Scheduling App								
	Meetings/ Sessions (zoom)								
	Drop box set up								
Devel- opment	Content Development								
	Record								
	Edit								
	Publish								
Payment & Other	Paypal set up								



Exercise 5. Schedule

Put together a simple schedule for your launch

Fulfilment										
Development										
Payment & Other										



What's Next?

- Complete exercises 4-5
- Friday Meeting
 - Q&A

