

How to Package Yourself for Success Online

All of us really can harness the power of the Internet!

The Internet is your gateway to success... even with little or no technological capability, you can...

- **Create and publish online articles** about your unique knowledge - writing about what you know & love – sharing ideas, tips, secrets... How tos – “Aha!” moments
- **Spread your message via the Internet** – sharing your knowledge with the world
 - **Blogs**... interactive online sharing of ideas – readers have opportunity to post comments
 - **Podcasts**... online audio – similar to radio messages
 - **Downloadable audio**...recorded interviews, presentations, teleclasses...
 - **Webinars**... downloadable audio & video
 - **Digital informational products**... downloadable written, audio or any combination
 - **Tap into e-commerce capability**, even as a means to market your coaching or consulting services
- **Develop or enhance your website** to share your knowledge more effectively
- **“Sell” your coaching services online** – be part of our new concept in telecoaching “sold” via shopping cart through our Women’s Support TEAM or other online marketplace
- **Package yourself... what you know and love...** by developing online informational products and so much more

To recap - The steps for packaging yourself for success online are quite basic:

- **Writing online articles** addressed to your targeted market
- **Using audio** to personalize your unique message
- Creating and marketing your own **downloadable informational products**
- Having a **website** that *really* works for you
- Offering your **coaching or consulting services online**

Basically - find something that you love to do, are passionate about or would like to share that is of value to others –

For example, on the business side, you might be skilled at

- Special promotions for getting great marketing or
- A special process that fun & get you more sales
- Ways of changing your good customers to “GREAT” customers
- Short cuts for keeping contacts and follow ups organized & tracked
- Networking icebreakers that work for you

Let others know... Not only - What you do that’s unique or special – but also

- Why it works
- How they can do it
- What results or solutions they can expect
- Resources to get more info (like going to your website, contacting you, etc.)

You can apply this to personal, life issues as well... For example.

- How you balance having small children and working out of you home
- Building relationships with others – family – friends – give & take
- Getting your home ready for sale
- Preparing others for changes in life – personal loss, success (some people are afraid of success)
- Making ends meet when life gets tough

Basically, you can take some life experience that you learned from & help others by sharing the what worked, didn't work, etc. (Do not need to include personal info– only what was learned that is of value to others)

Again, the emphasis is on letting others know how you did it, your secrets, your tips

- What works – & why & how it works
- What doesn't work - & why doesn't work
- How to avoid pitfalls
- What shortcuts do work...
- When these shortcuts work – why they work in the morning but not at night, etc.
- What is most effective under what circumstances

It's really all about you letting others know your *secret* ways of being who & what you are – how you got there – you know what you good at – become a “guru” of xxx

For example, I could be a “guru” in several areas – atty = law – bus fndr = how to succeed – internet savvy = how to succeed online... etc.

AND... the easiest way to become known as a “guru” in any area is to write and publish Articles on topic-related websites.

Develop these ideas into Articles for a targeted web-based audience.

Need to be aware of...

- Reader - Short attention span – limited time – skim or scan = short sentences, paragraphs, bulleted lists – 400-800 words
- Need grab & hold attention - action words, solutions for them
- Personalize content to your targeted reader
- Provide useful – stand-alone info – but also promote self – give them a reason to contact you for more info – effective Resource Box w/ contact info & incentive or “freebie” for them to contact you

Second, share your expertise, knowledge, passion, your **unique message with others using audio** - solo, interview style or teleclass. It is quite simple to record quality audio and post it on the Internet with minimal cost in time or money.

Why audio?

- Voice can be more personal – hone the message gear it more for your targeted audience
- Simple & affordable with new technology like AudioAcrobat
- Diverse – solo presentation, interview, teleclass (like this one), podcast or online radio

Deciding on content for your audio –

- Begin with the end in mind – your objective – what do you want your audience to do
- Use the AIDA principle
 - Grab their Attention
 - Hold their Interest
 - Create or stimulate their Desire to know more
 - End with a Strong call to Action
 - Attention Interest Desire Action
- Have a good working outline
- Plan your time wisely – intros, brief overview, body, call to action (freebie – reason for audience to contact you)
- Make it memorable – make sure it has value
- Conclude with them wanting to know more – to contact you, buy your book, etc.

Third, develop digital or downloadable informational products... written, audio or combined. Share information that is of value to others in practical – “how to” format.

For example, you can combine the two preceding “tools” to create a “toolkit”

Simply, outline your written material into a bulleted Word doc or PowerPoint presentation, and then add an audio presentation to fill in the gaps, provide examples, etc. ... creating a “toolkit.”

This is how to share information of value to others in a simple “how to” format... and make money in the process.

Other digital products include

- Ebooks – written materials generally in PDF format
- Audio presentations - generally in PDF format
- *Toolkits – audio & written material combined – complement each other*
- Video presentations – on the rise – a lot of memory

Advantages of Digital Information Products

- Simple and affordable to create
- No physical inventory, shipping & handling, etc.
- Minimal design work – photo or digital graphic
- *Ex, Toolkits w/audio & written material -*
Visualize yourself preparing to give a 40-50 minute presentation with a written handout – only instead doing a live presentation you record it using a telephone – the resulting MP3 audio file plus your handout materials = a toolkit – of particular value because the user can listen to the audio anywhere and use the written material as a reference.

- Only need to invest initial time to create material – load it into a shopping cart program – such WS TEAM or Pkg4SucOnline has –
- Get income from info prod indefinitely & automatically
- Freedom to create your info prod on your schedule
- Reap the benefits automatically – while helping others by sharing your unique knowledge

Fourth, develop or enhance your own unique website, blog or other website presence.

Setting up a blog, short for “web log,” provides with a place to publish your articles and invite others to comment on your content.

Be sure to have a marketing plan for your website –

- Identify your specific targeted market
- Establish your branding
- Be consistent with purpose of your website
- Include content that builds community – newsletter, blog, resources, etc.
- Have e-commerce capability if you have products or services to sell online (shopping cart, Affiliates. etc.)
- Integrate your website presence and branding with your print or other promotional materials

Have a means to capture the email address of your visitors so that you can follow up with them and build your database – contact list.

Considerations for your website:

- Domain name
- Look & feel
- Features – for example, ease of navigation, flow of information
- Functionalities – i.e. “Contact Us” form, newsletter sign up, email box, testimonials, resources, e-commerce, etc.
- Whether to use template or have site designed by a pro
- Selection of Host for your site
- How to drive traffic to your site – SEO – keywords, links, AdWords,
- Do you want e-commerce capability – shopping cart, gateway & merchant account
- Affiliate program
- Newsletter

Your website can be a simple one-page brochure or a complex one such WS TEAM with numerous pages, directory, events calendar, shopping cart, Affiliates, etc. It’s up to you!

Fifth, if you offer consulting or coaching services, you should consider setting up at least an initial consultation *using the new e-commerce or shopping cart feature on a website...* your own or one like WomensSupportTEAM.com or Pkg4SucOnline.com. This also applies to physical or downloadable informational products.

Contact **Paula Constantino**, online and social entrepreneur, at paula@w-s-team.com or go to WomensSupportTeam.com and PackageYourself4SuccessOnline.com to learn more.