

# 5 PILLARS OF ONLINE MARKETING



## 1. CLARITY ON THE ACTION YOU WANT

You can certainly get started building your online audience before you're ready to sell (books? services? digital products?) but don't go too far before you know: **What** it is you want people to *do*? **Who** is in your ideal audience?



## 2. A SIMPLE WEBSITE

You can hire a professional website designer, or you can create your site yourself. Either way, in the early days, **keep it simple**. Try to find a tool where you're comfortable making your own updates, as things change. Be prepared to **iterate** so you don't get paralyzed by chasing "perfection" here.



## 3. ONE METHOD FOR BEING DISCOVERED

Choose here from guest articles, speaking appearances, collaborations, podcast interviews, live events, client referrals, and SEO. **Don't fall into the trap of trying to be everywhere**: it's exhausting and doesn't work.



## 4. A WAY TO KEEP IN TOUCH

An **email list** is ideal for this purpose, but if you have a strong following on social media or YouTube, you *might* choose to pursue these instead. Remember, though, you don't "own" the right to contact people through those methods; algorithms can and do change.



## 5. REGULAR NURTURE

When people have told you they want to hear from you, either by joining your email list or following you online, **make time to keep in touch**.

Chances are you'll need to build the relationship, nurture their willingness to buy, and remind them of why and how they should pay you for what you do. The higher the price of what you're selling, the more time you'll typically need to allow, before someone is ready to buy.

For expert help with 2, 4, 5 and friendly mentoring for 1 + 3, visit:

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