

HOW TO SELECT THE MARKET OR INDUSTRY IN WHICH TO START YOUR BUSINESS

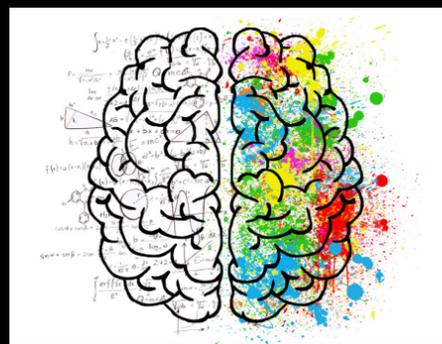


START WHERE YOU ARE

Take stock of your interest and passions. Write down every interest you have. Over 3 days, cross off anything on the list you cannot see yourself doing for 5 more years. When you are down to 2-3 options, research deeply until you decide which makes the most sense for business based on the data.

CHOOSE WHAT YOU KNOW

Choose an industry that you have the most connection to and a market with which you are familiar. Look at where your networks sit and where the demand is.



THINK ABOUT THE VALUE YOU CAN ADD

If you are offering a product, what is your ability to produce/provide it? If you are offering a service, what is your experience/expertise in providing that service?

DO YOUR MARKET RESEARCH

Leverage search engine optimization (SEO) tools to see what people are searching for and what people are interested in and then build a business to respond to that demand



MARKET RESEARCH TOOLS

- [GOOGLE TRENDS](#)
- [MARKETRESEARCH.COM](#)
- [COMPETECARIBBEAN.ORG](#)



GET A CONFIDENT START ON SOCIAL MEDIA FOR BUSINESS



PERFECT YOUR ELEVATOR PITCH

Practice articulating who you are and what you do well. This will evolve as your brand and identity expands. Practice makes perfect. Share this with your audience consistently.

TALK ABOUT WHAT YOU KNOW

Get comfortable talking about your strengths and be secure in your knowledge. Pick a platform you are comfortable with to get your message out. Like video? Try Instagram. Prefer to write? Maybe start blogging.



SHARE YOUR ACHIEVEMENTS

Think about measurable, significant accomplishments (beyond awards and certificates). What are you proud of? Show your audience why you are credible and how you can achieve results. Make sure you can back up your claims!

BE CONFIDENT AS A BEGINNER

Document your journey even if you are a beginner as others who are starting can learn from you. Curate events and create opportunities for people to learn even as your following builds and people start to connect with and trust you.



LEAVE YOUR EGO AT THE DOOR

Reaching your audience means making your content relevant to them. Ask about their problems and pains. Get to know them. Build trust. Provide solutions to their problems.

Most Importantly, Be Consistent and Authentic

For more information:

BUILD AN ENGAGED AUDIENCE ONLINE

BE CLEAR AND CONSISTENT

Announce what you have to offer. Be confident and share your observations.

Make a schedule for posting and repeat your message often.

Why are you doing what you do and who are you trying to target?

USE SOCIAL MEDIA IN TANDEM WITH A WEBSITE

Put "breadcrumbs" on your social media to drive traffic to your website

Even if you do not have a high number of followers on social media, get your content in front of powerful people in your industry on LinkedIn, industry blogs and your website to create a global reach

UNDERSTAND YOUR AUDIENCE THROUGH DATA

Use digital tools to collect and analyze data on audience.

Ask questions! Use Direct Messages, Polls and other tools on social media to understand the pains and concerns of your audience

Use your website as an integrated hub to collect and analyze data to remarket products and content to visitors

FIND THE RIGHT DIGITAL TOOLS

COLLECT/ANALYZE DATA ON WEBSITES

- Facebook Pixel
- Google Pixel
- Notification marketing

WEBSITE MONETIZATION

- Google AdSense
- Affiliate marketing
- Upload digital products for sale

PAYMENT PLATFORMS

- WiPay
- PayPal
- Paywise

WEBSITE DEVELOPMENT

- Wordpress
- Wix
- Squarespace

VIRTUAL ASSISTANTS

- virtualstafffinder.com
- peopleperhour.com
- Upwork

PAYMENT PLATFORMS

- WiPay
- PayPal
- Paywise

BOOKING PLATFORMS (FOR ONLINE APPOINTMENTS)

- Calendly
- Accuity
- Setmore
- Checkfront

INVOICING/ACCOUNTING

- Quickbooks
- Wave

FILE/DATABASE MANAGEMENT

- Dropbox
- OneDrive
- Box

EMAIL MARKETING

- MailChimp