

Digital Business and Startups

by GregDeTisi - Friday, April 12, 2013

<https://THEMALLBUSINESSGROWTHBLOG.COM/digital-business-and-startups/>

Digital Business and Startups

Digital Business and Startups are something which people refer to as a TECH driven venture.

These can vary greatly.

A team of dynamic focused fresh faced youngsters getting together and trying to evolve an idea or solve something, and will often disrupt an existing market.

They may innovate a current idea or product or even invent something which has yet to be created.

Whilst attempting to monopolize the current solutions out there, to become the dominant choice of a particular type of buyer, customers or client.

Think of AirBnb, PayPal, LinkedIn, Whatsapp and more, as some of the greatest known online startups of recent times.

And these continue to expand.

Think also of the Silicon Valley and those who are students of Stanford's tech startup community where some of the greatest ideas have become Multi Billion dollar Businesses.

Note: I can highly recommend that you check out Stanford Universities Start up trainings for your iPhone, if you wish to study on your phone in-between working in your daily routine.

You can watch and listen to some of the worlds greatest and freshest young entrepreneurs giving talks, workshops and presentations on the most successful brands from the brightest business minds around today.

It is a great education and the lessons are going to give you greater tools and resources as you gain business experience and become an expert.

Entrepreneurship Courses

[CLICK HERE TO SEE THE FULL RANGE OF STANFORD COURSES](#)

[CLICK HERE FOR STANFORD ONLINE COURSES](#)

A startup is primarily focused on those companies that are innovative or that make use of new technologies, but there are differences between startups, scale ups and tech companies that are worth understanding. So I suggest you study the link below:

[CLICK HERE TO READ THE DIFFERENCE BETWEEN A STARTUP A SCALE UP AND A TECH COMPANY](#)

In many countries it is increasingly common to start a Startup in the tech area, because we all have access to it.

And the very fact that we are living in a world where this is now the norm means that many now can take advantage of exploring innovation and evolving existing ideas.

What is exciting here is that something could become a new world class product or service.

Digital transformation

Simply the process of adding and implementing digital technology by any organization or business, in order to create new products or services, or tweak current products or services.

This includes the day to day operation by teams by implementing business processes into a digital format.

This implementation enables the integration of digital tech to work in all aspects of a business.

This can support how a culture may operate and effectively deliver the unique value proposition to clients and customers. This also enables teams to test, experiment and grow through adapting, adjustment and strategic action.

Digital Business and Startups

Technology and change

One of the major core components of this movement is the ever changing technology landscape.

So much more is possible now than just 10 years ago because of the rapidly developing digital age.

AI Technology is one such area.

I'm sure you are aware of the rapid expansion of AI in many business areas.

[CLICK HERE TO SEE 60 AI GROWING COMPANIES AND STARTUPS](#)

The great thing about a startup is time, as the nature of development means it may allow a team to take an idea and literally make it global within 6-12 months.

This is something which was of course not possible once, but today anyone can leverage this type of opportunity in this age.

Now as technology moves ever forward and enables us to create new products and services it has also become a part of most business set ups and structures, and most business models depend upon the use of technology in businesses to some degree, regardless of how traditional the model may be.

What this means is that there are many opportunities for enabling existing models to benefit from your idea/s.

A whopping 90% of ALL business owners today say they use some kind of digital element in their business

So I will be touching on this area in this page.

As understanding the need for digital business and startups today in our market is critical to the UK economy.

Perhaps you are keen to start a digital business or startup, or even start a new career or role from this, so let's look at the place of Digital Business in the future of society.

Digital Business and Startups

Digital Business, is the application of information and communication technologies in support of all the activities of business.

And with Commerce today, there is a significant increase in buying online, which constitutes the exchange of products and services to customers, but also between businesses, partners, groups and individuals.

Typical examples of Digital business models would be:

This means that Digital business operation is now an essential activity of many existing businesses and platforms, and a firm part of all new businesses.

Both e-business and e-commerce areas act as just a fraction of what constitutes the overall Digital Business arena today.

This may constitute in the sales of physical products/services, whereas others will sell virtually. When selling virtually it simply means the operation of using certain processes combined with tech to connect and communicate with the customer.

All future visionaries, experts and business leaders will need digital business and startups skills.

This means all forms of digital training will be an asset.

Thus leaders will need to learn and develop digital skills and understand technology capabilities in order to understand how to execute an effective and robust digital strategy.

By 2019 digital skills were a requirement for almost all business owners and operators, and are just as important as other major business skills.

The great news here is that this will mean new roles will exist in this ever changing environment.

By the year 2020 25% of the worlds entire economy became digital.

There has been up to 40% higher salaries for digital marketers compared to traditional marketers, and the world had spent around \$335.5 Billion in digital advertising expenditure by the year 2020.

FACT: Those that did not respond to the digital business skills needed by 2019 fell short compared to competitors.

Digital Business and Startups

Ecommerce and e-business

If you are looking to start your very own ecommerce Store you can take a peak at Shopify's link here, so you can become more familiar with how it all works and what the processes are:

[CLICK HERE to Start Your Very Own Shopify Ecommerce Store](#)

If you are looking to start a tech startup then this is a site that I highly recommend.

[CLICK HERE TO TURN YOUR IDEA INTO A BUSINESS](#)

Meaning of Electronic commerce

This focuses on enabling customers to buy with ease and with convenience as is expected today.

This may include anything from a simple eBay store to a huge company or corporation which has e-commerce built into its structure.

Anywhere where there is an online transaction made.

The external activities and relationships of the business with individuals, groups and other businesses or e business refers to business with help of internet i.e. doing business with the help of internet network.

The term "e-business" was coined by IBM's marketing and Internet team in 1996. E-commerce (short for "electronic commerce") is trading in products or services using computer networks, such as the Internet.

Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail.

Digital Business and Startups e-business v digital business

The distinct difference is that e-business is ALL business online acting as a kind of blanket subject, unlike Digital Business which can mean any technology enhanced structure or system in business.

So as e-commerce is the buying and selling specifically of goods and services.

Most businesses today have some kind of Digital Business or e-business section to their operation due to the demand of such features by consumers and customers and market trends.

This is why digital transformation is so important today.

What is a Digital Offering?

Different to a digital model, an offering is an extra or added offer to an existing offer. This could be in the areas of Information and/or communication. The types of digital offerings are often services that enable communication between customer and company.

It may be something such as a chat-bot, messaging, apps, video, email services, social media and more.

This is alongside the digital business model that should be delivering a unique value, and USP or unique selling point to bring a solid choice that can outperform other offers out there.

Covering all angles in your business

Be mindful that an information website or e-commerce site houses information for customers, whilst a business may still have a physical store or traditional bricks and mortar business.

As a blogger, I create content and eBooks. That is my primary area of focus. All of my information on this blog houses what I do, and there may be links to others products, services and offers. But essentially

everything connects.

You may prefer to run a type of online store model selling either digital products or physical products. If you take e-bay or amazon as examples, they are typical of e-commerce stores. And there are many courses out there which you can choose to help you set this up.

So you might be selling physical and digital products, and a customer will buy 'only' from your online store. But some companies that are physical enterprises may also have that online presence, perhaps on eBay or another platform also to ensure they maximize their selling power.

Digital Marketing

This is when marketing using online-driven digital tech such as Laptops, iPads, desktop computers, mobile phones, and so on, alongside certain platforms is used to promote your products and services.

What are the various types of digital marketing one can use currently:

Content marketing = Much like I am doing here. I could use this content to market my own products or other peoples. Or drive potential subscribers to my automated e-mail marketing list.

Email Marketing = that is when I use the online digital marketing to take subscribers to my list where I then offer value driven content, offers, polls, surveys and so on and ultimately will sell and earn from that list. And possibly lead these subscribers to another list.

Affiliate Marketing = This is where I may share and or promote my own or other people's products/services and corresponding links to earn revenue streams, whether this is from one off commissions or a percentage of a subscription fee relating to a site or product I promote.

Pay-per-Click or PPC = Is a model online created to drive targeted traffic to blogs/websites/salespages etc, where the advertiser pays a publisher when the ad is clicked. It is important to know the budget limit so as to measure costs. This model is commonly connected to search engines such as Google.

Search Engine Optimization or SEO = Is when content is created strategically to use the right amount of key words to help the search engines to find your content relevant. Which in turn supports users (those searching on Google) to find your content/site. There the user can decide the next actions, such as whether to click through to your website or not.

Social Media Marketing = This is where you would use a platform like Facebook, Instagram or X and various others to build relationships and engage with existing and potential customers in order to advertise and promote particular brands. This can involve the promotion of new services or products, or events and trainings, so as to connect with your customers using comments. And importantly ensuring that this is achieved through optimized content that encompasses your unique set of brand values.

[CLICK HERE TO SEE 5 SOCIAL MEDIA MARKETING STRATEGIES](#)

Marketing Analytics = Capturing data through research to determine how a particular marketing technique performs. This enables greater accuracy around measuring effectiveness through the application of technology and through analytical processes. This means you can identify human drivers and actions to tweak marketing efforts and campaigns. Ultimately reducing wasted budgets on marketing efforts.

Mobile Marketing = Means advertising to promote products and services using your mobile devices. For example - using a smartphone, it means one can market on the go, on a train or wherever, and it enables anyone to use the features of modern tech. But also identify demographics and pinpoint specific areas to market in.

[CLICK HERE TO TAKE A DIGITAL MARKETING SKILLS BOOTCAMP COURSE BY FAREPORT](#)

Fancy Starting A Tech Startup?

I highly recommend you study the Stanford Business School Free Online training - I have been through it extensively and there are amazing talks, audios and pdf's you can download and study.

You may install this on your I-phone in your iTunes U app and look for Sam Altman trainings on Starting a Startup [CLICK HERE FOR THIS](#).

It covers just about every area and subject of Tech Startups you could ever need, and is hosted by many bright minds, millionaires and Billionaires.

This is from the Y Combinator success of many of the greatest brands we see today. Go here to the Y Combinator site if you wish to become a Start up founder <http://www.ycombinator.com/>

Consulting and other models

Whether you are starting a consulting business, a bricks and mortar shop or an e-bay business or Amazon business you still have to know a few things about Digital Business in order to maximize your chances of growth and success.

You may be a budding freelancer in any number of areas, but in order to maximize your positioning you must leverage the right tools to support your name and brand.

I began my eBay business many years ago, and once I had built it enough I learned to scale it up and create an ecommerce store which is very popular now to do. That was a great learning curve, and led me to further my education, which in turn helped me move from this area into Blogging, as I preferred writing.

So it is also possible to move or switch into other areas, or even work in a variety of areas.

Perhaps you would enjoy mentoring or consulting to help others in their small businesses?

[CLICK HERE TO SEE HOW YOU CAN BECOME A BUSINESS MENTOR - VIA ENTERPRISE NATION](#)

As a Digital Business entrepreneur I may apply any number of Digital Business tools or resources and promotional products under this umbrella and so for me, Digital Business is the most powerful and flexible area to be in today. Why? Because there is so much scope with using it, and it may be applied to most business sectors.

Wondering where to begin?

Here are some types of digital business model:

FREEMIUM

ECOSYSTEM

ECOMMERCE

SUBSCRIPTION MODEL

MARKETPLACE

CONTENT MARKETING

AFFILIATE MARKETING

ON_DEMAND MODEL

AD-SUPPORTED MODEL

[HERE ARE 7 OF THE MOST SUCCESSFUL DIGITAL BUSINESSES VIA FORBES](#)

Here are some business types so you can see what may resonate with you most:

1) Digital selling which is a vast arena in itself now, A.I. ecommerce, Freemium, Innovation, data business, Social media, subscription, training and Coaching, writing business, blogging = All virtual business and online transactions (may include over the phone transactions)

2) e-bay, Amazon, ETSY, Shopify store = e-store selling physical products online either wholesale or drop shipping. I can highly recommend a guy call Anton Kraly who as an expert to study in Drop shipping.

3) Bricks and Mortar business with digital element i.e shop or van = selling physical products offline and/or online [You can look at starting a Bricks and Mortar SHOP HERE](#)

4) A Tech Startup [CLICK HERE TO EVOLVE YOUR IDEA INTO A BUSINESS](#)

What is a digital asset?

Anything you own that is in digital form, and has a specific usage.

This will also have a specific permission for use.

They are only assets when they come under those above areas.

Example: This may include crypto currency, personal data, images and papers. For example, if you have a manuscript that you have written and own, this is an asset. The growth with digital assets is continuously on the rise, because of the world we now live in, both personally and professionally.

This is where you should be aware of Intellectual Property

Essentially this means the stuff you own and have created. So you will need protection to ensure no-one is able to steal or duplicate your property.

What comes under this?

Books you have written

The personal designs of your brand, products and services

Your ideas, innovations and inventions

Personal brand names

Anything you create whether digital or physical

This is why we see a 'C' or 'TM' for copyright or trademark, and when an inventor has a patent, so that they can protect themselves.

Depending on what you do, the protections will vary and you should research whether or not you are protected.

For example; as an artist and ideas guy myself, I ensure that I protect everything from my art, to me eBooks to my ideas for innovation.

I own this property and I can decide whether or not it requires protection or not, 'or' I have purchased this from another.

I may also co-own this, and it might be sold to others.

So, ensure you are clear on what you own asset wise, and whether or not this protection.

Digital Business and Startups - basic structure for starting out

My advice is always start with looking at CORE PASSIONS. And if not passions, look at skills, talents and strength areas, and then look at a market need.

If there is no need could you create one in a new market?

TIPS:

1. Who then might your customers be, and what are their exact details?
2. Start a buyer persona, so you can define an ideal profile of your potential buyer, through deep research and data.
3. Once established ask yourself 'how this is best put together'. What model and structure will be right.
4. Starting a micro business can be very reasonable, but you may need to borrow money if you are creating a startup, so explore this.
5. Its time to carve out your unique brand. Do you need to hire designers? What about website builders? Who will write your ads?
6. Look at sales options. How will you sell? Are there various sales channels? How will you test what works best and worst?
7. Customer service. Know your laws and aim to delight customers. Create rapport and ask for great reviews. Get your T&C's right.
8. Explore all ways to manage payments & customer journey. Will you need to use certain banks, digital payments and cash?
9. Building your team and finding the right types, and defining culture. Then scaling with them.
10. Continued growth, adjusting, adapting and staying ahead of the curve. But also ensuring you are primary choice in the market.

you will start to formulate 'what type of business model' digital business and startups area you may be best suited to - and what your role could be. We all need a ROLE defined so we can excel in this area and allow our teams to excel at what they are best at. Have a think about the various business models out there whilst also looking at what you may wish to sell and how you may wish to sell it.

Look at your passions, skills, experiences, where others complain, what other say you are great at etc.

Market needs and demands need to be studied and you need to know how you will best take advantage of digital business and startups areas where you can establish the competitive edge.

For me it was about finding my passions and working from that point. I discovered my passions, developed them and designed a business model around this and from deep research. But I also ensured that I leveraged all digital channels so that I wasn't missing a trick when capturing the eyes and attention of my ultimate client.

If you wish to sell on Ebay and/or amazon or ETSY then get used to selling this way with a basic store initially as it may be a great place to begin if you wish to sell physical goods.

This way you can get used to the business model and how transactions work and use all of the tools Ebay and other provide you.

From here you might start a niche store of some kind. This is so that you can gain invaluable experience selling and understanding how selling works on these platforms.

Digital Business and Startups

This will give you the edge and the knowledge and ability to succeed way faster with an online store.

As a small business coach who has over 10 years experience in building businesses Growth - I help passionate committed people all around the globe to create sustainable business models whether it is online or offline incorporating Digital Business or e-business into the system which is exactly what I have talked about here.

There are many many Digital Business and Startups business models these days and some examples are..

A BLOG OR VLOG OR OTHER CONTENT CREATOR

An INFO DEALS WEBSITE - such as 'Go Compare'

An Ecommerce website - such as E-bay or Amazon Store and using Shopify or Big commerce to set up your own store

Selling online courses - such as health, wealth, fitness, saving money for example. Find your expert area apply what you know

Consulting or training - such as I used to do supporting other businesses or in any chosen niche

Writing eBooks or reports to list build - such as I do now

Offline business with e-commerce list building and online presence - such as almost all stores today

Evolving an idea in a tech startup - Become a founder and think of ideas and potential markets, where are there tech solutions needed. Also, every online app you use, could you create your own app?

Franchise or established company - could you buy an already established franchise or company in the digital space? Or could you become a partner? NOTE: Often it's a great idea to work with an established brand name and to plug into the system already created to earn revenue. As it can act as a kind of blueprint to copy.

TikTok, Patreon and OnlyFans is often popular 'yet' it can be controversial in its ability to create X rated or potentially underground content, and it has created many millionaires. For example; one man that lived in Italy was out of work from a factory he used to work at, and decided to start making small videos for entertainment, these were all above board, and very popular. He made millions from his content from TikTok alone.

Gaining ideas from studying success stories

Whatever business you intend to look at deeper you must also look at list building. I won't get into that here and now but just know that ALL business will grow much healthier with a list building presence.

Subscribe to some experts lists to get an idea of what they offer you so you can see how they operate.

TIP: Learn how to create sales pages so you can build a list of loyal subscribers that you can later sell to.

The key is to start by establishing where you wish to focus and if it is Digital Business model of some form then look at where your skills and worth will be best spent. In other words find your role in the business and hire others to help you with your weaker areas. Such as with Tech startups and innovation you will notice that teams have to work with a shared vision and message in order to be most effective.

With the e-bay business model you can literally start right now by selling things around the home and build up your experience so that you know what you are doing and as you are building your Ebay business you can start researching niche markets that you may wish to work in. Some markets are saturated these days so it takes some work to understand how to be a dominant seller in a popular area OR branch off into a sub-niche maybe. This all comes with taking consistent action and non stop learning as with all business areas.

NEED HELP SOURCING PRODUCTS? SALEHOO WILL HELP YOU SOURCE PRODUCTS TO SELL

[CLICK HERE TO SOURCE PRODUCTS WITH SALEHOO](#)

[LEARN MORE IN-DEPTH ABOUT DIGITAL BUSINESS FROM FORBES HERE](#)

READ THIS ARTICLE ABOUT WORDPRESS VERSUS SHOPIFY If you are thinking of starting an online shop

[CLICK HERE TO LEARN MORE ABOUT WORDPRESS AND SHOPIFY](#)

Want to join Shopify now the Number 1 E commerce Platform for dropshipping and wholesale?

[START YOUR VERY OWN SHOPIFY STORE HERE](#)

What will you sell if you start a Digital Business?

[CLICK HERE TO SEE 11 OF THE MOST POPULAR DIGITAL BUSINESS MODELS \(RECOMMENDED READ\)](#)

How did you get on? Useful isnt it!

So, you have to know 'what to sell' and what area you can most excel in. And why! If there is no demand or potential market then there is unlikely to be buyers.

And you have to know WHO YOU ARE SELLING TO.

8 out of 10 businesses fail because they don't know WHO they are selling to and they have not applied enough research deep and narrow into their niche market.

You will also need to know how you will create repeat custom as loyal buyers/customers is crucial to a buoyant and growing enterprise. Now, for example, if you sell consumable goods then you will want customers coming back to you time after time as they like you and trust you.

If you sell digital goods, you have to bear in mind that things can go wrong so you have ensure that you are covered and you are prepared for returns and how to deal with them.

The profit margin with consumables will be a lot less than a digital item for example but, there are good points with both of these areas.

There are many other areas but generally I wanted to show you examples of the two major areas of selling online.

Remember that - Digital Goods do not constitute for ALL Digital Business. Digital Goods means selling physical goods, Digital Business in general covers all Digital business meaning that - in any business there may be a tech or digital need in order to enhance or improve on a current system or piece of software for example. So, there really is a huge area to explore here.

If you are passionate about selling digital products but don't wish to create your own the you may consider a franchise opportunity such as CEX. This company is considered to be a recession proof business model because of the fact that, technology is always changing and thus there will always be people selling tech goods which CEX buy for a good margin. Franchises will vary in price but, for one of these stores you may be looking at around £250k.

Whatever you chose to do - SIMPLY GET TO KNOW YOUR MARKET!

Quick story: Recently I had a Dictaphone by Panasonic and I nearly threw it away. As it turned out it was a VERY RARE ITEM.

It was worth around £1000.

Most of these items are usually around £20-£50. Was I shocked? YEAH OF COURSE!

What I am saying is it pays to know what you can make money with and what the WORTH OF ITEMS ARE.

YOU MUST KNOW what your items are WORTH and you can then start looking at volume versus value.

You could sell in volume so many items to create good margins OR you could sell more rare or exclusive items and sell less for the same margins.

So, What Would Your Ideal E-Commerce Store Look Like?

What can you really imagine yourself selling? WHY?

Ask yourself questions such as:

- 1) WHAT WILL MY ROI or RETURN ON INVESTMENT FOR EACH ITEM?
- 2) IS THAT ITEM IN A HIGHLY COMPETITIVE MARKET? TOO COMPETITIVE?
- 3) WHAT NICHE IS MY PASSION, SKILLS, INTERESTS ETC?
- 4) WHERE WILL I SOURCE THE STOCK FROM IF NEEDED? UK OR ASIA OR BOTH?
- 5) WHAT HAPPENS IF I NEED TO RETURN ITEMS?
- 6) DO I DROPSHIP OR HOLD STOCK - Drop shipping is a great way to get started with little costs as you will receive a percentage of what you sell without holding stock
- 7) IS WHAT I SELL IN TREND/ SEASONAL/ DOES IT MATTER?
- 8) DO I HAVE MY OWN PRODUCTS?
- 9) COULD I CREATE THINGS TO SELL?
- 10) Or Would I prefer a Tech startup model, or some other Digital Business model?

- 11) Perhaps a Franchise or Traditional business is more suited to me?

You have to consider many things and I suggest that you explore all business niches and types but certainly bear in mind that - the Digital Business is a major growing area.

DID YOU KNOW: With ebay - On average - most people have around £3000 of stuff in their home 'that they don't need' So GET RID of some stuff and build up a great rating to start with.

You also really want to get 100% record from buyers/reviewers on your site to build trust and to associate you with trust and quality.

Customer service is VITAL AND KEY TO YOUR FUTURE SUCCESS in all business.

Always be sure to refund people and keep them happy so that you keep a clean record.

I cannot tell you how important it is to start off with a 100% record in your eBay selling business.

With all areas of e-business you will have people complain and this is a part of life, but you can learn from this and seek to improve.

It really pays to learn how to improve as it can help you to work with the customer.

DID YOU KNOW: You can create a healthy income month in a Consulting model, with courses,

eBook sales and list building, by being the 'go to' person in your niche.

DID YOU KNOW: 8 out of 10 business fail and 70% of people never create their dream career or role.

97% of students who take online course never finish them. Why is this good to know?

Because firstly you don't want to be a business failure, you don't want to be un-happy in your career, nor do you want to fail in a course before you have even started.

TIP: I mentioned before that you can begin to either CREATE YOUR OWN Digital Business PRODUCTS or outsource items.

So my advice would be to research other experts and see what they are selling now so you can get an idea of what to you may wish to do.

Connect with those who are creative and successful and see what they are doing.

You may even be able to find other Digital Business experts and share their revenue.

It is also possible to create JV partnerships and leverage from other experts knowledge and experience.

Your goal is to create your own small business or Digital Business which is highly trusted and respected and of course has a great brand message and vision and where you can grow a team and scale. This may require you hiring other seasoned experts to help you.

Digital Business and Startups

Digital Business and Startups

WHAT TO DO KNOW ABOUT Digital Business?

- 1) First off start by studying other successful experts and ask questions
- 2) Research your ultimate niche market and what you and where you will be the AUTHORITY IN!
- 3) Explore other sellers and see what they are doing exactly and look at Great WebSites

- 4) GET HELP! IF YOU NEED BUSINESS CONSULTING ON this FIND AN EXPERT.
- 5) CHECK OUT trends and growing markets AND LOOK AT WHAT'S HOT. FIND A NICHE THAT YOU CAN DOMINATE
- 6) MAYBE MOST IMPORTANT! TAKE ACTION TODAY! NOTHING HAPPENS BY READING ALONE

SALEHOO MAY HELP YOU SOURCE PRODUCTS TO SELL

[CLICK HERE TO SOURCE PRODUCTS WITH SALEHOO](#)

I do teach micro and small business clients niche the discovery training of ideas and setting up a brand you can be passionate about as a part of my Small business consulting, so if you are considering a new career online then I can help. In The MEANTIME GOOD LUCK WITH YOUR NEW Digital Business VENTURE.

I can recommend that you check out these posts about digital transformation and change also:

[CLICK HERE FOR HARVARDS DIGITAL TRANSFORMATION TALENTS](#)

In an AI driven tech environment today we need the right tools. These are the AI TOOLS THAT ARE RECOMMENDED BY ME:

CHAP GPT

[MURF AI TECT TO SPEECH](#)

Want an E-commerce store? Here are some Digital Business RESOURCES:

- TRY ALIBABA.COM FOR A HUGE VARIETY OF GOODS TO SELL
- > STUDY EXPERTS IN SELLING e-COMMERCE GOODS
- > LOOK AT THE WHOLESALE FORUM FOR TIPS AND TRICKS
- > LOOK UP TERAPEAK AN EXPERT IN SOURCING POPULAR PRODUCTS
- > STUDY AMANDA O'BRIEN AN E-BAY AND AMAZON EXPERT
- > LOOK AT SALEHOO FOR SOURCING PRODUCTS

> Start a [FREE SHOPIFY](#) OR BIG COMMERCE ACCOUNT

Remember also that you can find many Digital Business resources at my web site and with my coaching.

Hopefully now you have some better awareness of which kind of Digital Business, area or business model you may wish to look at deeper. If you need some help with all of this then consider getting my help as I have already helped thousands of clients from all over the world to create sustainable and fast growing online businesses and scale them up fast with minimal costs. I teach everything from turning passions into profits including, niche discovery, building a brand, Scaling, Measuring growth and metrics, knowing your customers, building a loyal following,

Finally

Never forget that ALL BUSINESS is the same in that there are business owners, suppliers, banks, customers, sales and contractors who all relate to your business.

And this is through how you communicate your message with them and to them.

No matter what type of business you wish to run you have to understand that there will always be certain processes and principles which need to be understood.

Just because you may wish to run a totally Digital Business and have everything at your fingertips it doesn't mean that it is any less of a business, or that you should negate the most important factors when setting it up in the first place.

If you need help with this then contact me to ensure that you start your startup the right way.

Digital Business and startups are here to stay, as far as we know, just as much as football will always be watched. So don't get left behind by ignoring what is required of you now when moving forward in a startup and staying relevant to stay buoyant.

All the very best in your Digital Business and Startups journey

Greg.

Digital Business and Startups

Business communication is an area where you can reach your goals through information sharing between teams, partners, suppliers and more. This ensures an open and transparent way to be on top of business operation, and be aware, thus giving you an advantage over competition.

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