

6 Powerful Tips To Unlimited Online Success - Greg De Tisi (PDF)

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Time For Your Online Success!

Let's get right to it. Here are the 6 areas which have most impacted on my life and business and - I will be focusing on these as these can change your entire life and income.

- > Care Or Compassion
- > Customers Needs
- > Clarity
- > Continued Action
- > Captivating Your Market
- > Capturing Customer's Details

Let's look at my online success tips a little deeper and let's talk about the customers needs first with compassion

Something which seems to have been a bit lost in our world. Society is increasingly looking out for themselves and looking for the next way to get more than the next person. We have become very self interested and less compassionate from what I can see.

But for me - in business I am always focusing first on my customers and team. In doing so, I have seen way more steady growth and success.

So let's now delve into this in greater depth and detail.

> Care Or Compassion = This is something which first requires SELF compassion and care. If we do not take care of ourselves we are not a good position to take care of others. This means looking after mental well being, physical state, emotional needs and becoming a leader who is modern and communicative and a great listener in order to create a dynamic team structure, great productivity and excellent effectiveness and efficiency.

> Customers Needs = When we understand our customers and look after them by asking questions, delivering great value products and services and always looking to achieve greater levels of service and understanding we will create greater levels of retention. Also referrals, recommendations and solid reviews. So, it literally pays us to get it right.

> Clarity = We need to know exactly what we are doing and why. We have to know how we can create absolute awareness in our strategic objective, products and services, marketing and sales, vision, mission, teamwork, tasks and each and every area in order to drive growth and ensure each person of the team and their role is fully understood and clear as a part of the whole connection.

> Continued Action = Meaning consistency in the right strategic and specific actions required for daily growth. Through understanding the most important daily tasks for each individual and as a team as a whole.

> Captivating Your Market = Knowing your market inside out. Being better than competition and offering greater value and deeper customer experiences in order to stand out and become the monopoly

> Capturing Customer's Details = Ensuring that every potential customer is captured on a database in order to invest in potential and future customers for further marketing and promotion and sales. Keeping and retaining customers who become loyal and repeat buyers time and time again. Through email marketing strategies and other marketing strategies which have been tested and developed.

Online business is no different to any other type of business model in that it requires professionalism and expertise in it's execution. This means using a business development strategy and a thorough and [robust plan](#) by which to apply your exacting vision and mission and in hiring the right types for your team.

Now, you may not need a team or be able to afford a team, and that's OK.

Not all businesses need a team either and I personally tend to outsource my team, so essentially I work from home and in my city meeting clients and I contact my team and communicate with them all around the world. That's the beauty of working as a Coach, writer, freelancer, consultant or mentor.

But even though my team are all over the world it doesn't mean that I don't look after them, I do!

I lead and create leaders in each role and I am responsible for lifting them and empowering them to do their jobs in the best ways for optimum productivity and effectiveness. So, I get the very best from my team because of this.

I also look after my customers. Customer service is and always has been at the forefront of my operation because, 1) **FIRSTLY I CARE, SO 2) I CREATE REPEAT CUSTOM, RETENTION AND LOYALTY, AND 3) I GET REFERRALS AND GREAT REVIEWS.**

Every business should focus on delivering the greatest possible customer satisfaction in order to create loyal customers, gain market share and beat competition - but above all to run an honest, ethical, personal and transparent business which is the cornerstone of a great micro, or [small business operation](#).

That's how you and I can create more of a community feel, local feel or just REAL feel, where the bigger companies are less concerned about you and more concerned about profits. I would love to see a world where the Small business dominates sales in their respective areas, meaning we can have fair and people driven ventures where trust is at the forefront of products and services.

- Wouldn't you love to be able to know where YOUR products come from?
- Wouldn't you love to know that WHAT YOU BUY is made with love, pride and fairness?
-

I know I would! And that's why I look after my clients but also my local area and businesses where I can. I like to walk around my City and talk to passionate business owners who are keen to share what they do.

Team leadership

By looking out for my team and customers I ensure that each person is happy - and what this does is to create way [greater levels of growth](#), and more meaningful experiences.

Buying is an experience, so if you can create the very best experience for your buyers you have a great chance to dominate.

My team tend to be excited about their roles and I care about their roles, and I communicate with them and listen to their concerns, and I also do this with my customers. Without question, this changed my business from getting by and doing OK, to truly thriving and continuing to grow month on month.

So, is it that hard to demonstrate? NO it isn't! It is how all Small businesses should operate.

Being a caring modern open leader today (I think) is the absolute KEY to the future of Small and Medium business and healthy profits, whilst ensuring that the PEOPLE are happy in their shopping experience, and of course we are also happy delivering the best.

"You only have to do a few things right
in your life so long as you don't do
too many things wrong." - Warren Buffett

That's the point; if you KEEP doing things the same old way which doesn't work things will never change.

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In my Online Small Business these are probably the most important factors of my success as I have measured each and every area and above all I CARE about each area. This is why I bang on about being passionate about what you do. if you are not passionate then where will the power come from to drive yourself forward every day through challenges, setbacks and obstacles?

**We nee that power,
energy and focus.**

I am in a virtual Small business for the most part and so I have to make a great deal of effort to show that I am REAL and transparent - and that I am running a serious small business.

I'm not just hiding behind my computer writing, I am also meeting people and getting out there into businesses to connect and build relationships.

Therefore, I believe we have to structure our Small businesses in the right ways in order to really stand out, be seen and become amongst the best there is.

My goal always 'was and still is' to be the best - and in doing so I am aiming for the t

op, so this I helps me reach higher and also attract more business to me. And this is what I also help my clients to achieve in my [Small Business Coaching Training](#).

So, in applying just a few specific principles which I have mentioned this builds that all important trust and creates that repeat and loyal custom and expansion.

Compassion

This may sound like a Buddhist teaching here but bear with me:

I talk about having compassion and I don't mean that we have to be openly GUSHY or something like that but, rather we put compassion into our chosen purpose and in all that we do. When we nurture the entire process and structure with care in mind we are then seen and heard in the greatest of ways - and we also will beat competition.

Whilst you can have all the technology in the world, the best systems set up to gather information, sales driven systems, marketing, automation in delivery of products and services in a highly sophisticated ways by having sales funnels, optin forms, beautiful websites, optimized content, follow up email marketing tools, CRM software and just about every online process in place, without the emotion of PERSONAL CARE behind it all then it really means nothing.

BUSINESS IS ABOUT PEOPLE and about the relationships we build.

Although I have gone through each area which has helped me and clients over the course of 14 years to grow highly successful Small businesses, I also know that we need to start off with the right ATTITUDE towards caring for our end user. We all know that business is primarily about numbers and growing those numbers SURE, but not at the expense of PEOPLE.

So, why care about people anyway?

If you don't they will:

Go elsewhere

Give you bad reviews

Get pissed and tell their friends how bad you are

Ruin your reputation and destroy your brand

But above all that -

PEOPLE buy from PEOPLE.

So we should give a damn.

Therefore - we have to know WHY we are doing this in the first place!

Why do we want to serve these types of people anyway?

If we don't know WHY we are doing what we are doing then what is the point anyway?

WHY do you care about this type of person/customer anyway?

WHY are you passionate about XYZ?

WHY is this area right for you?

WHY would you become the best in this?

WHY are you doing this in the first place?

WHY could this be suited to you the most?

WHY could you beat others at this?

WHY could this role drive you forward more than any other role?

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So, start with WHY!

When we can start with why we are doing what we are doing in the first place then we see that we are connected to a CORE reason and DEPTH which means something. When we know what drives us, pushes us forward and makes us passionate to get up every day and deliver our very best, then this will be translated into our message and vision.

When we know the drivers and reasons for doing what we do through our roles, just as we will need to know the drivers of our core customers, we then see what have meaning behind it - and this elevates our position to one which is beyond many others who are just trying to make money.

If we are doing it for the love and to serve a purpose then i believe we are expressing that love through our products and services in our online Small business. And when people feel that we are passionate, it shows A PRIDE IN OUR WORK and caring towards them.

This is HOW ALL
BUSINESS SHOULD BE!

And, people will buy from you as the emotions are connected.

Remember that, buyers want experiences as we all do, so we can aim at giving them the very best unique experiences and thus we also win.

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Online Success Facts!

There are many ways to profit online and offline and this is why too many people get confused, as they get overwhelmed by ALL the options and information. However, when I am coaching people I always make it clear that they have to get CLEAR. This is without one of the biggest clues to online success.

Creating a solid brand online takes alot of work, consistency, application and the ability to move with changes of technology, systems and tools. This coupled with the fact that buying trends change and buyer behaviour changes of course, so we need to be ahead of the curve in order to anticipate the changes coming so we can adjust our operations, and even change products and services where necessary.

That is why I offer a DISCOVERY session with my consulting because, when starting a small business there is a great deal to become aware of and if we start wrong and in the wrong area for us, we may waste a great deal of time money in an area which we have no passion for.

Also - there are further sessions needed and deeper work involved in discovering the best placed time spent and role for you, and this is what I undertake with my clients. So, we need to first get that clarity on this area before we do anything else.

From there - we can then begin to build a bridge in order to match our core discoveries with a market need or demand and design the business model so we can then develop and grow it.

"Success usually comes to those who are too busy to be looking for it."

- Henry David Thoreau

If you are consistently applying the right specific and strategic action continually that is required of you and your team and you are able to adjust where needed - you will beat others in the same niche market. There is no question.

Making decisions

There are many choices these days as we all know - but we have to really define our ROLE and then PLACE THAT INTO THE RIGHT MARKET otherwise, we may end up trying a million things, and not giving 110% to one area enough to be effective - or for it to evolve.

This is what I love to help my clients get clarity around!

So, this means defining 'what they may love to do as a role' through with that deep exploration, discovery of ideas, design of the products and services and business model, and Business development for growth.

And, if we can create this kind of thorough process we will see a higher level of productivity, effectiveness and output.

I will always build businesses around customers and PUT PEOPLE BEFORE PROFITS and it really PAYS me to do so because from the very start the business is built from a solid foundational structure.

This is why a purpose in what we do is the most powerful as we begin by constructing it with the right

level of attention to detail and high standards.

So, I believe that the most happy and successful people are those who can do this and do so with a definiteness of purpose.

This is because - they know what they want, why and they care about those on that journey with them.

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What do you need to discover?

Do we all need to find ourselves?

Perhaps it's time for you to discover which area this might be through that deep exploration?

And from there you will be able to develop your plan to find 'who' your people might be in the way of customers and teams.

So you know what's involved in helping you deliver your best work and who it will be for.

This will also help you to really get that clarity and define your role - and thus evolve a truly meaningful business.

Here is an example for you:

Let's imagine that your online Small business is all about gardening.

You have already put in the time and effort into the DISCOVERY part and after several months of work you have decided that you are most passionate about gardening and the various areas which surround this subject.

You would really need to first of all define what area or areas you could best work in and enjoy working in so you can dominate others. As you progress through shaping and defining YOUR ROLE, you will connect with the core customer and be able to begin conducting research around who these people are.

SO WHO IS YOUR CUSTOMER? You will need to use surveys, polls, questionnaires and ask as many people as you can about the area/s you wish to learn more about. Who could these customers be?

- 1) Expert Gardeners = where are they currently going for their tools/products
- 2) Novice Gardeners = what do they need to know that you can provide in the best way
- 3) Flower Lovers = how can you stand out from competition and offer great produce
- 4) Plant Lovers = what varieties would your potential customers love to be able to buy
- 5) Garden Designers = have you created a space which is ideal for designers to explore ideas
- 6) Tree Lovers or Tree surgeons = Will these types be able to find every tool they need
- 7) Pond builders = would you have several choices of the pond shapes and building components
- 8) Shed and summer home builders = could you show some of these product built to get a feel
- 9) ALL OF THE ABOVE

I recently met a dutch farmer who grows tulips in his farm in the Netherland's and he was one of the nicest guys I have ever met in my entire life. Apart from being a great guy he also understood his slice of the market, and he knew who he catered too and for and so, in his own words he said...

'I am very happy with a small farm, and I don't need a massive farm or huge market share, as long as my customers stay loyal to me I am fine at this size and I do very well, it's enough for me'.

He knew his business and his customers and he knew that he produced enough for them. He also knew he could survive with a small local team who always helped him out and he had stand by workers in case they were needed.

So, we have to get to know what our place is in a given market, and who we are going to be aiming for and why. And we may need to build that team or to hire or outsource other experts in specific areas and roles to help us.

As you become more familiar with your ideal/ultimate customers you can start to build your business.

You can create a our blog/website like myself, and this will need to appeal to your core audience as will every product and service you offer.

You might sell gardening products or you might offer gardening services or both?

You may offer premium tools and aim for the higher end more discerning customer?

I have worked with premium businesses to do exactly that; so, it might be that you wish to cater to a specific or exclusive crowd or even a luxury high end client.

*This way you may be able
to charge higher prices also.*

So, by now you know that you will want to create deep research into discovering and defining your CORE customer base, but also those will READ/ FOLLOW your content. So, this may mean building a list and newsletter relating to your core business niche. This is so you can build that relationship, trust and become loved. And you will also be able to create offers, discounts, vouchers and other things to connect and create that loyalty whilst delivering great value.

In fact a list is vital because without you really have no online business. Whereas, if things change which they inevitably will in some ways you will still have a list whom are loyal TO YOU - and thus you can rebuild a business or change it and yet maintain that core loyal following.

In order for you to stand out more than others and gain that following - you will need to become defined in your message and differentiate enough from competition, as this is the key to MASTERING YOUR NICHE.

RESULTS

What are we aiming for?

Why are we aiming for that?

Who will help us get there?

How will we be able to demonstrate this?

So, we need to ensure that each part of the process is communicating with every other part.

Each role in the team from sales and marketing, branding, PR, website developers, managers, and more will all need to be able to understand what each person does and how it all connects to grow and hit targets in order to reach sales goals.

So, always be aware of knowing your target goal % - and what the financial impact on your costs of marketing and will be, but also 'what you can expect to see' as returns for your efforts and income goals.

As we all know - WE NEED TO KNOW OUR NUMBERS PERIOD.

And so, we also need to know 'what end result' we are seeking, whilst also knowing what our buyer is looking for.

SO BE AWARE: We want to know our income goals, but this comes from understanding our customer. Not the other way around. I see so many business owners focusing on number and desired RESULTS over everything else and even without knowing what their customers really want. I call this selling blindly.

Selling Your Business Opportunity

So, we must look at customers needs and gather data whilst we also understand compassion and clarity for connecting with them in order to build continual online growth. And we look at knowing the customer type and knowing our core brand message for delivery through systems and processes, plus the roles of each person and how that all connects as a structure.

Now I would like to talk about CONTINUED ACTION.

I cannot stress enough that THE RIGHT continued action is key. This means specific and strategic action. Which is way different to just DOING STUFF and BEING BUSY.

This is regardless of challenges and this is what 'the few successful business owners' really understand most.

Even when you take the right action, you are going to face many obstacles of course but, it is in realising that WE WILL ALL GET STUCK AND STRESSED SOMETIMES, however this is when driven people keep moving and find ways because they implemented what I have been sharing.

By the way - you don't have to be particularly SMART or HIGHLY SKILLED, but you do have to be a great action taker.

Many of the greatest people in our history have achieved unusual success BECAUSE THEY DIDN'T QUIT but they also knew how to adjust and change what was required of them. So, we all have to ask

ourselves HOW MUCH WE REALLY WANT IT and what we are prepared to give!

I don't want to bore you with the phrase 'doing the same things over and over again and expecting different results is insanity!' I am sure you knew that right? Good old Einstein, i knew he was good for something!

One of my greatest strengths is that 'I never gave up' even after a few years of frustration and with even losing money, as I knew deep down that ONE DAY I WOULD WIN. I just knew that if I kept on and adjusted where I needed to then I would get there as I knew what I wanted and why.

So the answer to ANY GREAT SUCCESS IS ABOUT CONTINUED ACTION!

And as I said, this action has to be specific. Otherwise we just work on stuff little by little without knowing if it is in fact any good or not. So, we have to work on the right tasks every day. The top 20% of tasks will create 80% of our results.

“There’s no shortage of remarkable ideas, what’s missing is the will to execute them.” – Seth Godin

So we need to take that idea to its limits - and do so by creating building a product or service which has been rigorously tested with the right types for our market.

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So, let's get to markets.

What do you already know about the area you are thinking of becoming associated with?

I am sure it's kinda obvious by now that knowing and researching your market is vital to your future success, and this ISN'T just about knowing about basic demographics either.

This means that you have to undertake thorough and deep market research in order to dig down and drill into each and every area, so that you can focus your efforts in this area and prevent the loss of marketing

costs and by just hoping and praying for results.

You can and should hire experts to do this if it's not your strength area, and I highly recommend spending as much time and resources as is needed here in order to ensure you are in a place where **you can almost become your ultimate customer yourself. This means getting inside their heads.**

We looked at defining 'who' you are aiming at when knowing your customer, and we know that we have to be very clear on what that market is. Is that market quite saturated? Is it a market which is fairly unknown? Is it a market which is tiny? Or perhaps there is no real market yet?

So, the key is in knowing
where you will serve
BETTER THAN OTHERS.

Once you have some serious research and data - with your niche, with content, keywords and with looking at competition you will then want to decide on what your products and price points might be.

*And we touched on the idea that it might be a more luxury or premium market, so you can discover who else is in the high end luxury market for this. Or it might mean being a part of a more standardized market, which also means that you need to research other businesses/companies/brands who are **ALREADY** doing something similar, so that you can gather as much information as you can in order to stand out from them.*

This is when you can slowly begin to formulate your business plan and bring your unique value proposition into focus in order to be seen and heard from the rest out there.

Your job is to CAPTIVATE YOUR MARKET!

Capturing Customer's Details For Online Success.

Think about it, how are you going to create consistent sales and repeat customers 'if' you don't have **THE RIGHT** people to promote to? if you need to continually chase new customers, this will cost you way more than serving an already hungry and previously loyal repeat buyer.

So, this is why
we can use automation
that i touched on before.

We have to shine a light in front of our potential customers faces.

There are also models such as membership sites where people are paying you every month on a subscription to use your service or product, which can be awesome - however if you don't have a membership site then how do you get repeat custom? Through communication and **WITH A LIST**.

The idea with a list is that **GIVE GIVE GIVE**. Always give away value and free stuff so that you can create a bond with your loyal subscribers. Think about it, you will have worked long and hard on your unique brand and business, so you will want that pay off, and this is achieved through:

Capturing details to offer consistent, continual, connection and communication through customer relationship building.

*Can you imagine doing all of this
hard work and then letting your
customers go elsewhere! DON'T DO IT!*

Build a worthy business capture and nurture sequence from beginning to end, because, if you leave out one part of the process, the whole thing is pointless and will fail. That's why each and every area has to connect not only on your business with team members but in the automation process also.

What I have shown you here are the initial first steps in growing a truly successful online Small business in any area. If you can apply these you will dominate and even perhaps even become the monopoly in your market. So, why not take it apply it and let me know what you think below. I

would love to hear what you have gotten from this and what actions you have taken since.

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TIP: Start your email list now.

You may have seen to the right that I give away a free business ebook? This Optin and list set up was created entirely by using Aweber. So, the Optin form you see and subsequent email follow up series was created with the Aweber tool. I have built a solid and loyal list and been able to sell to list members over a course of several years and built a great business. And I have also sold higher end products through this list. So it is an integral part of my entire operation.

The first thing you need to do now is to get your e-mail list account set up.....

[> GO HERE TO JOIN AWEBER! <](#)

REMEMBER THAT - YOU REALLY HAVE NO BUSINESS WITHOUT A LIST.

There are just certain principles to online business and indeed all business in creating consistent growth and expansion, and once you can grasp the concepts and master them you will be able to repeat the process over and over again to keep on growing and reaching your goals.

Also:

If you want to build a powerful online presence you need to have a professionally built website for your brand. Someone who knows Websites inside out is my pal Vicky.

[IF YOU NEED A PROFESSIONAL WORDPRESS SITE BUILT LIKE MINE - YOU CAN GET THAT DONE HERE BY THE WORDPRESS EXPERT I TRUST - VICKY ETHERINGTON](#)

As always i wish you the very best

Greg

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