

## VIRTUAL BUSINESS OWNER CHECKLIST FOR NEWBIES

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### ***Before your business has an online(website) presence***

- You have your business plan written out. This will be a living document that you will adapt as you pave your way through establishing your business.
- You have established your business plan for online marketing and how to reach your target customers.
- You have decided on a business name that reflects how you want to be seen and known for.
- You have decided on a website domain name and researched possible website hosts and providers.
- You have mapped out the purpose of your website and the pages you will need. For example, are you going to sell products online? Do you require an online payment processing gateway?

### ***Your business is now online***

- Your business website is live.
- You are utilising Google Analytics to monitor activity on your website.
- Extend your presence online by establishing a presence on the social media channels you will use to market your business. For example, Twitter, Facebook etc.
- You have decided on a suitable business email address for correspondence? For example, [yourname@yourbusiness.com](mailto:yourname@yourbusiness.com) or [amazingva@yourbusiness.com](mailto:amazingva@yourbusiness.com) . Most website hosts offer free email address when you also buy your domain name with them.
- You have identified local business communities and groups to start your networking activity.
- You have prepared business cards to hand out to all the Jacks and Jills you come across.

### ***Your point of difference and your service offering***

- What is your backup plan for the data stored on your computer if something happens? For example, theft or loss of computer.
- Are you willing for customers to contact you 24/7 or have you set specific times for your availability? Is this information made known to your potential customers?
- Have you decided on a suitable financial software to store your business financials and invoice and receipt your customers?
- Have you decided on whether to put your residential address or purchase a Post Office box number for snail mail? This is useful information to sort out before you print your business cards as well as setting up your first email marketing campaign.
- Are you willing to invest time to learn and keep up with the latest software to help your clients?
- You have your first client!! Congratulations!!

