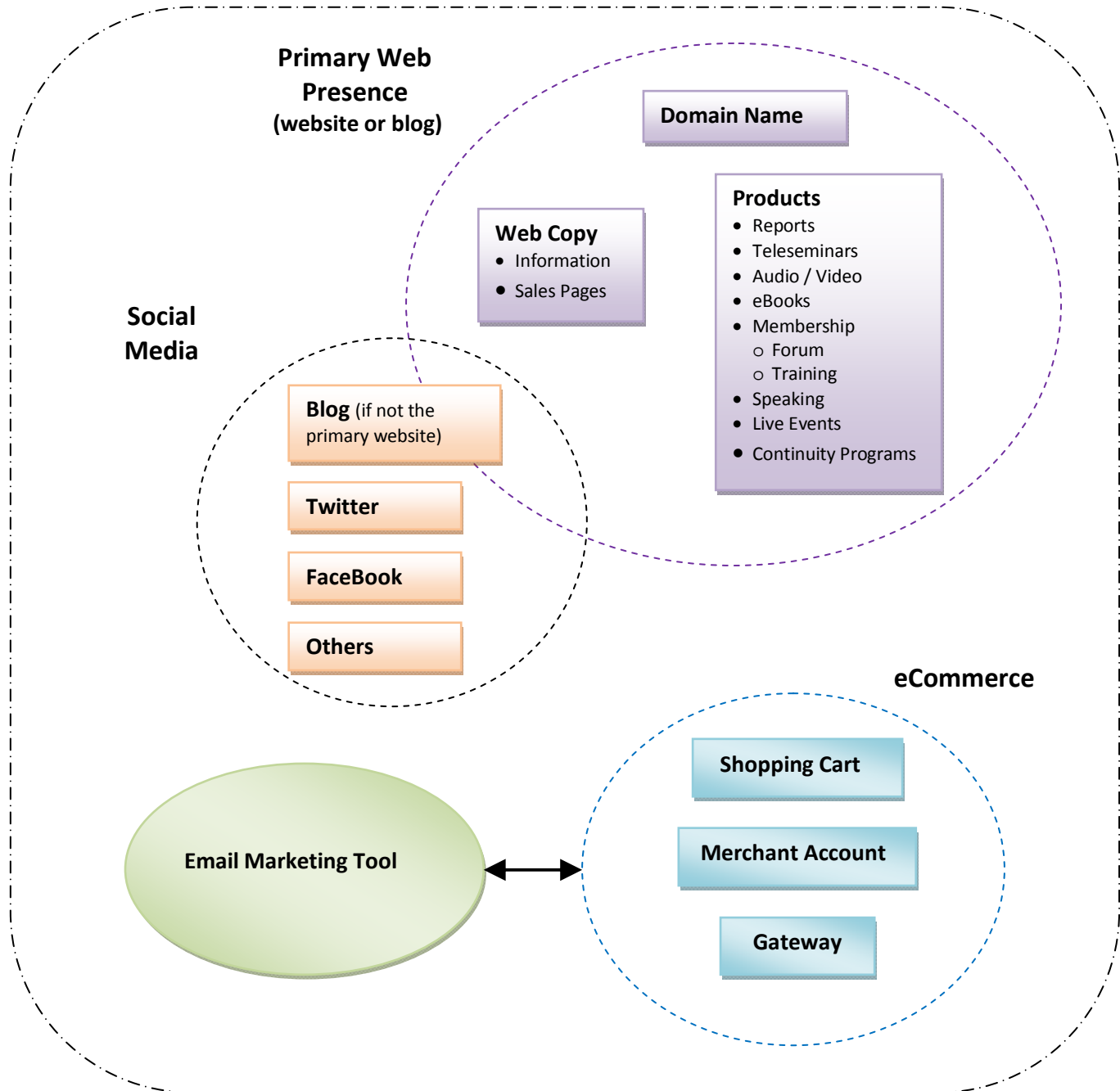




All the Pieces-Parts

Understanding the Infrastructure of Online Business

Configuration of a typical information-based online business





You Are Here —————> **START**

As you can see, there are many moving parts to creating an online business. The good news is that you don't have to do them all at once! I always recommend that clients build a solid foundation for their business, and then build it up over time.

This is a very basic checklist for planning purposes. Each item will be covered in detail in additional documents.

Monger Rule #1 = Don't spend money until you make money.

This requires a bit of explanation. This is a guideline that I wish more people would pay attention to. It simply means don't go out and dump thousands (or even hundreds) of dollars into a shiny new website unless you really can afford to lose that money. And even if you can afford to waste money, wouldn't you rather build your business on a solid foundation, that's reasonably priced, and spend the rest in Tahiti? There are much better ways to go about this whole thing, and see if you have a viable business model. **Repeat after me: *Don't spend money until I make money.***

- 1. Make a Plan – Create a basic business plan. This will help you identify your market, think about your products, pricing, etc.**
(Need help? See my Two Marg Business Plan template)
- 2. Register domain name(s)**
- 3. Decision time:**
 - a. What type of website do you need (blog or static site)?
 - b. Want to do-it-yourself or hire someone to create the website? Budget?
 - c. Do you need to accept credit cards? How fancy does the system need to be? Budget?
 - d. Do you want to do permission email marketing? If so, how much is your budget per month, if any?
 - e. What are you selling? In what format? Need to produce physical products? Budget for production costs?
 - f. Do you have time to do the homework and understand all these pieces, or do you need help? If so, what type of help, where do you get it, and how much will it cost?
- 4. Next Steps:**
 - a. Create an action plan; what is your most important task, and how will you accomplish it – on your own, or with help?
 - b. Set goals and timelines, and stick to it (I know, easier than it sounds).
 - c. Ready, Set, GO!!!!