

16 ²⁰¹⁶ Great Ideas

for Kick-Starting
Your Business
In the New Year



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Welcome!

Do you want to infuse a surge of motivation, profits and new customers into your online business right out of the gate this year?

The New Year is perhaps the best time of the year to get something new started. It's a great time to break out of old habits and experiment with new potentially lucrative habits.

It's also a great time to look back over the last year and see what worked and what didn't work, and to identify new opportunities and to go after them with vigor.

Here are 16 ideas to help you kick-start your online business this New Year, but whether you're reading this at the beginning of the new year, or it's the middle of July, the ideas you'll find in this special report — when implemented — will help you move your business forward fast.

Note: When I refer to a product in this report, I'm also talking about services. I tend to think of everything we sell as a product, even if it's technically a service. So even though a teleclass series might not be a physical product that you ship to someone, it still is a "product" you sell. Make sense?

Let's get to it!

Marty

*That's me... ↗
Marty Marsh*



Idea
#1

Introduce a New Product

One of the best ways to bring in a surge of cash is to market a new product or service to an existing list or market.

If you already have a number of people on your mailing list, then a well-planned product launch may be all you need to jump-start your sales.

Not only will you bring in cash immediately from the buzz generated from the product launch, you'll also have a new product to sell that will earn you cash throughout the year and beyond.

A successful product launch is about two things — creating a product that your market will want, and creating buzz and desire around the product before the launch date.

If you're wondering what would be the "right" product for you to create, it really is as simple as knowing your market and knowing what they want. If you know what the common questions your target market is asking and if you know what is causing them the most pain, then it should be relatively easy to figure out what product you can offer to help them.

Creating buzz and desire around a new product is about gradually revealing more and more about an upcoming product while building excitement — without revealing the product until the launch date.

Take an iPhone launch, for example. A new feature is revealed a few months before, then maybe a few "unofficial" pictures get "leaked" to the press, then maybe a few new technical improvements are talked about, then maybe there's some buzz about something that may or may not be in the phone...generating a lot of excitement, but nobody actually knows what the phone will really be like until it comes out.

Roll out a new product and then pay attention to the results. How much of it do you sell? What kind of feedback are you getting on it? What went well during your launch, what didn't? Can you improve the product (and the launch) for next time?

Idea #2

Try a Different Revenue Model

Another way you can kick-start your year is to try a different revenue model.

A lot of online business owners get stuck with making money just one way. For example, they've gotten so used to making money by selling eBooks that they haven't really experimented with other ways of earning a living. So let's take a look at some different revenue models that you might try.

When you are operating an online business, you have the opportunity to reach a large number of people who could benefit from what you're offering. Some folks have a lot of money at their disposal, others don't, some folks love you and will buy anything you offer and then there are others who are very, very careful about how they spend their money and will make a very cautious decision before hitting the buy button.

You really want to be able to sell to everyone who wants to buy from you regardless of what their circumstances are, so long as they meet the test for being your ideal client.

Different payment models can help you take advantage of all the different kinds of people who are in your customer base.

For example, if you started offering payment plans, you'll be able to make your products affordable to your lower-income user base, and at the same time you can likely sell your products at a higher price point. People are often willing to spend more money if they can pay over time.

So you might also want to experiment with launching high ticket items. What can you create or package together that you can sell for over \$1,000? This will allow you to take advantage of the high earners in your customer base, and if you offer terms, you may attract even more buyers.

If you've never sold products, try selling products. You may be generating most of your income from things like selling other people's stuff through affiliate programs or through advertising like having AdSense or other CPC-based monetization methods on your site, so you might want to have some kind of product of your own to sell, too.

16 Great Ideas for Kick-Starting Your Online Business In the New Year

If you've never tried doing coaching, you might want to try that. Group coaching or one-on-one coaching, if you have the time, can be a great way to add revenue to your bottom line.

You could create a teleclass series presented over a period of weeks and sell that for a higher price point than you might get if you were selling only one-off teleclasses. The teleclass model is a great way to add revenue and you can do one quickly and easily. There are many free conferencing services available so your costs for a teleclass presentation can be literally zero, too.

If you've been selling everything as a digital download, then you might try selling physical CD's or DVD's or printed books or special reports. This is a great way for you to get your customers' mailing addresses so you can use other marketing strategies — perhaps postcards or newsletters — to reach your customers through a different channel.

Plus, once you get a physical mailing address, you can surprise the hell out of your customer by sending them a hand-written thank you note. They'll never forget you, that's a guarantee.

These are just a few ideas for different revenue models you can try. There are many different ways you can make money online and if you haven't experimented with different revenue models, chances are you're leaving money on the table.

Idea #3 Pick 3 New Marketing Strategies to Try This Year

Pick Three New Marketing Strategies to Try in This Coming Year.

I never like to say out loud that marketing can be hard, but — marketing can be hard!

And what makes it hard most of the time is that you are either using marketing strategies that are not a good fit for you and that you don't enjoy, or you're trying to follow every new marketing fad or trick that comes along and it is making you crazy. (I've done both!) Sometimes you just try to do too much. (I've done that, too.)

Finding just one profitable new marketing strategy can increase your revenue and profit by 30%, 50% or maybe 100%! In fact, if you find a large traffic source that's profitable, you could even double or triple your revenue.

16 Great Ideas for Kick-Starting Your Online Business In the New Year

Here are some strategies to think about:

- **AdWords** – If you’ve never tried search engine marketing, now might be the time to start. It’s perhaps the most targeted way to reach customers on the Internet, but you must enter into doing this with a bit of caution. Do your homework so that you understand how this process works. You could spend a lot of money in a hurry, with very little return, if you go into this without doing your homework first.
- **Direct banner ads** – Contact website owners in your industry and inquire about buying banner ads on their sites. Often it’s cheaper to go to the site owner direct than going through an ad network, and you’ll flatter them, too, which might give you some better or longer term positioning.
- **Network ad buys** – If you have a profitable product line or sales funnel and want to get huge volumes quickly, network ad buys are the way to go.
- **Social media** – Have you ever tried a social media campaign? Social media can help you build your reputation among your existing users as well as expose you to new users. Again, you don’t want to make a huge faux pas when entering the social media world for marketing your business, so learn about how to go about marketing your business without turning off your followers or friends.
- **Partnerships** – What kind of partners might you find to help promote your products? Getting someone with a large list to promote your product can give you a nice instant traffic boost, but you may not know these people or you may just be uncomfortable in approaching someone that you think is “doing better” than you. But if you can do a joint venture with someone else then you both win. And it doesn’t have to be strictly online either. If you’re a coach, say, and you know a massage therapist, there may be a way for the two of you to partner for mutual benefit. Always look for another business that is complementary to yours.
- **Offline opportunities** – Have you tried public speaking? Or sponsoring or running events? Perhaps there are offline advertising opportunities like radio, newspaper or magazine ads, that you haven’t explored yet? Mailing a print newsletter or a postcard is a great offline method for reaching your online audience. Offline marketing is also a great way to reach people who may not yet know you exist online.

These are just a few ideas to try. Pick three of these ideas that you want to try this year and plan out when you want to try them out. Or choose four, and put one in place each quarter. Don’t overwhelm yourself. If you try to do new things all at once you’ll likely just end up in frustration.

**Idea
#4**

Revisit Your Vision and Goals

What do you want to achieve from your business? Where is your business headed in one year, five years and ten years from today?

What's the all-important "why" behind what you're doing? Has the reason changed from when you first started?

Knowing why you're doing what you're doing will help keep you motivated to stay on course. Having a clear vision statement will also help you motivate any employees you have or independent contractors towards a common goal. (Does your VA really know what you stand for?)

If you haven't written down your goals for the year yet, do so now. Your goals should be trackable, and should have a set timeframe for when you want to achieve them.

Make sure you have both financial goals and non-financial goals. Non-financial goals might include spending less time at work, being more mobile, hiring your first employee or a VA and other important milestones.

Try to set at least one goal that's extremely ambitious. Most of your goals should be realistic, but you can still have one or two "shoot for the stars" kind of goals. These are usually the most fun to work toward.

This ambitious goal can help inspire you to start hiring people to help you, especially when things are already going good. Sometimes we need other people to help us get to where we want to go. (But hire only when you can justify doing so.)



**Idea
#5**

Find New Mentors and Business Friends

Running an online business is different than running most other kinds of businesses. Most of the time you are working in isolation, without other people to talk to or to commiserate with, even if you work at home. Family members rarely really understand what your life is like, so they don't make good sounding boards.

If you're alone, you could literally be building your entire business from your bedroom or home office without meeting any other like-minded individuals.

Even if you have a few employees, you probably won't be getting much interaction. Unlike other industries where you're regularly interacting with customers, suppliers and competitors, the Internet industry tends to be a relatively isolated one.

That's why it's so important to put effort into actively meeting other people in the real world.

When you meet someone in person, you can form a much stronger connection than if you just met them online. Someone you meet in person is much more likely to be willing to share their secrets than if they only know you virtually.

Knowing people in person will give you a network of people you can bounce ideas off, share resources, and get feedback from.

Try to meet people with all kinds of skill levels. Help out people who are just getting started, befriend and work with people who are on your same level, and seek advice from people more experienced than you.

So where can you go to meet Internet business people in your area?

If you live in an area that is large enough, you could start by checking out a few co-working spaces. Most major cities in the world have co-working spaces where online business owners and freelancers can go to work. These are great places to meet like-minded people. You might even find like-minded people at places like FedEx Office or Internet Café's where people go to work outside their office.

16 Great Ideas for Kick-Starting Your Online Business In the New Year

Check Meetup.com for business and Internet related meet-ups. Again, most major cities will have an Internet business related meet-up. If they don't, you can create one. Anytime you're the leader of an event of any kind, you get way more attention than anyone else. As the leader, you'll never get lost in the crowd.

Finally, don't be afraid to go outside your own geographical area. Sometimes the only place you can meet truly successful people are at big business conventions.

Good old networking and mixer events are still a great way to meet other business owners of all kinds. While you may be particularly interested in other Internet business people, you may find that you're the go-to resource for business people who would like to be on the Internet themselves.

Check out your local Chamber of Commerce or leads club. Again, if you don't find a group you want to be a part of, start your own group.

Idea #6 **Identify Someone You Want To Hire By Year End**

Businesses run on people. Hiring the right person allows you to free up your time, bring new expertise into your business, bring in fresh perspectives and increase the energy in your venture.

Often, bringing in someone new will allow you to take on ventures that you couldn't otherwise do.

For example, bringing on an affiliate manager will allow you to actively recruit for a thriving affiliate program. Hiring an AdWords manager will allow you to venture into PPC properly without getting burned. If you'd like to get into social media but aren't sure how to do that, then you can hire someone to do it for you. There are specialists out there in just about every niche you can imagine.

If you run a solo ship, hiring your first employee is a huge step. You can free up a lot of your workload by handing off tasks you don't want to perform or tasks that would require you to have skills you don't have. (And when I say "employee" I'm also talking about independent contractors, too. In fact, I'd suggest you work with independent contractors as much as

16 Great Ideas for Kick-Starting Your Online Business In the New Year

possible, so long as you are meeting IRS and other tax authority requirements in doing so, unless you want to get involved in a mountain of paperwork and additional expense.)

A big benefit of hiring an employee is that doing so forces you to start thinking in a more system-oriented way. You'll need to decode your own unconscious processes in order to be able to explain them to an employee.

This will allow you to look at your processes from a bird's eye view perspective, which can often help in identifying areas where processes can be improved.

If you think this year might be the right year to hire new employees or contractors, write down a description of your ideal person. Make it one of your goals this year to find the perfect person for this position.

The truth is, you might actually need several people encompassing a variety of skill sets to get everything done that you want. That's why I highly recommend working with a VA service like BizEase Support. That's who I hired and I did that because Terry Green, who owns *BizEase Support*, has a network of highly skilled VA's that she works with who each bring a valuable specialty to the table. All I have to do is tell Terry what I want done and she assigns the right person to get the job done. I don't have to know who all these people are nor go through the process of always trying to find someone who can do a particular job. I just ask Terry and it's done!

Idea **#7** **Reach Out To The Media**

There's nothing quite like starting off the new year with a nice media piece about you and your company.

There are a few ways you can get your company in front of the media. First, you can reach out to reporters directly. Call or email reporters who've done pieces on companies like yours in the past and see if they'd be interested in doing a story about you.

Reporters are busy people, though, and if you can help them along in any way, they'll appreciate you making their job easier.

16 Great Ideas for Kick-Starting Your Online Business In the New Year

If you'd like to get some exposure in your local media, like in your local newspaper or in specialty magazines published in your area, offer to be the expert spokesperson for your field or industry.

You do this by putting together a packet of information about you and your company and your area of expertise. If you have article clippings that have been run about you already, include copies of those along with your business card and brochure and any other materials that will support the idea that you are THE expert in your field.

Include a letter outlining that you are available to comment on your area of expertise any time the reporter or editor is working on a related story. For example, if you sell insurance, let the editor know that you can answer questions or make comments about any story they're doing relating to insurance matters.

To get the editor or reporter's attention, send your packet of information to them by overnight delivery or same-day messenger. Nobody can ignore a FedEx package that arrives at their desk.

Then, either on the same day they receive your package, or the very next day at the latest, contact the reporter or editor by phone and ask if they received your package and if they have any questions. This way you get a chance to further solidify in their mind that you are indeed the expert they will want to contact when they are looking for a spokesperson or someone they can quote.

This is a great way to get publicity for you and your business and you don't have to pay for it!

You may also use a website like Help a Reporter Out (HARO) to find reporters who are looking for people to enhance the stories they're working on or to give them story ideas. HARO is basically an email list where reporters who are looking for stories can send out email blasts to find people who fit the profile they're looking for.

You may post an ad in the Radio Television Interview Report (RTIR). An ad in the RTIR isn't cheap, but will definitely get you in front of the right people if you are seeking radio or TV exposure.

Before you contact media people, hone your pitch. The hook for your story should be one that makes heads turn. You should also write your personal bio in a way that highlights your credibility, but also includes a means for people to contact you or to visit your website.

Idea #8 Start a Blog

Do you have a personal or company blog yet? If not, this New Year may be the perfect time to start one or to revive the one you've already got.

A blog allows you to connect with your readers in a way that a normal website just doesn't. You can be less formal on a blog; you can be more yourself.

It really allows your readers to build a relationship with you over a longer period of time. And unlike an email newsletter, blogs can also generate a lot of search engine traffic. Start posting regularly on your blog and you'll be amazed at how quickly those posts start showing up on searches.

A good blog will be comprised of both useful information and your personality.

For example, if you run a personal blog, keep the majority of your material related to more personal matters as fits the theme of your blog, but have about 20% of your material about your business so your readers can get to know, not only the face behind the blog, but what you do, as well.

If you have a company blog, you can certainly infuse it with your personality. OkCupid's blog or Woot.com's blogs are great examples of combining corporate identity and personality with useful blog posts.

Setting up a blog is not difficult these days. If you're not familiar with the workings of WordPress — and I really believe that you *should build* your blog in Wordpress — you can, of course, simply pay someone to set up the blog for you. And how much it costs depends largely on whom you hire. Contact me if you need help with this. I can either send you in the direction you need to go based on your budget and skill level, or my team of creative professionals can have you up and going in a flash.

If you are in the least bit technically oriented, you can easily set up your own Wordpress blog. It is getting easier and more intuitive with every passing day especially if you choose a theme that is easy to work with. I recommend ithemes.com for a variety of reasons, but the main reason is that their themes are easy to figure out, they're technologically sound, and they give you lots of useful information to help you along the way.

**Idea
#9**

Explore a New Sub-Market

If you've been working in a specific market for some time, the New Year may be the time to explore a new sub-market.

For example, if you have a successful blog in the car racing market, it might be time to expand your blog to include car tuning. Or perhaps start a separate but related blog around cars.

Exploring new sub-markets allows you to bring more content to your existing readers that they might be interested in, while attracting a whole new user base.

It also allows you to create new product lines that target different wants and desires.

It's important, however, when you're exploring new sub-markets, to not dilute your main market. Don't expand if it could in any way endanger your primary business.

However, if your primary business is solid and there are other niches and related markets ripe for the taking, now may be the time to take the shot.

**Idea
#10**

Analyze Your Competitors' Weaknesses

Are there any holes in your market that aren't being exploited right now? Are there competitors who've gotten complacent, opening up room for you to come in and woo their customers?

For example, in the internet marketing space, there are a lot of people who specialize in social marketing, search engine marketing, and paid advertising, but the mobile space is still pretty wide open.

16 Great Ideas for Kick-Starting Your Online Business In the New Year

If you run an eCommerce website, try to find out what your customers are most unhappy about with your competitors.

One way to do this is to survey your customers and make one of the questions on the survey “Did you purchase from another merchant in the past?”

Try to figure out why people switch to your business, and replicate whatever it was that you were doing right.

Another example might be if you were running a freelance design business and noticed that one of your customers’ biggest frustrations was that designers bill by the hour, but seldom correctly estimate how long it’ll take. If that’s the case, there might be a market in billing by project and guaranteeing a cap on the pricing. (That’s what I do in my design business.)

Look over your competition and look over the market and see if you can find any gaps that you can exploit.

Idea #11 **Create a Video**

Have you ever tried creating a video? Video marketing can be one of the most powerful and versatile tools in your marketing arsenal.

There are two ways to use a video: to bring in new visitors, or to increase trust and conversions with existing visitors.

Publishing a video to lure in new visitors involves making a video full of exciting information, new facts, or how-to content.

This video can then be posted on your site, in your Twitter feed, on Facebook, other social media websites and any other outlet you can think of. If the video is good, people will pass it along to people they know. (This is what we mean when we say “viral.”)

If your video gets enough exposure, it may even show up in organic search engine searches for your keyword, resulting in even more traffic. Did you know that, behind Google, YouTube

16 Great Ideas for Kick-Starting Your Online Business In the New Year

is the most used search engine on the Internet? So it can really pay to have your videos posted there.

Publishing a video for building trust and making conversions, on the other hand, involves publishing the video either in your sales funnel or in your follow-up marketing.

These videos should be carefully tracked to see how long into the video people tend to watch, as well as how they affect conversion rates.

Often, doing a series of videos is more effective than just doing one or two.

Producing a video can be as simple as filming it with an iPhone camera and editing it in free software, or as complicated as buying new recording equipment and hiring professional grade editors. The choice of time and investment is up to you.

Just don't be intimidated by video any longer. Technology is just getting better and better and easier all the time. Plus, there are lots of great people out there that can teach you about video. My favorite is Steve Washer at www.brainyvideo.com. His free stuff alone will pretty much teach you what you need to know about making videos. AND without spending any money or, at the very least, very little.

Idea #12 **Throw an Offline Party or Event**

If you have a large following or customer base, one way you can build a lot of loyalty and energy around your base is to host an *offline* event.

For example, Kiva, the largest online microlending institution — and one that I support with my own dollars — often throws parties all around the world to get fellow donors to meet up with one another.

CouchSurfing, the global shared hospitality website, also often has parties, where both foreigners and locals attend.

Of course, if you have a more localized audience, you can just throw events in your local area.

16 Great Ideas for Kick-Starting Your Online Business In the New Year

If you don't quite have enough traffic yet to host an international event and your audience is too spread out to gather in one place, you can tag your event onto existing conferences instead.

For example, if you have a strong brand in the print marketing industry but not a big enough list to host your own event, why not just host your event in a restaurant after another big print marketing event?

Everyone in the industry will already be in the area and you'll be able to pull both existing customers and new prospects to your event.



Jump-Start Your Affiliate Program

Have you put serious effort into promoting your affiliate program? If not, you could be neglecting one of your biggest potential sources of revenue.

Having a strong affiliate program means you'll have an army of marketers out there selling your product for you. Your only investment is time and energy — as it is with so many marketing strategies — and means you don't have to pay affiliates until they make a sale.

One of the best ways to jump-start your affiliate program is to get in one of the many affiliate networks. JVZoo, ClickBank, Commission Junction, Share-a-Sale and Link Share are all good options. (I like ClickBank and JVZoo the best.)

If you know what an average lead is worth to you, it may be worth talking to CPA networks — CPA stands for Cost Per Action — like Epic Advertising, Neverblue and Hydra Media.

These companies will send you leads in exchange for a set payment. For example, if you run an online investment consulting service, you might be willing to pay \$2 for every phone number of someone who's interested in buying stocks.

If you're unsure of how to go about launching an affiliate program, consider hiring an experienced affiliate manager or VA who's gone through the process multiple times.

16 Great Ideas for Kick-Starting Your Online Business In the New Year

If you're a 1ShoppingCart customer or if you use a program like SamCart (which I love, by the way) you can set up your affiliate program there. Look for the help they can give you at their site.

Idea #14

Launch a Buzz-Worthy Contest

Want to generate some real buzz this new year? One great way to do that is to host a New Year contest with a worthy prize.

Let's say you run a website about Apple products. What if you launched a contest where the prize is an iPad, fully loaded with every speech Steve Jobs had ever given?

If you own a bass fishing website, you could run a contest where the winner gets a complete fishing kit, including rod, lines, hooks and sinkers mailed to them.

Try to come up with something you can give away that your users will really want and has a high perceived value, and make that the prize of your contest. Sure, this will cost you a bit of change, although you don't have to offer just expensive prizes. Many successful contests are run on pretty low budgets.

The contest itself should be designed in a way that brings people to your website. For example, if the method of winning is the number of favorable votes for a video submitted by a user, the users are very likely to invite their friends to vote for them, exposing them to the contest and your website. (And they can then sign up for your irresistible free gift and get on your list.)

Back when I owned a retail candle store, I invited every visitor to my store to complete a form that not only gave me their mailing addresses so I could send them my free print newsletter, but I had a monthly drawing for a free candle, too. It was a great way to get people on my list and back into my store each time they visited our town.

Spend a few minutes brainstorming all the different prizes you can come up with, as well as all the different ways you could run a contest.

16 Great Ideas for Kick-Starting Your Online Business In the New Year

Make it fun and get people's competitive spirits flowing. You'll generate both word-of-mouth traffic as well as significant buzz in your industry as a whole.

One word of caution about contests: Many contests are regulated by different states, so be sure to check with your own state before holding a contest to make sure you don't violate some law or rule that would get you in trouble.

Idea #15 Write a Book

Recently, my coach and mentor challenged me to write a book by a certain date and he gave me just nine days to do it! And I did it!

Now, it's not yet ready for publication but the meat of it is written. It's ready to be edited, then formatted and printed. And I couldn't be more excited. Writing a book has been one of those things on my mind for a long time, all I needed was that push to get it done.

Here's how I intend to use my book once I get the final printed copies: (1) as something to sell at the "back of the room" whenever I do a public presentation or workshop (2) as something to give away at events if I choose, and (3) to use as a "business card" whenever I meet someone who wants to know more about what I do.

You can, of course, do the same.

You surely know more than you give yourself credit for. In my case, for once in my life, I didn't spend precious writing time doing yet more research, I simply wrote from what I already knew.

The hardest part of any writing endeavor is the first draft. And that's what I did first. Wrote my first draft without regard to how it sounded or if the order was correct. The editor will help me pull it all together for publication. And I can still go in and refine what I've written so far.

So I challenge you to write a book in 10 days yourself. It doesn't have to be a big book. Just 10,000 words, just 1,000 words per day. You likely can bang out that many words in about an hour. (If 10 days is too scary, then take 30. The challenge is to stop delaying and just write!)

16 Great Ideas for Kick-Starting Your Online Business In the New Year

Keep in mind though, that you want to write a book that showcases you at your best. While you'll be using it to promote you and your business, you don't want it to be just one long sales letter for something else.

Write a book of substance, become a published author by independently publishing it yourself, and gain the respect — and the business — of those who need and want what you offer.

Everyone has great respect for anyone who has written a book. You deserve that kind of respect, too.

Idea #16 Start a Podcast

A podcast is a type of internet radio show. Podcasts are mp3s or other audio files that can be streamed online or downloaded. Like a radio show, podcasters broadcast on a regular schedule, but unlike radio, podcast episodes can be made available to listeners for download *anytime*. Similar to TIVO, podcasting is an on-demand medium where listeners can choose what they want to listen to when they want to listen to it.

Each episode of a podcast covers a certain topic that's related to your niche or your listeners' interests. Podcasts can offer news, advice, interviews, step-by-step instructions, entertainment, and other content. If you look at a podcast directory, you'll see that there are podcasts covering virtually every topic under the sun.

For most podcasters, there's little direct money to be made in podcasting. Podcasts are typically offered for free or at very low prices. But, there are other reasons podcasting can help your business.

Podcasts Are Popular: Podcasts are already popular and gaining in more popularity with every passing day. People love podcasts because they can listen to them while commuting, exercising, or going about their daily business. For most people, audio is an easier way to digest information than reading text.

Your Personality: Your podcast adds personality to your marketing. Instead of just reading your content, your audience can actually hear you speak. It's another point of contact that you have with them and way for them to get to know, like and trust you.

16 Great Ideas for Kick-Starting Your Online Business In the New Year

Offers A Worldwide Audience: Through your podcast, you can reach a wider audience and lead them to your website and to your other marketing channels like getting them on your newsletter or ezine list. Anyone in the world can listen to your podcast so you can also reach people who don't read blogs, watch videos, or use social media, etc.

Monetization: You can directly monetize your podcast, but only if you've built a good following with it first. Monetization strategies include getting advertisers or sponsorships, or offering premium episodes or previous episodes for sale.

But best of all, podcasts are... **Cheap and Easy Marketing:** Podcasts can be used to grow your audience, gain exposure, and bring new leads into your pipeline. On top of that, it's extremely low-cost to get started and to keep it going. The gear you need to start podcasting is minimal and posting your podcasts on the internet doesn't cost you anything at all.

The Democratization of Radio: Finally, podcasts are beneficial to the world at large because they allow for different points of view. Anyone can start a podcast on any topic. Compared to radio, which has restricted programming that only certain individuals have access to, podcasts are totally democratic. You don't have to go through the regular channels to get your message heard.

Building an Online Community: When starting your podcast, it's good to have a marketing or monetization strategy in mind, but at first, think of it as a way to build an online community. Tap into the kind of news or content your audience wants to hear and indulge them. If your programming resonates with your audience and your podcasts are so informative and entertaining that your listeners can't wait for the next episode, it will lead to more exposure and eventual sales.

Kick-Starting Your New Year

Well, there you have it. Sixteen easy-to-implement, great ideas for kick-starting your business in the new year. Of course, not every single idea will apply to your business, and not all will necessarily appeal to you, but most likely you'll have gleaned at least a few ideas you can run with.

The start of a new year is a momentous event and inherently has a lot of excitement and energy surrounding it.

You can use this energy to promote your brand, motivate yourself, motivate your staff, build relationships with your customer base and boost your business.

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Try to apply at least three ideas from this report. Some of these ideas are geared externally, designed to bring people into your site, others are more internally geared, designed to help you rebrand or rethink the way you do things. Try to apply a combination of both.

And finally, write down your business goals for the coming year. This might just be the best year for your business yet.

Grow Your Business in 2016 with a little help from a friend.



If you see the value in having a mentor to help guide you in growing your business, then look no further than Marty Marsh. Since 1995, Marty has been helping owners of small businesses and entrepreneurs attract more clients with effective, creative and consistent marketing and business strategies.

Learn more at martymarsh.com

Make a lot of money... Help a lot of people... Have a lot of fun!

To me, this is what business is all about.
And it should be this way for you, too.
Without shame!

But far too many soul proprietors believe that making money by helping people is a bad thing. I sure don't know where that notion came from, but it kept me paralyzed for many, many years. Until I discovered that the best way to help change the world is by helping people be successful in their own businesses. To help them create their own business that allows them to serve more people, make a lot of money in the process and have a lot of fun doing it. Yes, you *can* market your business, and sell, in such a way that feels good and still creates big profits.

Big profits mean you can help more people. Directly or charitably.

If you're at a place where you want to grow your business in a way that feels good and that makes you the living you want and deserve, and you need some help to get you where you want to go, then let's have a no-obligation CoffeeChat.

We'll just talk. No selling. (No kidding.)

Schedule a CoffeeChat with Marty Today...

<http://timewithmarty.com>



Marty Marsh Business Development & Marketing Agency
Your Small Business Growth Strategist

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