



How to Grow & Manage Your Business Online

Presented by: Dr. Tanisha C. Lemelle,
Chief Strategist & Creative Director



Overview

- Introduction
- Build Your Brand Online
- Grow Your Business Online
- Manage Your Business Online
- Questions



Introductions

- Name
- Business Name & Product or Service
- What you would like to gain/learn?
- Who am I?
- How I hope to help you!

Build Your Brand Online

“Your website is undoubtedly the single most important branding tool you can have!” -- Michael Hyatt



Why Build Your Brand Online

- Legitimacy
- Perceived Value
- Professionalism
- Virtual Home Base



How to Build Your Brand Online

- Brand Research
- Brand Identity
- Brand Strategy
- Brand Engagement



Web Design

- **What you need to get started:**
 - Domain name
 - Email address
 - Host
 - Content



Web Design

- Professional Logo Design
- Design Concept / Template
- High-Quality Images
- Website Building Software
- Image Editors



Web Design

Things to do:

- Define your goals & objectives
- Create your content
- Create list of needed functions/applications
- Watch tutorials on your selected website builder



Web Design

- Determine how you will handle maintenance & updates
- Set up & pay for necessary accounts (i.e. PayPal, Mailchimp, Eventbrite)
- Familiarize yourself with image editors

Web Design DIY Tools & Free Resources

Domain & Hosting

- Go Daddy
- Host Gator
- Blue Host
- WP Engine

Stock Photography

- Istock Photo
- RGB
- Picjumbo
- Pixabay

WYSIWYG Website Builders

- Wix
- Weebly
- Square Space
- WordPress

Image Editors

- Pic Monkey
- Gimp
- Pixlr
- Paint.net



Grow Your Business Online

"Growth is never by mere chance; it is the result of forces working together." —James Cash Penney, founder of JCPenney.



Motivate Your Audience

1. Make it clear!
2. Make it attractive!
3. Make it easy!
4. Make it social!

Call to Action!



Lead Magnets



Get Social



Manage Your Business Online

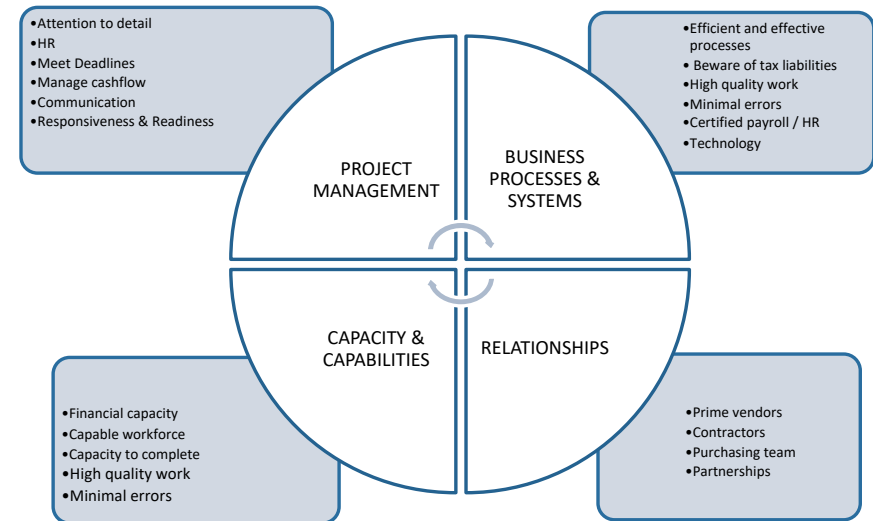
"The true measure of the value of any business leader and manager is performance." - Brian Tracy



Maintain Your Site

1. Maintain functionality!
2. Maintain relevancy!
3. Maintain control!
4. Maintain your position!

A Best Practices Framework



DIY Tools to Grow & Manage Your Business Online



Project Management

- Asana
- Monday
- Teamwork

Capacity & Capabilities

- Freelancers
- Fiverr
- Upwork

Business Processes & Systems

- PayPal / Square
- G-Suite / MS Office
- DropBox
- QuickBooks

Relationships

- Social Media
- Hootsuite
- Constant Contact / Mail Chimp
- Keap (Infusionsoft)



THANK YOU
FOR
YOUR TIME!!!



The
Clever Site

Dr. Tanisha Lemelle



281-210-0003



tanisha@thecleversite.com



www.thecleversite.com