



**MODULE 5**

**START ON A SHOESTRING**



# USING OUR COURSE- IT COVERING 9 KEY MODULES



## MODULE 1

*Your creativity, where do business ideas come from ?*

## MODULE 2

*Personal Development: what are your goals?*

## MODULE 3

*Qualifying your business idea - the importance and tools of research*

## MODULE 4

*New ways to be in business – introduction to private, social and community enterprise*

## MODULE 5

*Entrepreneurship on a shoestring*

## MODULE 6

*Let's get practical, managing and raising project finance, legalities for starting a business*

## MODULE 7

*The HOW and WHERE of being In business, making product and service*


## MODULE 8

*Sales are the engine of your business*

## MODULE 9

*Marketing on a shoestring*





THIS MODULE WILL  
HELP YOU TO UNDERSTAND  
APPROACHES TO SET UP YOUR  
BUSINESS WITH VERY LITTLE  
RESOURCES

MODULE FIVE CONTENT  
Getting Started with Service  
Start with an Online Business





## MODULE 5 CONTENT:

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- Getting started with Service and Areas of Service Opportunity
- Types of Services
- Starting an online business
- Benefits of selling on marketplaces and spotlight on most popular marketplaces
- Positioning your products for online sales
- Building your brand, credibility and trust online



# GETTING STARTED WITH SERVICE

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One of the most important aspects of a business running on little money is the big idea. Both Modules 1 and 3 help you identify and qualify that big idea. Some of the best businesses you can start with no/little money is a service business. Even if you ultimately want a product business, owning a service business can help you get there. Some examples.....

- If you know another language => offer translation services
- If you have an accounting degree => offer accounting services
- If you know how to code => create programmes/ websites for clients
- If you are knowledgeable about social media => offer content management services



# GETTING STARTED WITH SERVICE

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Everyone is qualified because each of us has skills, knowledge or experience that other people are willing to pay for in the form of a service.

Setting up a service business can suit a part time arrangement to earn extra money, work from home, or start and operate a full-time business, regardless of age, business experience, education or current financial resources.

**SELF ASSESSMENT: ASK YOURSELF THIS QUESTION** ... "What skill(s) do you have that can be sold as a service?"

# Main Areas of Service Opportunity

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Convenience-craving consumers are always looking for a way to do things better, faster and cheaper – how can your service help ?  
Let's look at the TWO main areas of opportunity...

1. Personal Services/ Home Services
2. Business Services



BUSINESS  
OPPORTUNITY



# Personal Services/ Home Services

## Just some examples of the type of businesses

- Personal Chef
- Seamstress/Tailor
- Adventure Tours
- Pet Sitting/Mobile Pet Grooming
- Self-Defense Instructor
- Children's entertainer





# Business Services – Language Translation

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**Name:** Kasia Rogowiec, Co. Tyrone, Northern Ireland.

**Business:** Freelance Interpreter (Polish/English)

**Why did you choose to become an entrepreneur and start up your own business?** “Since I was a kid, English was always my main subject of interest. When I came to the UK, there was a big demand for interpreters, so I decided to put my skills into practice. In order to work as an interpreter, I was required to become self-employed.”

**How did you fund your business when you started up?** I was lucky enough to start my business without much financial investment. I received a small grant after completing the start up programme and I was able to buy a computer which I then used for my business.”

**What marketing tools/techniques do you use?**

“For my interpreting work I have registered with several agencies and most of my work is carried out through these agencies” .



# Business Services – EVENT MANAGEMENT

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**Entrepreneur:** Pushpa Alexander

**Business:** Headz Up Business

**Location:** Birmingham, UK

**Background:** Pushpa Alexander is the founder, host, promoter and Trainer for Headz Up Business Events. Pushpa has a strong sales and marketing background, with over 25 years' experience within the Exhibition industry with B2C & B2B Trade Shows.

Over the years Headz Up Business has built a strong reputation offline and online as the go to company with extensive experience in hosting, promoting, networking and running events.

# Business Services – EVENT MANAGEMENT

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*“ As a mum to 3 children, I started my business when my children were very young, aged only 3 years, 2 years and 9 months. By utilising my extensive background within events, I decided to put on dedicated, focused events for women to showcase the enormous talent, skills and highlight some of the amazing business women out there. ”*

Website: <http://www.headzupbusiness.co.uk>

Twitter: <https://twitter.com/headzupbusiness>



# Selling Services Part Time

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Convenience-craving consumers are always looking for a way to do things better, faster and cheaper – how can your service help ?

The first option is to start off selling your services on a part-time basis, which is a good idea because it enables you to eliminate risk by limiting your financial investment. It allows you to test the waters to make sure that being self-employed is something you enjoy and want to pursue. If all goes well, you can always scale up over time.



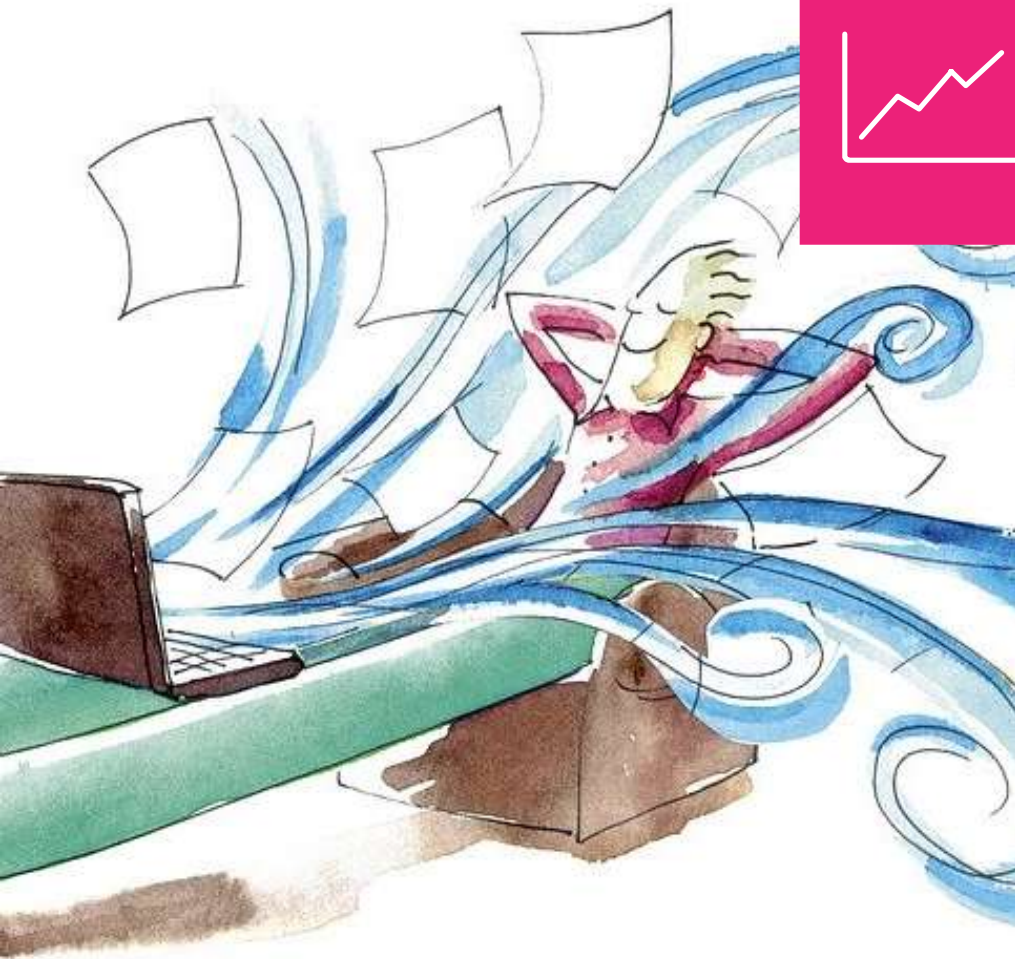


# Selling Services Seasonally

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Another option is to start a seasonal business selling services, which can be operated with a full- or part-time effort. But most are run full time to maximize revenues and profits over a normally short time span.



## START WITH AN ONLINE BUSINESS

We are living in an amazing age of global information sharing and marketing:

Online marketplaces like **Etsy** make it possible for someone in Sweden to create a bouquet of handmade silk flowers and sell them to a bride in the UK.

Let's explore this world of opportunity.....





# ONLINE MARKETPLACES



Many start up businesses use online marketplaces as a first step when starting to sell online. It is really important you choose the online marketplace most suited to your business. In this section, you will

- Learn the definition of an Online Marketplace
- Discuss the benefits of Online Marketplaces and how they differ from independent ecommerce sites.
- Spotlight on the main Online Marketplaces for Creative





## **Definition of an Online Marketplace:**

A marketplace is a multi-vendor online store that enables consumers to shop for a variety of products and brands from multiple vendors across multiple locations.

# Benefits of Marketplaces

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The main reason for choosing an online marketplace is the massive audiences that these sites attract. Think of it like this: if you were given the choice would you set up a stall in a major shopping centre or in a back-alley? If you set up away from the main retail street, you would have spend more on signs and marketing to let people know where you are and encourage customers to seek you out. Marketplaces make it convenient for businesses to list and sell their products

- By using a marketplace, you avoid the need to set up your own shopping cart and payment process
- Marketplaces build a community around the common needs of retailers and consumers
- People recognize and trust the well-known marketplaces and can buy in the reassurance of their strong customer protection
- Online marketplaces can help quickly reach a wider audience with a smaller investment

# Benefits of Marketplaces

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While we suggesting you set up your shop on an online marketplace, the benefits of having your own website should not be overlooked.

A website will help you build your brand, personalize your offerings, and drive customer relationship and experience.

# SELLING ON MARKETPLACES



## Find the best marketplace to sell your products online

While many physical products are sold in 'real world' locations, many young businesswomen are successfully selling through online marketplaces.

There are many online sales platforms - Amazon Marketplace, eBay, Etsy, Shopify - let's explore which one is right for you.





## AMAZON

The power of the Amazon.com e-commerce platform is hard to absorb. Over 2 million third-party sellers use Amazon Marketplace as the platform to facilitate anyone to sell directly to the end-user or online customer.

Amazon takes a referral fee from each sale. The seller takes on merchandising responsibilities and manages their prices.

# SELLING ON MARKETPLACES





# SELLING ON MARKETPLACES



## AMAZON

### Amazon advantages

- Amazon has brand name power
- Most unique monthly visitors of included marketplaces
- Low bounce rate and high daily time on site

### Amazon challenges

- Free membership features are limited and come with high listing fees
- Major competition. Amazon has a lot of merchants you'll have to compete with.
- Depending on the situation, you won't get your money for 14 to 90 days after selling an item.
- Lack of brand development - Individual seller names are not emphasized when purchasing items on Amazon





## AMAZON

### Some selling tips

- Think about how you will ship your items. Amazon provides a fulfillment service that many sellers choose to use. Simply ship your inventory to an Amazon warehouse, and when an item sells, they will ship your item. They also take care of returns and customer service.
- When the time is right, consider upgrading your membership to unlock extra features. Upgrading will give you access to tools like bulk uploading and enhanced editing.

### FIND OUT MORE

How to start an Amazon Marketplace business

<https://startups.co.uk/how-to-start-an-amazon-marketplace-business/>

# SELLING ON MARKETPLACES





## SELLING ON MARKETPLACES



### eBay

eBay.com is an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide.

eBay is a contemporary to Amazon with has similar presence on the internet, but the business model is slightly different. It is the largest C2C (consumer to consumer) marketplace on the internet, it provides a possibility to sell nearly anything you want by setting up an auction as well as by a fixed price.

**FIND OUT MORE** <https://sellercentre.ebay.co.uk/>





# SELLING ON MARKETPLACES



## eBay

### eBay pros

- Users stay on the site for much longer than most other marketplaces
- Ebay offers many customization options for listing an item
- Auction-style listings can drive higher revenues for sellers

### eBay cons

- Fee per sale is much higher than almost every other marketplace
- Unique visits per seller are very low and customers tend to be looking for lowest price possible
- Email support is not available





eBay

### eBay.com pricing and features overview

	FREE	BASIC	PREMIUM	ANCHOR
Can I customize my storefront?	Yes	Yes	Yes	Yes
Can I offer discounted listings?	No	Yes	Yes	Yes
Can I create featured listings?	No	up to 4	up to 4	up to 4
Is there a public seller profile?	Yes	Yes	Yes	Yes
Is there public buyer feedback?	Yes	Yes	Yes	Yes
Does the marketplace provide options for shop analytics?	Yes	Yes	Yes	Yes

*Make sure to list your products as “Buy it Now” rather than auction items.*

# SELLING ON MARKETPLACES



## Etsy

Etsy is the global marketplace for unique and creative goods. It claims to be “a place where creativity lives and thrives because it’s powered by people. We help our community of sellers turn their ideas into successful businesses.

Our platform connects them with millions of buyers looking for an alternative - something special with a human touch, for those moments in life that deserve imagination”.

# SELLING ON MARKETPLACES







## Etsy

### Etsy pros

- Seller profiles and store items are major focus of item listing pages
- There are millions of unique visitors each month
- Low bounce rate and high daily time on site

### Etsy cons

- Focused on niche items, but because of seller quantity, items are often overly abundant or impossible to find
- High fee per sales accompanied by a moderate fee per listing

# SELLING ON MARKETPLACES





## SELLING ON MARKETPLACES



### Etsy Case Study, Ireland

Franziska Lienberger of Irishfeltfairy

**What they sell:** Little fairies and leprechauns made from felt.

**Their USP:** They are one off - each one is unique!

**Where she sells:** On her own website [www.irishfeltfairy.com](http://www.irishfeltfairy.com) and on Etsy

**Which site sells more?** Etsy!!  
[www.etsy.com/ie/shop/IrishFeltFairy](http://www.etsy.com/ie/shop/IrishFeltFairy)

**3 top tips for people who want to start selling online?**

- Tip 1 Good variety of products
- Tip 2 Good pricing
- Tip 3 Clear understanding of website





## Bonanza

**Bonanza – the Social Marketplace.**

<https://www.bonanza.com/>

Find everything but the ordinary Bonanza is a marketplace built for those who don't know exactly what they want to buy, but are open to discoveries and the social side of shopping. Buyers and sellers can chat real-time on this site, and everyone can create collections of items of a certain theme, opening new ways both to market your goods and provide great customer service.

SELLING ON  
MARKETPLACES





# SELLING ON MARKETPLACES



## Bonanza

### Bonanza pros

- 1. Unique audience.** If you're selling stylish goods that are different from anything else you can find on the internet, then there's a very high chance the Bonanza's audience will be interested.
- 2. Easy to use.** You can easily import all your merchandise from eBay or Etsy, so if you're already selling on those marketplaces, starting up here will be a hassle-free experience.
- 3. Competitive fees.** Bonanza offers some of the lowest fees for using their platform to sell your items on the internet, so it's a good place if you're just starting up and are not sure about the costs you can handle.





## Bonanza

### Bonanza disadvantages

- 1. Less traffic.** As Bonanza is a relatively new marketplace, there are a lower amount of people who see your products usually means lower sales.
- 2. Limited range of merchandise.** While the items that can be sold on Bonanza range from perfume and shoes to helmets and bikes, all of the merchandise here is unique, so it's not a good place if you're selling identical items in large quantities or reselling.
- 3. Competitive atmosphere.** It's not easy to stand out on Bonanza - there are lots of very talented people selling their goods there.

SELLING ON  
MARKETPLACES





# SELLING ON MARKETPLACES



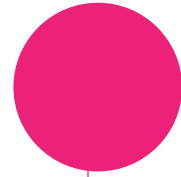
## Bonanza

### Selling tips

- Save time getting started on Bonanza by using their time-saving tools. Bonanza has a great importing system that automatically imports and syncs your item listings from an existing marketplace you use, like Amazon or eBay. If you are listing items online for the first time, Bonanza allows you to edit multiple items at once.
- Use Bonanza's item description drop-down menus to add specific item description details. These are the categories that shoppers use to filter their searches, so it will bring you more relevant traffic and shoppers.







## Others worth checking out

There are numerous interesting and fun ways to offer your merchandise to potential customers - you just need to find an online marketplace that is the right fit for your business. Some other worth mentioning:



**Folksy** is much the same as Etsy and is a place to buy hand-crafted gifts and handmade or commercial supplies from designers and makers.



**Not on the High Street** - Not on the High Street gets millions of unique visitors per month, which then doubles at Christmas. Their TV and outdoor ad campaigns are also seen by millions, so this is a site for some great exposure. They are constantly looking for small businesses that are looking to grow, so if that's you - head here!

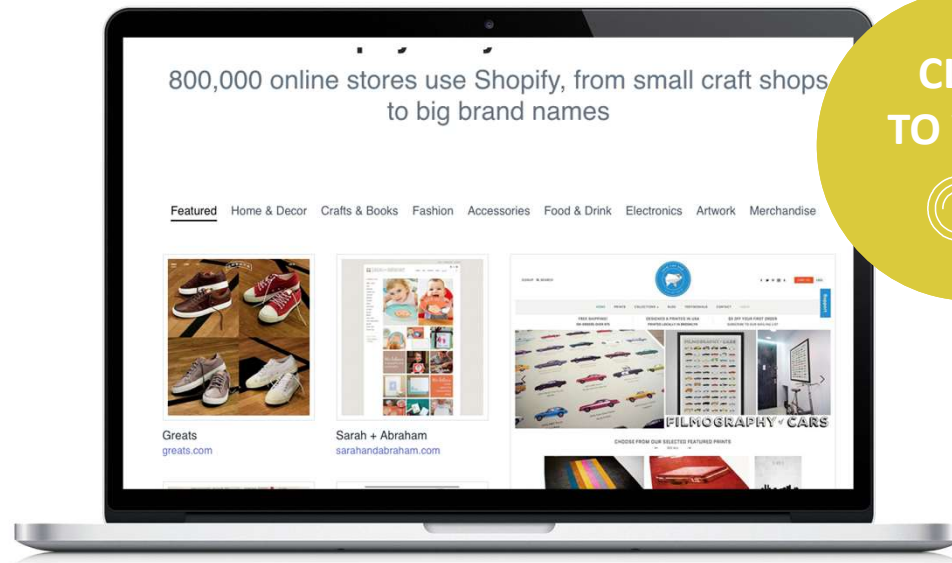
# SELLING ON MARKETPLACES



## Shopify

Online Stores can be built on Shopify handling everything from marketing and payments, to secure checkout and shipping. Costs from €9/month.

[www.shopify.com/examples](http://www.shopify.com/examples) - examples of Shopify online stores with ecommerce template designs



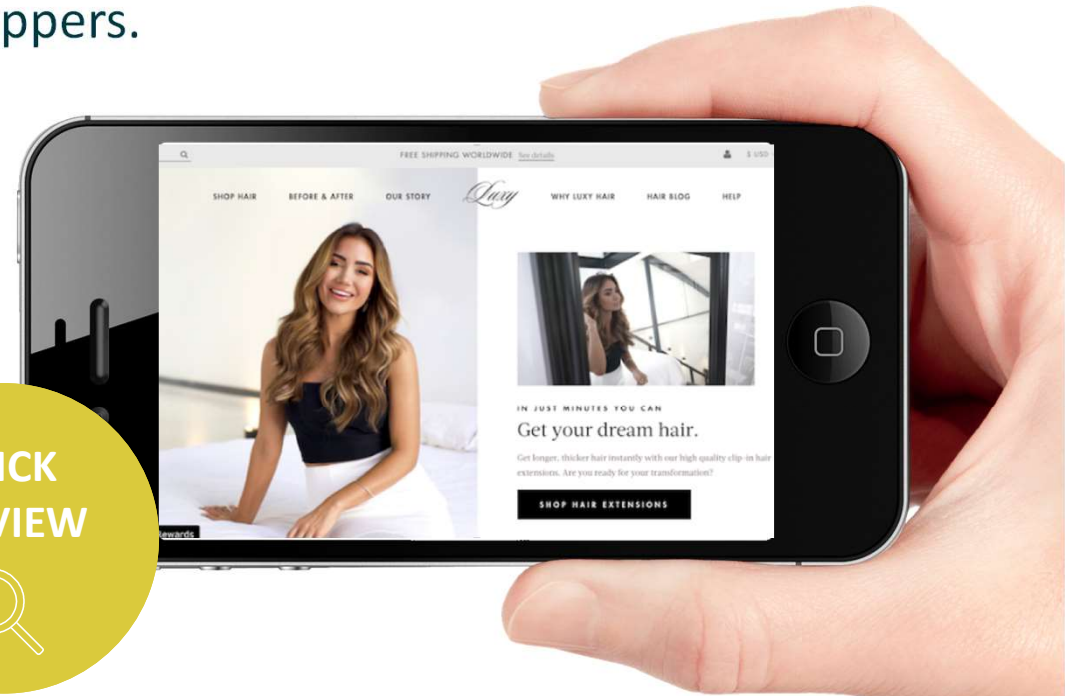
# YOUR OWN ONLINE STORE





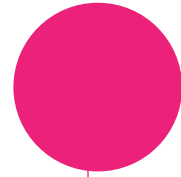
## Shopify

Shopify store with minimal design - Luxy Hair. White background, simple call-to-action (CTA) buttons and a focus on the product benefits make a great impression on online shoppers.



# YOUR OWN ONLINE STORE





## Others to check out




**Goodsie** is a simple, stylish and affordable way to create an online store.




**Storenvy** is a marketplace and store platform for the world's most unique businesses. Shop thousands of indie merchants or open your own store for free.

# YOUR OWN ONLINE STORE





To help you decide on what route is best for you right now, the following pages outlines some of the **differences between your own Ecommerce Website and Online Marketplaces**



## CATEGORY

Investment (Development  
Time and Costs)

Functionality  
& Extensibility

Maintenance

## E-COMMERCE STORES

Require more time and budget – while businesses can leverage low cost platforms like Wordpress to; efforts are required for Customization

Feature rich and can be further extended to add more functionality.

Require more maintenance

## ONLINE MARKETPLACES

Require little upfront investment and businesses can get started very quickly – Register and sell

Limited functionality available to businesses – usually just provide the basic functionality required by businesses to sell effectively.

A lot less maintenance





## CATEGORY

Customization

Reach

Scalability

## E-COMMERCE STORES

Can be customized to incorporate any custom requirements or workflows specific to your organization.

Customer reach in e-commerce stores is usually very limited compared to online marketplaces.

While e-commerce stores can be scaled to meet the growing needs of businesses they may require additional investments

## ONLINE MARKETPLACES

No flexibility for customization. They mandate the businesses the use the platform as is.

Allow you to reach a much wider audience across geographies.

Online marketplaces are designed for scalability (as they have to cater to multiple businesses and a relatively larger customer base).



## CATEGORY

SEO

Customer  
Acquisition Cost

## E-COMMERCE STORES

Store needs to be optimized for search engines. SEO, for most businesses, is often a tough nut to crack.

The customer acquisition cost is higher for ecommerce stores as you have to invest additional Marketing spend to attract customers to your ecommerce store

## ONLINE MARKETPLACES

The popular online marketplaces are already optimized for search engines. Businesses can quickly take advantage of their popularity with search engines

The customer acquisition cost is usually lower for online marketplaces; it allows you to leverage the existing large customer base (the costs are spread across multiple businesses).



## CATEGORY

Branding

Customer service

## E-COMMERCE STORES

Flexibility to control all the aspects of your brand – from your website template, logo, call to action, to customer communication.

While businesses can better control the customer experience in e-commerce stores, customer service can be a daunting task for businesses (both small and big) and require significant investments.

## ONLINE MARKETPLACES

Very limited brand visibility. Customers, more often than not associate all their positive (and negative) experiences with the online marketplace and not the brand

Particular about customer experience and have stringent rules in place (mostly in favor of customers) to control that experience. Businesses can easily offload customer service to online marketplaces /leverage infrastructure control customer experiences



## CATEGORY

Flexibility and control

Competition

Margins

## E-COMMERCE STORES

Businesses have better control over what is displayed about their brand. They can decide if and how an information is conveyed

With e-commerce store you make customers go the extra mile to compare your product price with that of competition

Businesses do not have to share any commission.

## ONLINE MARKETPLACES

Businesses often have very little say in if and how a positive or negative review about the brand or its product, is displayed.

Listing alongside a number of other businesses making it easy for consumers to compare prices.

Commissions charged on every sale impacting merchant's profit margin.



## CATEGORY

Data (Customer Insights)

Personalization

## E-COMMERCE STORES

Businesses own the customer data which can be collected to draw meaningful insights and better target the customers (promotions, offers, emails, cross-sell, upsell, etc.)

The available data on hand and advanced features of the e-commerce store can be easily used to personalize the product offering and customer experience (custom pricing, etc.).

## ONLINE MARKETPLACES

No access to customer information with businesses that limits how they reach out to the customers.

This is a level playing field for all businesses. While the marketplace can personalize the customer experience the benefit is not passed on.



## CATEGORY

Customer Relationship  
Management

## E-COMMERCE STORES

With e-commerce stores businesses are in complete of how they manage and nurture the customer relationship. E-commerce stores give them the flexibility to target customers better and increase the customer lifetime value

## ONLINE MARKETPLACES

No concept of customer relationship management. While online marketplaces can help businesses reach a wider audience the customer lifetime value is limited because businesses cannot retarget them for lack of data





# How to stand out on Online Marketplaces?

Product information is your way of marketing to customers and needs to be accurate and compelling. Bad images, too-brief descriptions or absence of key product attributes may put customers off.

Here are 5 things to master to help your products stand out.





## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

1

### Research the Competition

- Who else is serving them?
- Who makes or sells the same thing as you?
- And don't stop at your direct competitors -are there other products that satisfy your customer's needs?
- Is there a need you identified above that's not currently being met?





## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

1

### Research the Competition

**Jennifer Slyuseranskiy of WatchMeWorld**

*“Some of my shop’s most popular and best-selling items are the result of a customer asking me to do a custom piece for them. I’ve found if someone has to ask me to [make] something special for them, there are usually other people out there looking for that item, too, and just not finding it. That’s been a huge help in growing my business.”*

Look for gaps in the market or areas where other shops aren’t meeting customer needs well -these are ripe opportunities for sellers to compete.





## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

2

### Choose a Positioning Strategy - Your USP's

There's almost no limit to the ways you can differentiate your shop, but some of the most common strategies are:

- **Product Quality:** Sourcing top-of-the-line materials or rare items.
- **Design:** Offering superior aesthetic or functional design.
- **Service:** Doing absolutely everything in your power to exceed customer expectations.
- **Innovation:** Introducing new and unexpected variations on existing products.
- **Niche Focus:** Comprehensively serving a subset of a product category.
- **Authenticity:** Establishing unique credibility in a particular area.





## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

3

### The Price is right!

Pricing your product usually involves considering certain key factors, including pinpointing your target customer, tracking how much competitors are charging, and understanding the relationship between quality and price. If you've been selling offline for some time, you will already have a pricing strategy in place.

For some businesses, price is something you may have to somewhat reconsider when it comes to selling in online marketplaces which depending on your business could be somewhat saturated with products like yours.

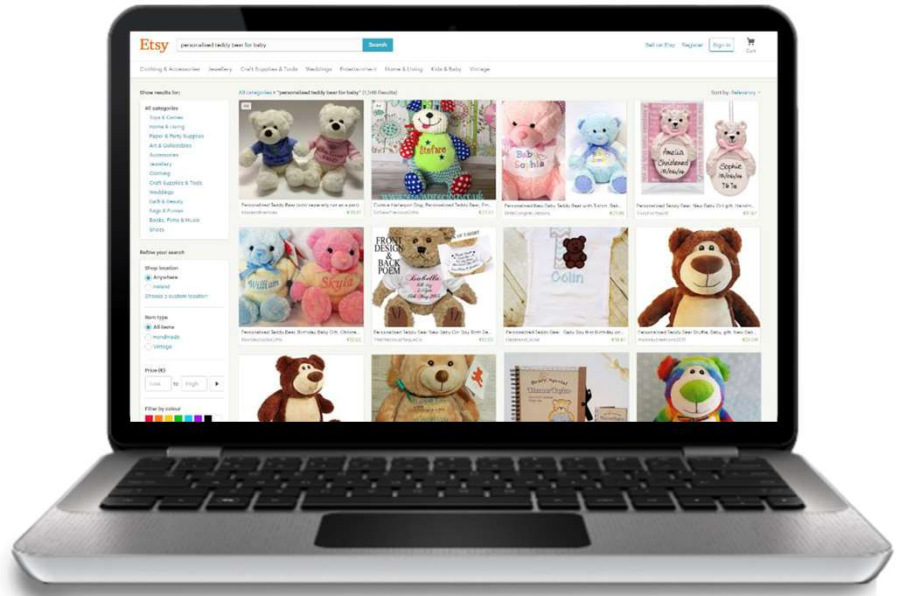




3

# The Price is right!

See search below for: Personalised Teddy Bear for Baby



5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...





## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

4

### Great Photos!

As the saying goes -“a picture tells a thousand words”. When it comes to selling online the quality of that image will determine if those words are good or bad, positive or negative, whether they lead to a sale or completely turn the prospective customer off your products for good! In general, marketplaces insist on at least one image per product and in general, they each have their own guidelines on the formatting they require. If you have had some photography taken of your work over the years - great!

You already have a stock pile of images to use but if you are starting out. You may not have any product images or any budget to hire someone else to take them for you.





## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

4

### Great Photos!

#### **Tip #1: Use a plain, uncluttered backdrop**

Draw attention to your item by setting it up against a plain white or neutral backdrop. White poster board clipped to a stand and bent to form a backdrop works well. White background - gives a clean look and optimises clarity of the product. Keep it clean - avoid including borders, logos or watermarks. Marketplaces usually have policies that restrict this but it is also aesthetically preferable to leave these out. If possible, show the product outside its packaging too.





## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

4

### Great Photos!

#### Tip #2: Turn off the flash. Use diffused lighting

Avoid using a flash, which can cause shadows, reflections, hot spots, and grayness. Diffused lighting helps eliminate shadows and reflections. Lighting is very important: natural daylight can make for the clearest





# 4

## Great Photos!

### Tip #3: Use a tripod

Unsteady hands can lead to fuzzy photos. A tripod keeps the camera steady for clear, sharp photos. If you don't have a tripod, place the camera on a flat surface and use the shutter timer to eliminate excess motion.



5 THINGS TO  
MASTER TO HELP  
YOUR PRODUCTS  
STAND OUT...





5 THINGS TO  
MASTER TO HELP  
YOUR PRODUCTS  
STAND OUT...

4

## Great Photos!

### Tip #4: Capture high-resolution photos

Use the Medium or High file size setting on your camera so buyers can enlarge and zoom in on your photo.





## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

4

### Great Photos!

#### Tip #5: Fill the frame with the item

Center the item so that it takes up 80% - 90% of the frame, allowing buyers to see every detail. Think big - most sites have zoom capability so ensure you provide an image that can be cleanly enlarged without pixilation





5 THINGS TO  
MASTER TO HELP  
YOUR PRODUCTS  
STAND OUT...

4

## Great Photos!

### Tip #6: Capture all angles, details, and blemishes

Capture images of the top, bottom, and sides of your item with detailed close-ups. Also, include photos that clearly show any flaws, and always share pertinent details in the Item Description area of your listing.







## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

4

### Great Photos!

#### Tip #7: Show the scale/size

If the size of your item isn't clear, avoid buyer confusion by placing a coin or ruler next to the item to indicate its size.



#### Tip #8: Capture detailed close-up shots/textures

For some customers, the finer details like finish and texture may be the selling point and you may be losing out on sales if your customers are unable to see that texture.





## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

4

### Great Photos!

#### Tip #9: Avoid using props

Avoid using props if they obscure the product or prevent the item from filling the majority of the frame. Props may confuse buyers about exactly what's included in your listing.





## 5 THINGS TO MASTER TO HELP YOUR PRODUCTS STAND OUT...

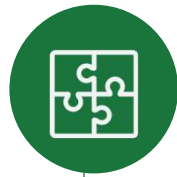
4

### Great Photos!

**Additional images** - if your product looks markedly different at different angles, these are likely to be of interest to customers so add multiple images - the major marketplaces all allow this at no extra charge.

**Standard format – JPG format is usually preferred**





# EXERCISE

## Product Photography Peer Review

Work on this exercise in pairs, review each other's product photography (on your phones/laptops) and discuss which of the above tips might improve the images for use of your new online marketplace shop





## RESOURCE

Should you need to edit or resize images you can do so free and online using the following sites. Due care should be taken when editing images to ensure they remain a true representation of the product and are not misleading.



Free Online Editing Software: [www.pixlr.com](http://www.pixlr.com)

Free Online Image Resizing: [www.picsize.com](http://www.picsize.com)



## Other ways to sell your products online

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Self-Publish Kindle Digital Books: If you love to write and believe you can write an entertaining fiction or non-fiction book, consider authoring and publishing a digital book through **Amazon's Kindle Direct Publishing** platform.





# Other ways to sell your products online

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## **Sell Your Original Instagram Photos:**

While you can share your social media photos on Instagram, you can also sell prints of your photos for a profit on **Instaprints.com** and similar sites.

Check out this [YouTube video](#) to find out more.





# Building Your Brand's Trust, Credibility & Reputation Online

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Establish your credibility. There are a few different ways you can accomplish this. First, you should include a good, professional picture of yourself. Giving your visitors a professional image to associate you with will go a long way toward establishing your credibility.

Next, you need to include a list of your credentials, be sure to state exactly how each of your credentials is going to translate into a benefit for your clients.

Make connections and establish yourself as a professional by joining networking sites like [LinkedIn](#). Testimonials from clients are a great way to establish your credibility.



## Building Your Brand's Trust, Credibility & Reputation Online

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Be accessible. Making it easy for prospective customers and leads to contact you is a simple and very effective way of building trust. Provide an online form, your e-mail address, phone number, fax number, physical mailing address and any other relevant information (like the best times to call you).

And make sure this information is highly visible and easily accessible from every page of your site and also across your social media.



# Building Your Brand's Trust, Credibility & Reputation Online

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Get as many referrals as you can. Encourage referrals and repeat customers. Always always, always follow up with existing clients!

- Are they happy with your products?
- Are they happy with the job you did for them?
- Is there anything else you can do for them?

E-mail has made following up with your existing clients extremely easy and cost-effective, so there's no excuse for not taking advantage of this source of easy extra income. Don't be afraid to remind previous customers that you're there.

And don't be afraid to ask for referrals. If you've done a good job for someone, they'll likely be more than happy to refer their friends and business associates to you. But if you don't ask, they'll rarely think to do it. Don't leave this to chance.



NEXT UP

*Module 6*

*Getting practical,  
managing and  
raising project  
finance, legalities of  
starting a business*



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