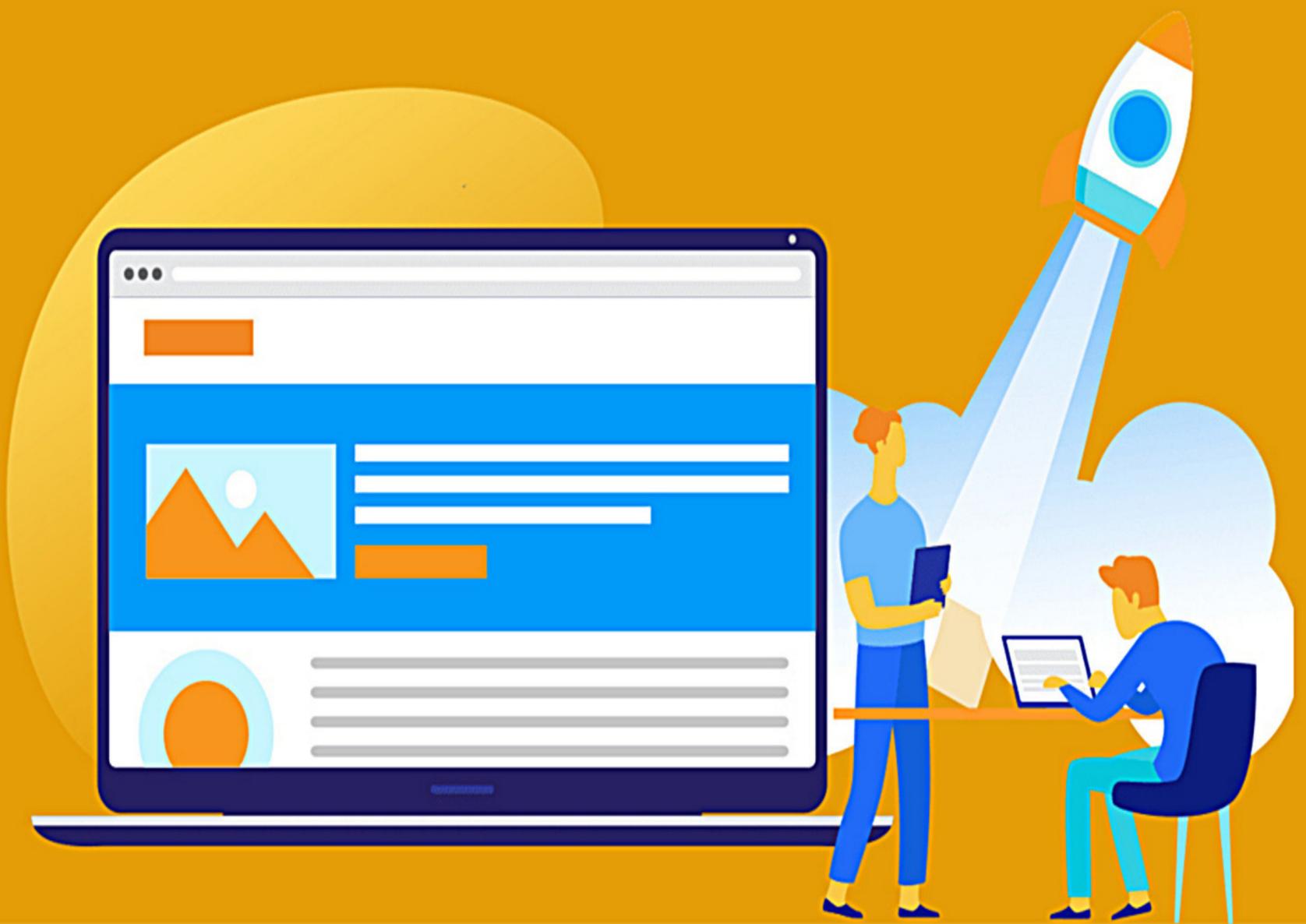


How To Launch A Service Business Online In 7 Simple Steps



freelancer.africa

Welcome Decision Makers, Founders, Business Owners, Builders And Marketers

From The Desk Of
Rajeev Kistoo
Entrepreneur

Dear Business Builder

I have setup at least a 100 service businesses for myself and clients so what I am going to share with you here is not some theory.

You'll get straight up advice on how to get up and running based on what I learned in the trenches.

There are a lot variables and everybody's situation is different so I will keep it general as far possible.

One of my main advice when you're getting started is to go to market fast with a minimum viable product. In other words, you should go live even if your website is not perfect or offer not perfect or you haven't figured out all the pieces yet.

Let's say you're launching an accounting business and you already have the fulfilment side of things figured out.

Now as I write this, I am thinking of all the different ways I could arrange for the fulfilment.

You could be doing it yourself or you could outsource it but I will let you handle that part.

Now like in any business, the first thing that you need to worry about is getting clients.

Of course, you have many moving parts like Customers Acquisition, Fulfillment, After Sales but the most important thing to think about is how to get customers and one of the easiest ways to get customers is via a website. Hence the purpose of this document.

One big mistake that many people make while setting up a business is to overthink, overcomplicate things.

You want to keep it simple and launch as soon as possible.

Longer you take, less excited you will be about your new business and more chances of failing before even getting started.

When you have a new idea, you're excited, you have an energy in you that wants to make it happen. This is how entrepreneurs work.

You need to use that drive to get your business off the ground quickly.

Get a small win and build on that.

You need to take micro-steps to get small things done while you're working on the bigger stuff.

Also let's get to the practical side of things when setting up an Accounting Services business.

1. Buy A Domain Name

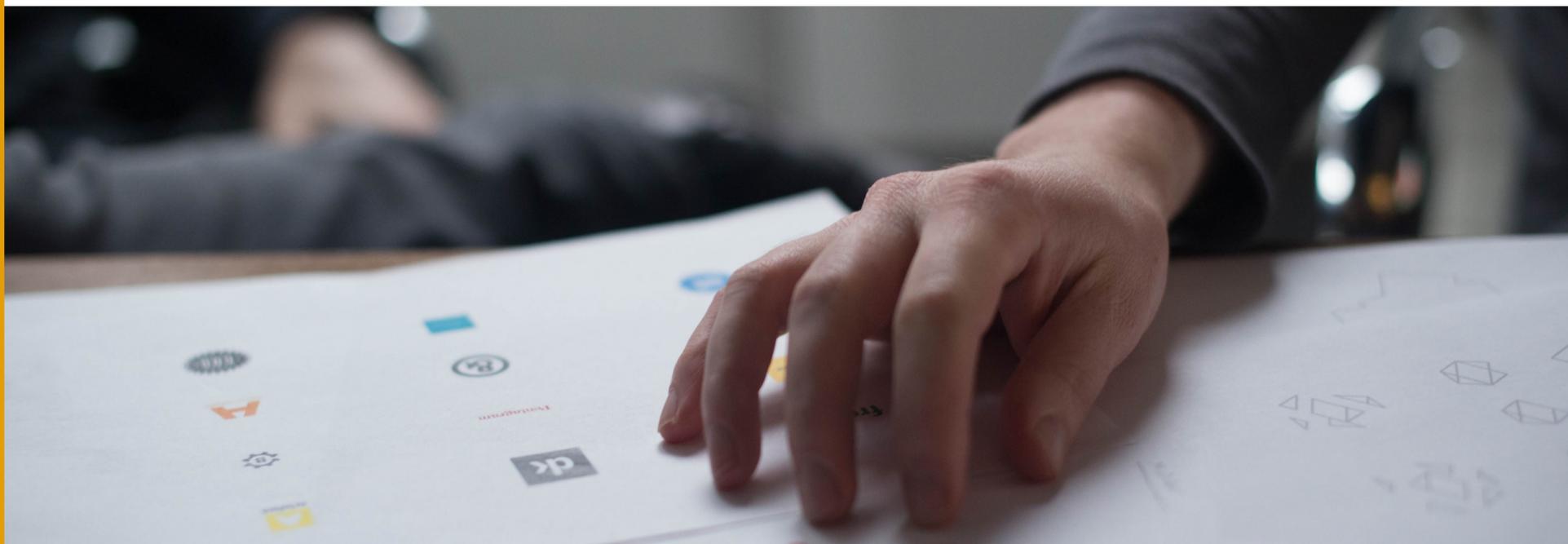


You can buy a domain on [Hostgator.com](https://www.hostgator.com)

You'll also need a Web Hosting account which is a separate thing and you can setup your business email addresses at the same time.

Hostgator gives you a free domain name when buy

2. Get A logo Done



A logo is not so important, it won't make you money but when you do it, it gets you motivated. It's a small win that gives you more drive to move forward. You can get a good logo done for as little as usd 100.

Go ahead and post a logo contest [HERE](#)

3. Get Your Copywriting Done



Website copy is the single most important thing that is going to get you sales or enquiries and unfortunately this is one aspect that most people take lightly.

Some people call it content writing and this is where they go wrong.

Your copy is what sells your services 24/7 on your website.

Don't try to copy those boring corporate website pages that mean nothing.

Hire a Copywriter today

4. Get Your Website Done



You don't need something too complicated to get rolling. Generally, the simpler the better.

I recommend you setup a website on Wordpress to get started. I have setup at least 1000 websites in my career and Wordpress has never let me down.

All you need is a decent theme and some good copy to get going.

You'll need simple pages like Home | About | Services | Testimonials | Contact.

One thing to remember, you're the last man on the boat. The success or failure of your business will depend only on you. Not your designer, not your copywriter or not your marketing agency.

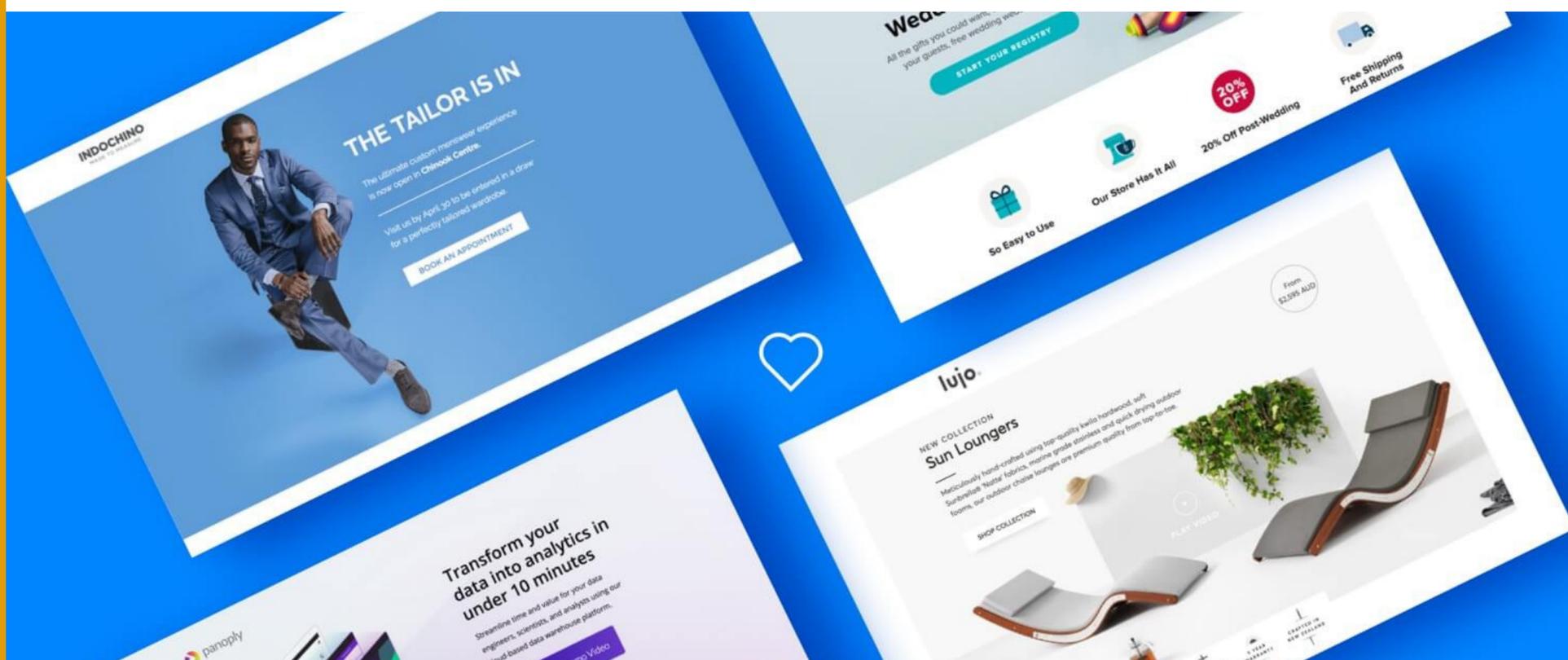
You need to do all the thinking and call the shots.

It's ok to make mistakes, that's the only way you'll keep moving forward. You just need to assess the risks.

If in doubt, reach out to me and I'll be happy to help point you in the right direction.

You just need to

5. Get A Landing Page Done



The goal of a landing page is to get your users to take one specific action. That action can be to fill up a form, ask for a quote, buy a product, take a survey and so on.

Here are a couple of landing pages that work really well.

<https://funneldesk.com/>

<https://myfunnelteam.com/dfy-high-ticket>

Sending paid traffic to your homepage is generally a bad idea. I am not saying that it won't work.

You can generally create a landing page using the same Wordpress theme that you use for your website.

The main difference between a landing page and a website is that it only contains info about one product and has one purpose whereas your website is more for general info for different products, services, about you etc.

6. Run Google Ads or Facebook Ads



If you want to get new clients fast, I would suggest you run paid ads.

Many people talk about free traffic methods, social media, Search Engine Optimization and the likes. All that is good but it takes time.

If you run paid traffic, you'll be in business the same day or next if you know what you're doing.

If you don't you can just hire someone to do it for you Here.

Listen, this is where I have had amazing experience.

Many times over the past 10 years, I had an idea, I setup a landing page and setup Google/Facebook Ads and started generating leads within 24 hours.

I remember the last time I did this, I made usd 5000 in less than 24 hours from setting up a new landing page with a new offer.

7. Sell Your Service & Deliver



This is the most important process in the food chain.

You need to take it to the bank.

There is no point having tons of leads and not being able to make any sales.

The best way of selling specially when it comes to services is to “sell Like A Doctor”.

Talk to your prospect like an expert, ask probing questions, suggest solutions, show expertise and sell a prescription.

One of the selling techniques that has helped me a lot is called SPIN Selling, you'll get a lot of information about it online.

Need Help With Any Of The Steps?

Go <https://freelancer.africa> and hire a Freelancer.

