



# Online Business **Sales & Marketing** **Framework**

The **4-Part Framework**

you must **focus** on to build

a successful **online business.**

**So you want to  
grow your  
business,  
but where  
do you start?**

**Marketing?**

**Wrong.**

**Before you  
attempt any  
marketing you  
must first build  
your framework.**



# framework

/ˈfreɪmwɜːk/

noun

an essential supporting structure of a building, vehicle, or object.

"a conservatory in a delicate framework of iron"

Similar:

frame

substructure

structure

skeleton

chassis

shell

body



- a basic structure underlying a system, concept, or text.

"the theoretical framework of political sociology"

Similar:

structure

shape

fabric

frame

order

scheme

system



Definitions from Oxford Languages

# framework

A "basic structure underlying a system".

A solid **online  
business  
framework**  
is made up  
of **4 parts.**

## PART 1

# Your Brand

The foundation of your business.

**Your story,**

your message.

You must **connect** with

your **customers.**



## PART 2

# Your Website

Your online business should be housed on a professional well-designed, **clean, clear** and **concise website**.

Your website allows you to **track** and monitor **data**.

**PART 3**

# **Sales Page**

**A hard sell** on your most profitable product or service.

## PART 4

# Email Marketing

Email nurturing campaigns designed to **convert cold leads** to warm leads to **sales**.

This should be **automated**.

**Spending  
money on  
marketing,  
before this  
framework is  
built will waste  
your time, money  
and energy.**

**Staying focused  
on building this  
framework will  
ensure success.**

“

Always  
**remember,**  
your **focus**  
determines  
your **reality**

”

**GEORGE LUCAS**

Online Business  
**Four-Part**  
**Framework**  
Checklist



What to  
**focus on**





## PART 1

# Your Brand



### Strategy

- Brand Story
- Brand Positioning
- Brand Values
- Market Research
- Competitive Audit + Research
- Customer Avatar Development

### Design

- Brand Identity Wordmark
- Brandmark
- Brand Colours
- Brand Fonts
- Brand Pattern / Texture
- Art Direction
- Iconography

## PART 2

# Your Website



- Hosting
- Distinctive URL
- Business Email
- Branded Website
- Website Development
- Website Design
- Copywriting
- Customer Journey
- Testimonials
- Blog
- Photography
- Iconography

## PART 3

# Sales Pages



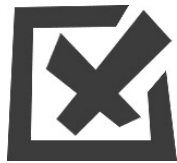
- Lead Magnet / Hook
- Sales Copy
- Video Script
- Video Recording
- Product Photography
- Service Photography
- Headline Development
- Tagline Development
- Testimonials / Reviews
- Pricing
- Iconography
- Graphic Design

## **PART 4**

# **Email Marketing**

- Email Software Setup
- Email Capture on Site
- Website Pop Up
- Email Sequence
- Lead Magnet
- Email Signature
- Headshot

**What NOT**  
to focus on  
*initially*





- Social Media Marketing
- Podcasts
- Webinars
- Video Marketing
- Youtube Advertising
- Youtube Content Creation
- Periscope
- TikTok
- Facebook Marketing
- Facebook Advertising
- Facebook Live
- LinkedIn
- Online Networking
- Local Networking
- Blogging
- Guest Posting
- White Papers
- Google+
- Twitter
- Infographics
- SEO
- Instagram Posting
- Instagram Advertising
- Instagram Influencers
- Google Advertising
- Radio
- Local Advertising
- Print
- Building an Online Course
- Building an Online Community
- Doing an Online Course
- Local Meetings
- PR
- Collaborations
- Refer a Friend Marketing
- Competitions
- Guerrilla Marketing
- SMS Marketing
- Pay-per-click Marketing
- And much more...

**Focus.**

**You must stay  
focused.**



**Stop getting  
distracted  
by short-term  
marketing tactics.**

**Focus on your  
framework.**

And **stay focused**  
until it is built.

*Marketing is ...*

## TRAFFIC

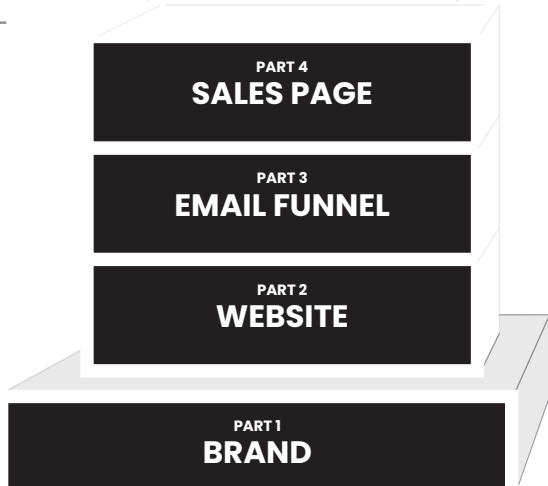
Once your framework is complete, you can begin "Marketing".

Online "Marketing" is about directing traffic towards an Online Business Framework.

*Finished online business*

## FRAMEWORK

Directing traffic to a finished framework will save you time, energy and money and guarantee your success in the long-run.



“

“What you  
**stay**  
**focused**  
on will **grow.**

”

**ROY T. BENNETT**

**Are you ready?**

Want to build your  
**online business?**

**No more**  
procrastinating,  
**No more**  
distractions,  
**No more**  
Overwhelm.



**More**

Financial Freedom,

**More**

Free Time,

**More**

Passion For Life.

“

Your **life** is  
**controlled**  
by what you  
**focus** on

”

**TONY ROBBINS**

Focus on your  
framework

**Book your free  
1-2-1 consultation  
today.**

**REQUEST A CALL**



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**PAUL FEENEY**

Founder of Bodhi | Brand Strategist & Marketer

# Hello!



**My name is Paul Feeney**, I am the Founder of The Bodhi Business Academy and I am a brand strategist and marketer.

Having *never* worked for a design agency, my real-life design experience has always been focused on what matters most, **sales**.

I only work with a select few clients at a time so I can fully understand the needs of their business and focus on solving their problems using a blend of brand strategy, SEO and online marketing. I aim to build and implement growth strategies, not marketing strategies.

I use brand strategy, design and strategic thinking to help companies acquire and delight customers.



[WWW.BODHIBUSINESSACADEMY.IE](http://WWW.BODHIBUSINESSACADEMY.IE)