



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



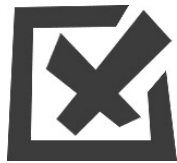
- Lead Magnet / Hook
- Sales Copy
- Video Script
- Video Recording
- Product Photography
- Service Photography
- Headline Development
- Tagline Development
- Testimonials / Reviews
- Pricing
- Iconography
- Graphic Design

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.



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