

# Part One

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## Define Your Business Model

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# Chapter 1

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## Introduction

Let's jump right in.

More than 100 million people are using Twitter today. Are most of them wasting their time? Absolutely! A lot of people are singing the praises of online marketing and social media these days, but much of it is just a bunch of hype. These people might be having fun. They might be "being social." But they're not finding new clients for their business. They're certainly not growing their revenue. A *few* people and businesses, however, are taking advantage of the opportunities presented by these new communication tools; they are using simple but powerful strategies to explode their revenue virtually overnight.

That *is* happening. Those stories *are* true. So what exactly are they doing? What strategies are they using? What tactics are delivering measurable results? Answering these questions is what this book is about. It's about isolating the success stories. It's about identifying the strategies and tactics that work.

The book also evolved out of my own countless experiments, many of them failures, over seven years of self-employed life. My goal was to build credibility and exposure, and I tried everything! Some of my efforts succeeded. Most didn't. The chapters ahead cover the strategies that actually worked. Will they work in every situation and for every business? No. But they've all been successful for one business or another, and that means they're worth testing on your own business too.

This book tells you how to get things done. You'll notice the contents are divided into 80 chapters, each with a narrow and specific focus. You can read each chapter in less than 10 minutes and quickly gain an understanding of the strategy as well as its implementation process. Each chapter

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(except this one) concludes with an itemized to-do list, allowing you to break the topic into specific tasks and see results quickly.

The chapters are presented in a specific order. You can waste an enormous amount of time doing things in the wrong order. More than half the value in this book is the sequential presentation. Regardless of where your business is today, you will benefit by starting at the beginning and working your way through the book. Together, we will align your business with today's realities and tomorrow's opportunities. More than ever before, those opportunities are available and accessible to anyone who's willing to do the work.

Here's the sad reality: most people don't do anything. They never take action. They say they will but they don't. They get excited but it fades. As a result, most people never see real results and eventually get discouraged and give up. You can get the best advice in the world but it won't do you any good unless you take action. This book offers dozens of simple but powerful strategies, but the actual implementation is up to you.

Please commit to this process. Create a folder and track your progress. Go through the steps and embrace curiosity when confronting the unfamiliar. The strategies presented in this book are here because they produce results. Together, we'll build a strategic foundation for your business that's far more sophisticated than most businesses ever achieve. Together, we'll take steps that will leave your business far better positioned than it is today.

The first section of this book is devoted to defining your business model. This may seem unrelated to modern marketing but nothing could be further from the truth. A clear and focused business model is essential to effective Internet positioning. Everybody uses the Internet differently. We all have our own favorite platforms and our own way of accessing information. But the one thing that remains constant for all of us is the mechanism of finding information online. Search engines and social media platforms are rewarding websites that offer extensive but focused information about their topic. The websites that shine are those that present a clear purpose with easily understood benefits and a landslide of good information. These websites can only be built by companies that have a well-defined business focus.

Work through the first few chapters and do the suggested exercises. They will force you to hone your business model and fine-tune your value proposition. That clarity adds to your business foundation and pays dividends online and off. Success breeds success! Share this book with your business colleagues and work through the steps together. You might be

surprised how different their experiences and ideas are from your own. Not only will you benefit from their unique perspective but you'll have more fun along the way. The Twitter hashtag (explained in Chapter 59) for this book is #80shortcuts. Please include it in all related tweets.

Now, let's get down to business!

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