

GROW

A top-down photograph of a person sitting on a bed, typing on a silver laptop. The person is wearing a light purple long-sleeved shirt and bright yellow shorts with white lace trim. The laptop has a green keyboard. The background shows a white bedsheet and a pink fuzzy rug on a wooden floor.

HOW TO SUCCEED ONLINE

ROBERTA FAIRBANKS

A woman with a white towel wrapped around her head is sitting on a bed with white linens. She is wearing a white tank top and has a tattoo on her left arm. A silver laptop is open in front of her. The background is a plain, light-colored wall.

THE 6 STEPS TO GROW YOUR BUSINESS ONLINE

stylish



Introduction

This e-book was created by me, Roberta, in the hope to put into writing everything I have learned while building 6 Successful businesses online in the last 7 years. This content is what I teach all my one on one clients and its been changed, recreated, added to since 2017.

I hope you find here the answers you are after and that you learn what it takes to make it online. I know it's not an easy and straight forward magical answer. BUT I do know that consistency, showing up, building trust through giving free content will help you connect to your audience, build communities and help you sell to them.

“Build your business with the goal of building a community, creating the products they love, giving them the content they connect to, making the purchase process easy, engaging and fun, and give them a reason to come back for more.



Founder and Director of The Stylish Studio. An Award Winning Marketing Strategist, Brand Identity Lover, Website Designer, Magazine Editor, Event Planner, Speaker, Passionate Entrepreneur, Reiki Practitioner, Mama, Self Love Advocate and founder of 6 Successful Businesses in less than 7 year. I'm your High Achiever OP 1 kind of girl who has continually chosen to follow her passions leading her to a life she could never have dreamed of. And 100% pasta addict.

My biggest achievement yet? Becoming a mum. No doubt. It has been the thing that changed me, empowered me and showed me the way to become more of myself.

In the 7 years creating beautiful businesses, I've created concepts never seen before. My first one and biggest love being called Stylish Kids Australia - Pop Up Store, Event called Flatlay & Collaborate and Digital Clickable Magazine. These changed my life, it changed me as a person and it also changed the Mum Instagram World in Australia back in 2017 - and got me 2 Awards!

I'm so proud to have built a community of over 70k women, worked closely to over 3000 businesses, spoken in over 40 events around Australia, mentored over 50 1:1 Businesses, won an Award for my Strategies and have been nominated Top 10 Digital Innovator in Australia.

I'm so proud of all we have achieved and I'm so excited for what's to come. I'm really looking forward to meeting you and helping your business become a reality!

01 TARGET MARKET

Get to understand your audience and how to connect to their needs, fears, dreams and aspirations so you connect and sell to them.

02 BRANDING

Brand Identity, Brand Message and Branding Guide.
Create your own Branding Step-by-Step.
Importance and steps to awesome Customer Service

03 COMMUNICATION PLAN

Connect and Build Trust with your audience by adding value, giving content they love via the platforms they use.
How to Instagram - Launch, Campaigns, Content Creation, Branding, Hashtags, Collaboration, Influencers, Content Creators, etc.
How to - Email Marketing, Blog, E-books, Videos, Webinars, Tutorials

04 WEBSITE

Connect, Capture and Convert with websites that sell.
Must-haves in your website so customers stay and buy from you.

05 MARKETING PLAN

Plan your Marketing Ahead so you are not guessing what to do next, killing the overwhelm and falling in love with seeing results through consistency.

06 BUILDING TRAFFIC

Drive traffic to your business by showing up online continually and being a specialist in what you do.

6 steps to success.

What are the areas in your business that you need to focus on to grow?



stylish THE STYLISH STUDIO

1

CHAPTER

TARGET MARKET

THESTYLISHSTUDIO.COM.AU

01

get to know your audience before you sell to them



You cannot sell to everyone. You cannot have 1872 different messages that will get you to connect to everyone on earth. You need to be specific as to whom you are selling to, and block the rest. Without fear of missing out. You actually will miss out if you try to be too generic with your marketing. It won't connect and it just won't sell.

Understanding and connecting to your audience is the first thing you need to do before you start your business.

Understand why you are choosing a specific service/product, why would your audience buy it, what is going to set you apart from the competition and how you can connect to them for life.

I usually say that understanding your target market lays in understanding your passion. So what is your passion? Why have you started this business and why you want to help others with what you do?

How can you enhance their lifestyle with you doing what you love? Being a small business it probably means your target market is someone like you, was you or will be you soon. We all **aspire** to be something, do something and have something. We all have fears that we won't get what we want. We all look for inspiration to help us reach our goals, solve a problem.

We all look up to the people that have already reached similar goals or solved a problem as inspiration, and we try and copy or get their tools so we can too get there.

we ASPIRE to become like our inspirations. We follow influencers and businesses that make products or offer services that will HELP us get closer to the feeling of our aspired lifestyle.



Your Job:

- 1** Connect to your audience by knowing their aspired lifestyle, goals, and fears. And how you are going to solve their problem, help them reach their goals with content.
- 2** Become a go-to brand offering their aspired lifestyle, and collaborate with other brands and influencers who promote the same lifestyle
- 3** Connect and Build trust by giving them the content that inspires them
- 4** Sell the products that will be their stepping stone to get to their aspired lifestyle.



INSTAGRAM

amazing tips.

FIND THEM

Find your audience in likeminded pages and connect to them by liking their comments, replying to their comments or go in their page and comment something you find lovely.

BELONG

Follow, engage and belong to the community of Likeminded Businesses and influencers that share the same Target Market as you.

COLLABORATE

Create Collaborations with businesses and influencers.

BE SEEN

Share the love by shouting out and celebrating other (key) businesses and influencers in your page. They might just share it, if not, they will at least see you!

About Your Target Market

Who is your Target Market? be specific - create an avatar.

WHY THEM? What are their struggles, fears, wants and desires?

What is their Aspired Lifestyle? The things they love and need?

How will your product/services solve their struggles, fears, wants or desires and how will it help them get closer to the lifestyle they aspire to have?

What topics are you going to be an expert on and share with them to connect and build trust?

What other businesses do they follow and products they buy?

What influencers have the Lifestyle you are going to be promoting and most likely your audience would follow for inspiration?

other notes:

would you like the next 5 Steps to start and grow your brand?

We don't care about Design and Strategy, we care about you.



Dreaming of a business but feeling overwhelmed with where to go is no fun. Don't be held back. You were destined for more. You can have the business and the stay-home-lifestyle.

Join over 3,000 businesses that have turned their passions into *REAL* Brands by using our Strategies & Creative Studio.

[BOOK FREE CHAT](#)

life is too short not to take the leap.
Start your dream business.
Get the Steps to build a stand-out-from-the-
crowd brand your audience loves.



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