

The 7 Secrets of Success in Online Entrepreneurship for Women



Introduction



There are a lot of Internet gurus on the Web who want you to believe that starting a business online is a snap. Well, it is not. If you are a woman considering (or pursuing) entrepreneurship online, this is one of the most important articles you will ever read. You might as well save it somewhere easy to find so that you can come back to it when you need to check yourself.

Although success in female entrepreneurship doesn't have a cookie cutter formula, there are essential factors that increase your likelihood of success. What follows is what I've found to be the seven most important secrets to success. So, if you plan on running a sustainable business online and want to make a decent living doing it, you better master the following seven steps to successful female online entrepreneurship.

Secret No. 1: Kick Fear in the A\$\$



If starting a business online presents any kind of risk to you, you are going to feel fear. In fact, you will probably feel fear in one way or another even if you have a fool proof path to success with your online business. The key to kicking fear in its ugly little behind is to feel the fear and do what you need to do anyway.

Most of the time, we fear things that exist primarily in our head and are based on a feeling.

A study by the University of Michigan demonstrated:

- ✦ 60 percent of our fears never become a reality
- ✦ 20 percent of our fears are out of our control
- ✦ 10 percent of our fears are basically insignificant

The remaining 10 percent of our fears are real. As female entrepreneurs we must remember that fear is just part of the process. We must accept that we will feel afraid and recognize that if we are to achieve our goals we are going to have to take risks that involve feeling afraid.

This means we must have courage and confront the obstacles we face – secret no. 2.

Secret No. 2:

Confront the Obstacles You Face



You will face many obstacles as a female Internet entrepreneur, because starting a business online comes with the same difficulties a woman faces in starting a brick and mortar business. If you are going to maintain a sustainable business online you must tackle the following obstacles head on.

I Ain't Got No Money

The great thing about starting a business online is it has relatively low startup costs. You can purchase web hosting with [Hostgator](#) and get a free domain registered for one year for as low as \$4.95 per month. Depending on your needs, you can design your website yourself using free website templates provided by [Hostgator](#), or if you want a rock-solid design and SEO friendly website that you can create yourself try the [premium Wordpress theme, Thesis](#).

A word more about Thesis: [Thesis is a premium Wordpress theme](#) built on powerful search-engine optimized HTML + CSS + PHP framework that uses a straight-forward design options panel to enable anyone to create a professional looking blog or website. If it didn't rock, then why do Internet experts like [Matt Cutts](#) of Google, [Rae Hoffman](#) of Sugarrae, and SEO whiz [Danny Sullivan](#) use it? Go ahead, check out [Thesis](#) today.

The beauty of launching a business online is that Web hosting, an email marketing provider, and web design combined can cost you under \$500 for the year. So, if you still think you can't afford to start a business online, present a compelling case for investment to your parents, your aunt, or a mentor. If you have done your homework and can demonstrate that you have a viable business at hand, you will get the money you need.

Secret No. 2: Confront the Obstacles You Face



I Might Lose Money I Ain't Got

Yes, you could lose money. Just as with any business undertaking, you must take every precaution you can to get a sense of whether or not you have a real opportunity at hand (secret no. 4).

Before you make any financial investments, determine how much money you could lose in your worst case scenario. Once you know how much money to be concerned about, then you will know how concerned you should be.

By taking control of the risk of financial loss you are better equipped to manage it. And if for some reason your venture tanks, you will be even better prepared to succeed in your next attempt (secret no. 7).

I Ain't Got No Job

Okay, you want to be a female entrepreneur. That doesn't mean you have to throw away your common sense. If you can't support yourself while you launch your online business, **DON'T QUIT YOUR DAY JOB!**

Hang in there until you have a verifiable income. Once you have developed a client base, pull the plug on your 9-5. Besides, if you follow these seven secrets of success, you won't have to worry about losing income or finding the "perfect" career. You will have created that for yourself.

Secret No. 2:

Confront the Obstacles You Face



I Don't Think I Can Do It

If you don't develop a strong and healthy self-esteem, you will never succeed as a female entrepreneur online. People online can be nasty. You will get emails that will hurt your feelings. You will get talked about by people who don't even know you. You might even second guess the value of your products or services. These things will get you down and keep you down if you do not develop a strong and healthy self-esteem.

If you don't have a healthy self-esteem, but you want one, learn how to create one. Nothing else will come together for you as a female entrepreneur until you have conquered this obstacle. Start by celebrating your successes. Once you do something with any positive result, you will become empowered to do even more.

I Have Too Much Too Do

Yes. You do. We all do. Life as a female online entrepreneur is a juggling act. The to-do list never ends. What's important is that you tackle each responsibility one at a time. Strive to achieve balance in your life.

Your partner, husband, children, parents, and siblings all love you, but they will likely drive you crazy. They may not understand what you are pursuing or why. They may feel neglected and demand more quality time and attention. They may unwittingly seem unsupportive. This is why you will need community. And this is why you must be sure to give energy to the things that are important in your life – so that you can keep them in your life.

Secret No. 2: Confront the Obstacles You Face



You may find that you often lack sleep because of that never-ending to do list. If you start to feel burnt out, relax. Make sure you make time to exercise, eat right, stay involved in activities, play, pray, go to a movie, laugh...just don't lose the urgency you feel to launch your venture. Stay focused.

I Can't Generate Traffic

It takes time and damn hard work to generate traffic for your website. Without traffic you are dead in the water. Explaining how to generate traffic is beyond the scope of this section of this article. The point is you can generate traffic if you develop useful, interesting and valuable products and services and you PROMOTE them properly.

For some no nonsense advice on building traffic and using SEO properly I highly recommend [SEO School](#) by Naomi Dunford. It's worth every penny!

I Ain't Got No BIG Idea

If you're waiting for a big intellectual bang, you'll be waiting a long time. Ideas are all around you. Ideas are already within you. You simply need to learn how to search for the ideas and identify a feasible opportunity. Look around your environment, roll over conversations in your head, read books (yeah those paper things you can get for free at the library), and listen to people's pains. By doing this you will find new, better, unique, and breakthrough ideas. Sometimes you can't come up with a "big idea" because it's right under your nose. Ideas can come from anywhere. Take a step back. Open your eyes, and open your mind.

Secret No. 2: Confront the Obstacles You Face



I Can't Wait It Out No More

If you have an exceptionally low level of patience, online entrepreneurship isn't going to be your game. You must be able to see the long term value in your venture if you are going to carry your plans through to the finish. Otherwise, you will crumble under pressure.

Some online entrepreneurs have more rapid success than others. What you don't know is how much hard work they put into getting to where they are. Set realistic expectations for yourself. In all likelihood you are not going to be making 6 figures in 6 months. Accept this now and you will enjoy the process much more.

I Don't Know What To Do First

You're brainstorming, planning, perfecting, critiquing, and over-thinking yourself into inaction. Great! Now quit it! GO DO SOMETHING...now!

If your business is going to generate any revenue and if you are going to reach your goals as a female entrepreneur then you have got to break out of a paralyzed state.

You are dead on arrival if you cannot execute your idea. Your business is merely an idea unless you master execution. Try taking one teensy weensy step in any action oriented direction. One action step will get you on track to achievement.

Secret No. 3: Create Products & Services of VALUE



A business “idea” is not a business. Your idea is a business once you have a product or service that provides value that people will pay for. Let’s face it. You probably aren’t going to come up with an online service or product that isn’t already in existence in some shape or form.

The key is not to come up with something novel, but rather to provide an online service or product that provides exceptional value in a distinct way. Figure out what you bring to the table that is different from your competitors and infuse that into your products and services.

If you’ve been reading my content for any length of time, you’ve come to notice that I talk about Naomi Dunford of IttyBiz a lot. I can’t help it. In my opinion she is such a great example to learn from.

For example, Naomi discovered an underserved market in home business marketing. Home business marketing is a competitive niche online, however, Naomi is uber-successful because of the way she presents her material (brilliantly), because she has infused her personality into her work, and because she take a no BS approach to helping people.

By doing these things Naomi provides products and services of incredible value to the people who need it most. Like Naomi, our favorite home business marketing expert, this is where you get to apply innovation to what you offer.

Secret No. 4: Confirm You Have a Real Opportunity



You might love talking about jewelry-making and beading. You might be an expert in baking phenomenal gluten-free chocolate chip cookies. You might know the meaning of life. Here is the thing. If you can't monetize it and make money...it doesn't matter. To be a successful online entrepreneur you must assess whether or not your idea can be commercialized. You must clearly identify your business model(s). To assess whether or not you have a viable business first ask yourself some of the following questions:

- ✓ Does your idea bring you into your sweet spot?
- ✓ Does it match your lifestyle goals, risk-reward balance?
- ✓ Does your online product or service fix your ideal customers problem?
- ✓ Does it provide unique and specific value for your customer?
- ✓ Can you differentiate yourself from your competitors?
- ✓ Is there an adequate demand for your product or service?
- ✓ Can you capture a sustainable market share by creating an untapped niche or weak market leader?
- ✓ Is there a high probability of profitability?

If you can positively address each of these questions above, begin to test your idea in the marketplace. With that you will know if you've hit on a real opportunity or not.

Secret No. 5: Create a *WORKABLE* Business Plan



When I first considered setting out on my entrepreneurial path, I was obsessed with creating a perfect business plan. I bought business planning software. I conducted hours of research. I spent hours ripping my hair out over spreadsheets and hypothetical sales figures. I thought I had to do this if my business was going to be successful. I was wrong. And, as a result of the experience I freaking HATE business plans. Then, it dawned on me. Why not just create a business plan that works for ME?!?! So that is what I did. I grabbed a notebook and pen and answered the following questions as completely as a possibly could.

- What do I want to achieve with my business?
- What is the purpose of my business?
- What products/services do I offer?
- How many incomes streams do my product and services generate?
- How much revenue could these income streams generate?
- How else can I generate revenue?
- How can I build upon these products/services to create additional products/services?
- How will I grow my business?
- Who does my business serve?
- Who is the perfect customer for my product/service?
- What needs do my products/services meet for my perfect customer?
- How do I solve my customer's problems?
- How many potential customers do I have?
- How will I reach my potential customers?
- What methods will I use to promote my product/service?
- What do I need to create, deliver, and promote my product or service?
- How can I test the market before I invest in developing systems?
- How much will it cost to create, deliver, and promote my product/ service?
- How will I execute the creation, delivery, and promotion of my product/service?
- Who is going to do what?
- What unexpected events could derail the creation, delivery, and promotion of my product/service?
- What are the first 5 steps I must take right now to set this plan in motion?

If you can get the answers to these questions in writing, you've got yourself a very workable business plan.

Secret No. 6: Take Action



For the most part people are poor executors. Most people really don't know how to "git her done." If you are going to get anywhere in online entrepreneurship, getting things done is going to become a critical skill for you to acquire. It is normal to struggle with taking action.

Many times we are tripped up by fear. Sometimes we are just burnt out. Other times we just don't feel like doing what needs to be done. Suck it up. I don't think Oprah got where she is today sitting on her behind. So, get off yours and start taking **PRODUCTIVE** steps towards achieving your goals.

When you start to get caught up in "how" you're going to achieve something, you are setting yourself up for getting stuck. Instead stay focused on the goal, and every single day **DO** something that moves you closer to it.

*The few who do are the envy of the many
who only watch. - Jim Rohn*

Secret No. 7: Become Unstoppable



The world is full of critics and haters, especially on the Internet. It's like a virtual version of [Dave Chappelle's Playa Haters Ball](#). Everyone can find something negative to say. Chris Guillebeau wrote a wonderful manifesto called [World Domination](#). Read it, and read [this post](#) where he addresses the issue of dealing with critics beautifully. The bottom line is, you are going to have all kinds of people offering up their opinions. Regardless of what they say, keep pushing forward.

The Cold Hard Truth about Entrepreneurship – As I See It

For me, entrepreneurship is primarily a trial and error endeavor. There are some things you can only learn by doing. The more you try the more you learn. That is one of the beautiful things about entrepreneurship. There is no such thing as failure. Basically, you have the opportunity to get better and better all of the time.

Take Thomas Edison for example. Potentially one of the greatest inventors of all time, Mr. Edison was doggedly pursuing the development of a filament of the electric light bulb. In his plight to create a filament, Edison conducted over 8000 experiments. When asked why he kept going despite 800 failures, Edison responded, "I never had one failure. I learned from every attempt, and each experiment led me to more likely pathways, and I eventually succeeded."

Keep these 7 secrets in your back pocket and eventually you will succeed too!

One More Thing!



Thank you!

You're time is incredibly valuable, and I appreciate you investing some of it with me. My goal is to help you find ways to monetize your passion and provide you with the tools that you need to launch your online business with confidence.

Stay tuned to your inbox, because as I create more valuable tools to help you with your success I will send them over to you at the e-mail address you provided when you downloaded this special report. Don't worry though, I only e-mail you when there is something of value to share. No spam here!

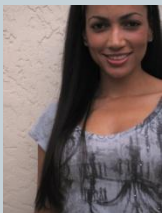
Also, if you're looking for some more resources right this minute, check out:

[How To Become A Young, Sassy, & Smart Female Entrepreneur - Online](#)

[Female Entrepreneurship Online 101](#)

[51 Awesome Online Biz Ideas for Female Entrepreneurs](#)

Thanks again! More awesome content coming soon...



Best,

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