



Jumpstart Your Online Business with these Pro Tips

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When you are starting your online business, it can seem overwhelming and intimidating, but I'm here to tell you it doesn't have to be. It's just like eating an elephant – you eat it one bite at a time! Below are some tips I've learned over my 25 years of working from home. I hope they are helpful to you and that it helps propel your business to a place of success, joy and fulfillment!

So here we go...

- First, find what you truly enjoy and are passionate about. Then your work becomes something you enjoy, not just something you do for money. And when you enjoy what you do, it doesn't feel like work! That's the beauty of finding what you are passionate about and truly enjoy!
- Pick a business name that isn't cutesy; make it professional yet versatile. There is a big chance that what you start off thinking will be your niche will most likely change and you don't want to have to pivot to a new business name if you change direction slightly.

- Continually work on your goals and mindset! If you have doubts, fears and negative thoughts, you are NOT alone! Find some great inspiring and motivational podcasts and/or read some books to help you overcome these temporary obstacles! Also use a Monthly Goal Sheet to help you with daily, weekly and monthly goals. [Click here for a free Monthly Goal Sheet](#) to help keep you on track and accountable!
- As you learn more about the industry you are interested in, try to narrow down what you want to do. This will help you specialize and offer niched-down services that you can charge higher fees for. If you don't know it all now, don't worry – none of us do in the beginning. There are tons of places online to get additional training in the areas you want to grow in!
- Know what your skill sets are and what you enjoy doing and pursue those clients vs taking any and everything that comes your way. Initially however, when you are starting out, you may want to take on a variety of clients until you realize what you really enjoy and what you are really good at. Plus you may need those initial clients in the beginning to help bring in the revenue that will help you grow.
- Be aware of distractions and how they can negatively impact your productivity. Turn off distractions, close out your email, put your phone on silent or do not disturb when you are working and focusing on your tasks. You will be amazed at how much more you can accomplish when you squash those pesky distractions!

- Don't spend so much time on a website or making things that you post absolutely "perfect" in the beginning. Instead focus on doing an outstanding job for your clients and ask for referrals from satisfied clients. Word of mouth referrals can be a huge boost to your business.
- Be looking for ways you can help other business owners out. It could be as simple as commenting or sharing their social media posts, leaving a review online or referring customers to them. They will most likely want to return the favor and do something kind for you and your business.
- Focus on priorities – Instead of having a mile long to-do list every day, set your intentions for the day by what qualifies as a priority. By knowing and living your priorities each day, you'll improve your focus, keep your sanity and be more present for what matters most. The results will not only increase your productivity but decrease frustration and mom guilt.

One way to do this is to make a to-do list in three categories: A, B and C. The tasks in A are must do, B are tasks that you want to conquer next and C are lower priority. That way you can be more strategic about how you spend your time and which tasks are done first. Otherwise, many of us will just do the easy things and leave the harder things perpetually on our to-do list.

- Harness the power of Social Media for your business. Your ideal client is out there and they need what you have to offer but they have to be able to find you. You don't need to master every platform either. Leverage your strengths and put those social media channels to work for you.

Love doing live video? Use the live features on Instagram or Facebook or create a YouTube / TikTok video to give tips, a how-to that can solve a problem for your client (when they realize they don't want to do it, they can reach out and hire you!), create a blog post with a tutorial and share it on your social media pages. Whatever route you choose, the goal is to provide value and to be consistent. You can't expect to show up on your social media pages once a month and have potential clients flooding your in-box.

Lastly, take time to take it all in. You are creating a future for you and your family. You are moving towards living the dream you were made for. Know that some days may be hard and some days may be frustrating but YOU WERE MADE FOR THIS! This is the desire of your heart so give it all you've got and give yourself grace when you fall down or make a mistake. Rome wasn't built in a day and neither will your business be.

I believe in you and am here to support you! ❤️ Reach out to me on social media @hiremymom or by email at lesley@hiremymom.com.

Here's to your incredible success!

Lesley Pyle, Founder - [HireMyMom.com](https://www.HireMyMom.com)