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ONLINE BUSINESS SKILLS CHECKLIST

Online Business Skills Checklist For Your Online Business Start Up

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Online Business Skills Checklist

Do you have the skills necessary to start an online business? You can outsource or delegate some tasks; however, as founder and CEO of your own virtual operation, there are some unavoidable skills that you simply must possess.

Writing powerfully persuasive content, effectively communicating and delegating with your team, planning and research, budgeting and scheduling, are all examples of skills you will need to acquire to achieve success online.

In this short report you will discover a wide range of skills necessary to virtually guarantee your Online Business is a success.

As you are building your online business, simply go down this list and make sure someone on your team possesses at least one of the following skills. You may even want to write that person's name or initials beside each of the skills.

Your checklist is broken down into two sections. In the first section you will see those personality traits you must possess yourself.

The second section contains list of traits that you or someone on your team must posses and is a much longer list.

We have exhaustively compiled a list of competencies needed to run most online businesses.

You may find that your business doesn't require "knowhow" in every one of these areas, that's okay since every online business is different and has different needs.

While you may not think a particular skill applies to your unique situation, make sure you can turn to someone who is an expert in that area if the need should arise.

Skills You Must Possess Yourself

Communication

You have to be an effective communicator to run any type of business. This doesn't mean your grammar has to be perfect. You just need to effectively communicate with your team members, vendors, and business partners. The importance of this skill cannot be overemphasized.

You may know exactly what needs to be done. You may have retained the services of an intern, outsourcer, or freelancer who is skilled in the specific area of expertise you need. If you can't relate to them what they are required to do, you are never going to leave the planning stage.

This is far and away the most important online business development and management skill you must possess.

Researching

Launching an online business requires a lot of research. Well, that really should be said a different way. If you do very little research, you will have very little chance of success. If you are willing to exhaustively research every aspect of your particular online business, the odds that you will be successful drastically improve.

Planning

There is an old saying, "If you fail to plan, you plan to fail." How true. There are probably more than a few successful Internet businesses that were launched on a wing and a prayer. No real plan was put together, but that business owner succeeded in spite of himself or herself.

That is the exception to the rule. After you do all the research necessary, it is time to sit down and write a detailed business plan. The more effective your research, the more effective your business plan will be in delivering your desired results.

Budgeting

Budgeting is a part of the planning stage. It involves uncovering every invisible cost, one-time investment, and recurring cost needed to launch and maintain your business.

Don't forget to include room for unforeseen costs when you write up your business budget. A smart budget will plan for 3 to 5 years of business expenses. No need to worry, you won't need all of this money up front.

As long as you know what your one-time invisible and recurring costs are, and you have a funding source which is available over time, your budget can work out.

Scheduling

If you have a tough time setting and sticking to schedules, technology is your friend. There are countless scheduling applications and programs which sync across all of your computers, phones and tablets.

If you have done your research, planning, and budgeting correctly, your scheduling is the next logical step. You refer to those previous three activities and then schedule the appropriate tasks.

You will find that being successful on the World Wide Web requires setting up several recurring schedules which take place on a daily, weekly and monthly basis.

Taking action

Having the knowledge and tools to get things done is little use without actually taking action.

Knowing when to pull the trigger and the next step to take is an essential skill in terms of keeping things moving and keeping your goals on track.

You can use project management apps to assign deadlines to tasks and make sure things are getting done.

Delegating

Unless you can somehow squeeze a month's productivity out of each and every day, you will be delegating a lot of duties. You can benefit from delegation even if setting up and maintaining your Online business is very simple.

You free up valuable personal time when you let experienced professionals and freelancers do what they do best. You can then focus on what you do best, running your business. Sadly, many entrepreneurs are lacking in strong delegation skills.

Follow-up

What do you do after you assign someone an important task? You need effective follow up. You can't simply delegate tasks and then forget about them. You need to know what level of progress everyone on your team is making on the duties you assigned them. How else will you know that your business plan is on schedule?

Understanding your numbers

Running a successful business online means monitoring relevant statistics. You have to absolutely know your "numbers" or you are counting on luck to make your business a success.

Fortunately there are any number of statistics programs and software suites you can benefit from. Google Analytics is a very powerful, free resource for tracking important business metrics you need to know.

Flexibility

Famous German military strategist Helmuth von Moltke once stated that, "No battle plan survives contact with the enemy." Your enemy is Murphy's Law. That "law" states that if something can go wrong, it will.

Believe it. Things are going to go wrong. You are going to research, plan, budget, schedule, delegate, and follow up effectively and then ... something unforeseen happens. You have to be able to change gears when necessary, and remain flexible to make your online business a success.

Objectivity

Your online business is your baby. You are so proud of it. If sheer desire could make it succeed, you would definitely have a success on your hands.

However, lying to yourself about some failing aspect of your business is not going to solve that problem. You must be able to objectively assess any and every aspect of your operation to have even the slightest chance of success.

Persistence and perseverance

Former US President Calvin Coolidge had this to say about perseverance.

"Nothing in this world can take the place of persistence. Talent will not: nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not: the world is full of educated derelicts. Persistence and determination alone are omnipotent."

There will be speed bumps and hurdles on your road to success. Don't give in to them. Stick to your plan and persevere.

Skills You or Your Team Must Posses

As mentioned above, the following skills must be possessed by either you or someone on your team. The more of these you can delegate, the quicker your business will be up and running.

- ## Writing skills

The principal medium for communication on the Internet is written content.

You need someone who can communicate your message effectively and persuasively. Even where audio and video are concerned, someone needs to write those scripts. Every page of your website must be written. Good writers understand and practice search engine optimization (SEO) as well.

Online and offline advertising, press releases, sales letters, squeeze pages and a nearly endless list of marketing pieces require a skilled copywriter. Spend enough money here even if you are operating on a limited budget. The quality of your content can either make or break your business.

Website creation and maintenance

Blogs and websites need to be built. Opt-in forms and email autoresponder services need to be integrated. Ongoing maintenance, e-commerce solutions and payment processing also require a good website designer.

You don't have to spend a fortune to get some really good talent in this area. As with most of the skills listed in this section, sites like Fiverr, Upwork and Freelancer put talented, low-cost virtual employees at your fingertips.

Graphic design

This is not an area to pinch pennies. The three freelance websites we just mentioned are great places to find inexpensive graphic designers. Just remember that most of the time you get what you pay for.

Your logo and any other graphics on your website visually brand your company. You only have to pay for logo creation one time. Then you own the exclusive rights to that graphic element. There are other areas of your site that can also benefit from a talented graphic designer as well.

Link building

Backlinks are one of the ways that Google and other search engines decide where to send web surfers. If you have a dog training web business, you want other dog training blogs and sites linking to yours.

This is how the search engines understand just what your site is about. Their spiders "crawl" your site and read your content. This gives them a good idea about what you are offering.

They also look at the content of sites which link to yours. If you have lots of relevant, high page rank links you can rank higher than your competition for important search terms and phrases.

Research

You and/or someone on your team are going to be doing a lot of researching. The Internet is changing all the time. So is technology.

You absolutely must be up-to-date on the latest goings-on that have any influence on your business. A good web researcher provides you with that knowledge.

Reading

You should be "spying" on your competition.

This is where smart reading skills come into play. Effective reading requires more than just identifying and pronouncing letters however, you need someone reading everything they can get their hands on about your competition.

You also need to be informed about cutting-edge technology and successful web techniques which can impact your business one way or another.

This is where someone with in-depth, fast reading skills can make a vital contribution to your company.

Creativity

In many situations problems will arise. What at first looks like a straightforward task can hit a snag. That is when the creative mind can get your project back on track quickly.

Timeliness (time management)

You and everyone on your team need to spend their time wisely. Deadlines must be met. You also don't have the time in your busy schedule to cover for poor time management skills on behalf of your team.

The ability to take direction

You understand you must effectively delegate and follow up to run any type of business. That is easier when the person you assign tasks to takes direction well. Unfortunately, not everyone likes to take orders and have deadlines imposed upon them.

Aside from communication this may be the most important skill for anyone you bring on board. If someone takes direction effectively, they understand their role as a significant member of the overall team. Don't overlook this vital character trait when assembling your team.

Organization

This is a skill that not everyone possesses. In some cases your team members may not have to be that organized. Some tasks and assignments simply don't require a high level of organization.

In most instances however, you will get better performance from a highly organized team member with average skills than from someone who is disorganized and highly skilled.

When your crew members are organized, life is much easier for you. That organization also shows through to your prospects and customers in your business.

- ## Networking

You can accomplish a lot with a little effort if one of your team members is an effective networker.

This is simply the ability to interact with others to form a network of business contacts. Everyone in that network helps every other member to further their business efforts.

This is where someone with expertise on Facebook, Twitter, Pinterest and all of the other popular social networking sites can have a huge impact.

- ## Domain name and hosting knowledge

Don't worry if you have never purchased a domain name. Ditto if you know nothing about web hosting. These are actually pretty straightforward and simple tasks. But what may take you a couple of hours to figure out literally takes only a few minutes in the hands of the right intern or freelancer.

Software and Coding

Here is another skill that may not be required by all Internet business owners. On the other hand, the behind-the-scenes guts of your web operation are powered by software.

When web surfers end up at your website, the content they see looks and sounds like words, audio and video.

In reality their experience is just the culmination of software and coding. Make sure you can quickly reach a talented developer in a pinch, even if you don't need one right now.

Spot opportunity and make suggestions

Sometimes the people working for you see things that could benefit from a different approach.

You want team members who take direction well. You also want them to be able to make suggestions that might help your business.

Try to surround yourself with team members that don't mind speaking up when they see an area of opportunity for your business.

- **A team player attitude**

Communicating, meeting deadlines,and producing solid work all require a team player attitude.

When members of your team don't see themselves as integral parts of your business they can make life frustrating at the very least.

They can lead to the death of your business in a worst-case scenario.

Anyone assisting you in running your business needs to realize they are a member of a team. Everyone is working together to achieve a common goal, the success of your business.

If you have egomaniacs and glory hounds involved in any aspect of your operation, the road to online business success will be a tough one.

There are no shortcuts – as with everything else attempted online, it takes time to create a presence that you can rely and build upon to provide a big return on the time and effort you're investing.

Are you missing any of these skills? Don't worry. You can develop them over time with practice and persistence and you can outsource some when you have the budget. However, be sure to have the ones that are most critical to the online business model that you plan to use.

The bottom line is that it takes patience and diligence to become a success online. This Online Business Checklist contains all the ingredients you need to make your own Online Business venture a successful one.

Thinking about starting a home business? Not sure where to begin? Start your home business on a rock-solid base! Consider teaming up with us. Since 1985, we've helped tens of thousands of men and women worldwide build successful home businesses. And we can help you, too. Find home business success stories and information on getting started at:
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