

The Digital Start Up Workbook: The Ultimate Step-By-Step Guide to Succeeding Online from Start Up to Exit



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Reviews

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(Mikayla Romaguera)

THE DIGITAL START UP WORKBOOK: THE ULTIMATE STEP-BY-STEP GUIDE TO SUCCEEDING ONLINE FROM START UP TO EXIT



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Audible Studios on Brilliance, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Your digital business start-up journey begins here. From the best-selling author of The Small Business Start-up Workbook, Cheryl Rickman brings you a thoroughly practical guide to starting up a digital business, covering the full journey from idea to exit, with easy-to-implement strategies to make your online venture an on-going success. With a combination of tips, exercises, checklists, anecdotes, case studies and lessons learned by business leaders, this workbook will guide you through each step of digital business. Learn how to: Assess whether your business idea will work online/digitally Choose the right business model for your proposition and avoid wasting time Assess demand, viability, and uncover untapped needs and gaps in the market Build a usable, engaging website and mobile app Create a buzz using social networking Drive high quality traffic to your site and convert visitors into paying customers Use search engine optimization (SEO) and marketing (SEM) tools effectively Raise finance and protect your business Build and maintain a strong brand Recruit and retain a strong team Sell the business or find a suitable successor. Cheryl Rickman writes books on the big world of business from a small village in Hampshire. After working in editorial for three years post-graduation, Cheryl joined an online information publisher and wrote a number of booklets about internet business and web marketing. At the age of 25, Cheryl decided to combine running her own internet business - which served clients such as Microsoft and Motorola - with a freelance writing career, focusing on entrepreneurship, business start-up, and company growth.



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