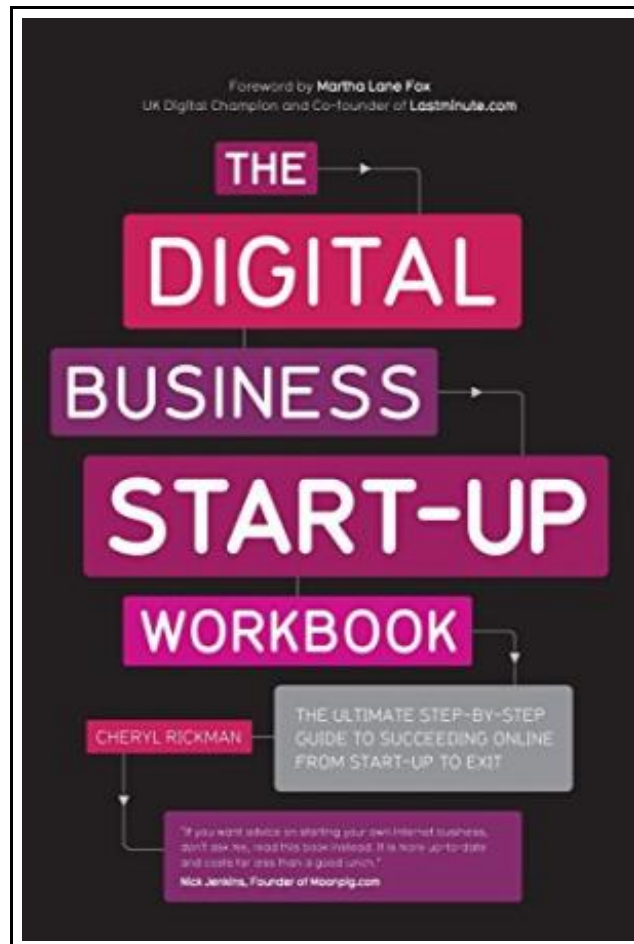


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(Mitchell Kuhn III)

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



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John Wiley and Sons Ltd, United Kingdom, 2012. Paperback. Book Condition: New. 2nd ed.. 230 x 156 mm. Language: English . Brand New Book. How do I know if my idea will work? How do I decide on the business model? How do I find my audience? Your digital business start-up journey begins here. From the bestselling 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 ongoing 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. Reviews for the book: ` If you want advice on starting your own internet business, don t ask me, read this book instead. It is more up-to-date and costs far less than a good lunch. ` Nick Jenkins, Founder of ` This book excels in providing practical guidance on how to create a successful digital business which exceeds customer expectations and keeps customers happy each step of the way. ` ...



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