

# *The* **Digital Duchess**

Declutter

## **Business Facebook Page**

Post at least twice a day and film at least one Facebook Live a week. Consistency is key to building an audience and portraying yourself as an expert in your field.

## **Website**

A website has to look professional and be optimized for mobile with the purpose of collecting email addresses, booking discovery calls or selling products. Web Pages you need are: **Home Page, About Page, Blog Page, Products and Services Page and Contact Page**. Always have some method to collect email addresses from people visiting your site because 96% of people coming to your site will leave without taking any action.

## **Instagram**

Post twice a day using the best hashtags to get your content noticed.

## **Blog**

Write one blog post a week and make sure to include links back to an email list building page or to a page on your website that offers value to the reader.

## **Email List Building**

Email marketing is the number one way to make money online in your business. If you are not on top of it then you are leaving money on the table. You need a reliable autoresponder like AWeber, Mailchimp or Infusionsoft to manage and automate your email marketing. Then you need a good freebie to get people to sign up to your email list. **A mini-course or four video email series are high converters.**

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## **Email Newsletter**

Once you have people signing up to your email list then you should email them once a week- **provide them with value, tips and advice and connect with them by being authentic.** Never hard sell them, otherwise you will piss people off and they will unsubscribe from your list.

## **Content Creation Schedule**

Allow yourself time each week to create and schedule your content on your social media platforms. On social media you need to post a mixture of inspirational quotes, videos, blog posts, memes, curated content and products or services you sell. Always provide value and never hard sell, sell, sell.

## **Logo**

It's important to have a logo that looks professional and lets people know exactly what you do or who you are. If you don't have the lots of funds to get it designed at the moment then get someone to do it on Fiverr.com. It's a great site and one I use a lot for a range of different things.

## **Online Courses**

Online courses are one of the best ways of packaging your skills and making money online. Instead of working 1-to-1 you can work 1-to-many. The best platform to host your course is thinkific.com It's easy to use, reliable and is great for students to use. Be sure to include a video on your course sales page as video sales pages get higher conversions. **Content to include in your course: Videos, PDFs, Cheat Sheets, Infographics, Templates & Swipe Files & Access to a Closed Facebook Group**

**If you would like help with any of the above in your  
business then please email me on  
lindseyarchibald@yahoo.com or send me a message on  
Facebook**

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