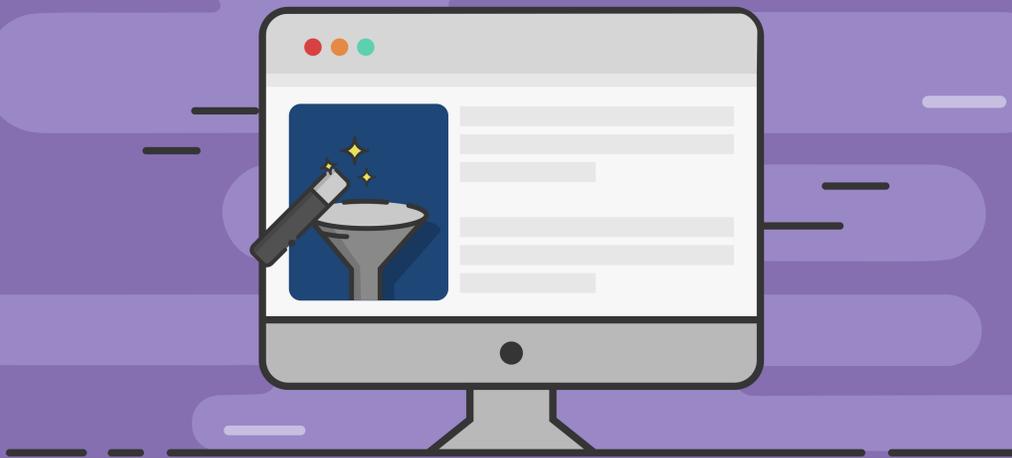


**iThemes**  
PRESENTS



# Skills for Building a Better Online Business

# Introduction

Do you have the skills you need to build the business you desire?

Fine-tuning new skills, enhancing existing talent, and teaming up with capable individuals can help you reap the rewards from your website or online platform. After all, we're stronger when we work together.

It's time to have a website that helps you prosper.

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- **What are business skills?**
- **Soft Skills You Can (and Should) Learn**
- **Digital marketing skills for website owners**
- **Industry-specific skills**
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## Three areas of skill categories to consider:

- **General skills**
- **(or soft skills)**
- **Digital marketing skills**
- **Industry-specific skills**

## What are business skills?

Business skills help optimize the daily operations and long-term running of a business. Specific industries will require different focused skills, but all businesses require a wide range of basic skills:

- Entrepreneurial understanding
- Leadership
- Communication
- Marketing
- Design
- Accounting
- Business planning
- Website management
- Time management

You may not be able to embody all of these skills, but the most successful online business owners find ways to keep learning and to learn enough to know when to reach out to others (which takes us back to building a community - and one of the main reasons it is ALL about relationships).

Regardless of your background, honing some basic business skills will give your business the best chance of success. What you know and what you can do will always play an important role in every kind of business - online, direct, brick and mortar.

# Soft Skills You Can (and Should) Learn

You have to manage your resources if you are going to grow your business – time resources and people resources. Without balanced management of these resources, you are setting your business and yourself up to fall (we won't say fail because we only fail when we choose not to learn and try).

1. Get your time in line. Know where you are investing the time you have because it's the only time you get.
2. Find your way to work with clients. You are in business to help others, so you need a system that guides you in how you will work with those others.
3. Give them something to talk about (or talk about something).  
Communication keeps you engaged with the people around you (clients, employees, and connections).

**Without balanced management of resources, you are setting your business and yourself up to fall**

**Harness your time,  
so you invest it  
wisely.**

# 1. Get Time Resources Under Control

Time will fly – whether you get things done or simply watch it leave. Time will never hang around. Create a workflow process that works for you and your business so you can put it to work and harness your time.

Use a time budget to monitor your time. It's important to know what time actions will require, what time is slipping away, and where you can capture more time. You can't make more time, but you can better invest the time you have.

More tips for time management:

- Prioritization tasks – define what has to be done so that it gets your most productive time.
- Focus on the little bits – break down goals into little bits and utilize the little bits of time (five to ten minutes) to tackle those goals.
- Use a scheduling tool – digital app, online scheduler, or good ole fashioned paper – it doesn't matter as long as it suits you and your needs.
- Set yearly, monthly, weekly, and daily goals – if you don't know where you are going, then you can't make a plan to get there.
- Learn to micro-task – tackling multiple related tasks within (cooking dinner while cleaning the sink) gets more done with the time you have. When you are in the same space, you can manage multiple related tasks at the same time.

## 2. Work Well with Others

Our clients and customers are crucial to our business' success. So it makes sense that we should know how to deal with them appropriately. Build up success by building up trust, communication, and engagement with others.

The two most important things you can do in business are making connections with others and then being helpful to those connections. You grow relationships when you invest in people.

Those investments will boost profits, encourage loyalty, and ensure optimized customer experiences.

Essential client management skills include:

- Patience
- Communication
- Honesty
- Attentiveness
- Persuasion
- Product knowledge
- Empathy

It is all about relationships, so invest in learning to work well with others. Focus on making their lives awesome and you will find it circles back around to you and your business as well.

**Be invested in  
investing in others.**

**Strong communication  
is the backbone  
for growing anything.**

## **3. Build Better Communication**

What you say matters, so advanced and effective communication is absolutely imperative for business owners big and small. Keep your message simple. Keep your message consistent with your mission. Keep your message on target (with your audience and with your voice).

A big part of running an online business consists of regularly updating clients, pitching ideas with persuasion, and troubleshooting problems without unnecessary conflict. In other words, communication reigns, and strong communication skills create a foundation for prospering in business.

Some communication skills include:

- Problem-solving
- Nonverbal communication (if applicable)
- Politeness and manners
- Active listening
- Challenging assumptions
- Emotional intelligence

# Digital marketing skills for website owners

As an online business or website owner, your whole brand exists online. Digital marketing is essential for driving traffic to your platform and converting that traffic into sales.

Digital marketing focuses on digital technologies. We engage in digital marketing when we promote our products or services online via social media, email, search engines, or website content. We also engage in digital marketing when we engage with others online.

To break it down to its basic form, you are likely working in digital marketing if you are working through digital systems. Make the most of the process.

Keep in mind that the most effective digital marketing campaigns will combine various digital marketing techniques to gain as much online visibility and engagement as possible.

## Top- 5 digital marketing skills

1. Copywriting - Creating informative, valuable copy that promotes your brand increases visibility and engages new customers.
2. SEO - SEO stands for Search Engine Optimization. It involves optimizing web content with searcher keywords to ensure that the right people see your content. The aim is to get your page ranking on Google's first page - one of the top three spots is even better.
3. Email - Email is still one of the most effective digital marketing methods out there. It gives you direct content with your market. Email isn't going anywhere any time soon since the number of active email users is forecasted to reach a staggering 4.3 billion by 2023.
4. PPC - PPC stands for Pay-Per-Click, where a business pays a small fee every time somebody clicks on their ad in return for a top spot on search engines, social media, websites, apps, and other online platforms. To get PPC right, you'll need to balance your budgets so that your return is greater than your investment. It will take some learning and fine-tuning to get started. You pay to play in the PPC game, so play carefully.
5. Conversion rate optimization - if you aren't converting your connections, you're just hanging out. CRO (conversion rate optimization) is the process of identifying those factors that drive the most engagement and implementing them.

# Industry-specific Skills for Business Owners

Every industry will have the skill sets necessary for success. The more you define your business, the more equipped you become for building success in your particular area - IF you are willing to invest your resources into developing the unique skills that will get you there.

- Attend industry events
- Enroll in industry-related courses
- Teach what you want to learn
- Review your competition (to find more places to learn)

**Know your business to  
grow into your success**

**REMEMBER:**  
**When you stop learning  
you stop growing.**

## **Keep Learning and Growing**

Dare to develop a growth mindset and position yourself to reach your possibilities. As online business and website owners, we should never stop learning. Learn to enjoy learning.

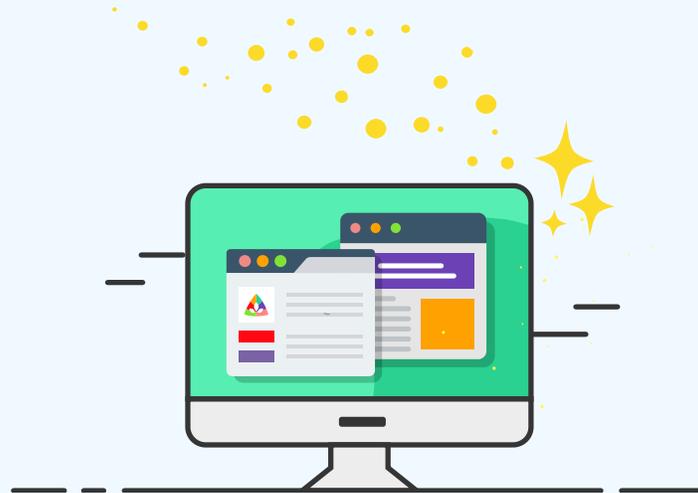
Our skills are our greatest asset. So go out there and develop a new skill today. Fine-tuning new skills and enhancing our existing talent is guaranteed to help your business prosper.

Find power in learning and start reaping the rewards.



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