The DIY Onboarding Plan

If you're reading this, it means you've accepted your mission to build the next revolutionary directory for your industry.

To help you complete your mission, our team of experts have prepared a world class onboarding kit to make sure you can take off running!

You can expect to complete the following by completing this onboarding plan:

Step 1 - The Basics
Step 2 - General Website Setup
Step 3 - Website Design And Sales Strategy
Step 4 - Populating Your Directory

This kit has helped thousands of people launch successful websites, and if you complete it, you can expect to be successful too!

So what are we waiting for, let's begin!

Step 1 - The Basics

Get out of the gate running by completing these quick and easy essential steps. You'll learn how to request support, know what resources are available to you, and setup the basic configurations of your website.

- ❏ Watch Welcome Video
- ❏ Learn How To Get Support
- ❏ Create A Google Account
- ❏ Get Your Google Maps API Key
- ❏ Setup Your Google Recaptcha Key To Prevent Spam
- ❏ Setup Your General Settings
- ❏ Setup Your Website Configurations
- ❏ Complete Your Website Branding

- ❏ Add A Company Email

Step 2 - General Website Setup

Be sure to take your time during Step 2 of the onboarding process. Your category structure defines HOW users of your website will find information. Your membership levels define your member experience. How you set these up will have a long standing impact on your website.

- ❏ **Setting Up Categories**
    - ❏ Watch - The Dos and Don'ts of Building Your Category Structure
    - ❏ Creating Your Category Structure
    - ❏ Importing Your Categories
- ❏ **Setting Up Your Membership Levels**
    - ❏ Watch - Three Vital Tips To Succeed
    - ❏ Watch - Difference Between Claim, Free and Paid
    - ❏ Filling Out The Launch Plan
    - ❏ Setting Up Membership Levels
    - ❏ Adding A Membership Level To Your Pricing Page

Step 3 - Website Edits And Strategy

Developing your business strategy is an ongoing task. This is an excellent time to start learning some valuable lessons on strategies and tips that have worked well for other business owners. We'll work on implementing your strategy in our marketing and sales checklist. Don't develop any strategies per say, but start thinking about what your long term strategy could be.

Let's also finish the design of your website.

- ❏ Read - Three Tips On Getting Your First 100 Members
- ❏ Read - Five Things Paying Members Are Looking For
- ❏ Read - How To Roll Out A Directory On A Small Budget
- ❏ Read - Find Out Which Features To Activate
- ❏ Read - Avoid These Four Mistakes

Website Edits
- ❏ **Homepage Design**
    - ❏ Homepage Search Module Options
    - ❏ Homepage Divider
    - ❏ Homepage Section Order
    - ❏ Choosing The Perfect Homepage Image
- ❏ **Additional Website Design**
    - ❏ Main Website Design

- ❏ <u>Editing The Main Menu</u>
  - ❏ <u>Header Content And Design</u>
  - ❏ <u>Logo Design</u>
  - ❏ <u>Editing Your Footer</u>
  - ❏ <u>Editing Footer Designs</u>

Step 4 - Populating Your Directory

We made it! The final step is dedicated to populating your directory. By completing these tasks, you'll have a functional website that you can present to prospective customers.

- ❏ Members and Features
  - ❏ <u>IMPORTANT - Read This Vital Article</u>
  - ❏ <u>Read - Spend Your Time Wisely</u>
  - ❏ Decide Which Geographical Location You Will Focus On First
  - ❏ Add At Least One Member In Each Category
  - ❏ Upgrade Three Members To Your Highest Membership Level
  - ❏ Complete Your Upgraded Members To Use As Demos

Additional Support Material

- ❏ <u>Watch Member Management Series</u>
- ❏ <u>Watch Member Import Series</u>
- ❏ <u>Watch Billing Module</u>

Congratulations on completing your mission! Now that you've built a rock solid online website directory, you are ready to move on to your online directory marketing kit.