

# NAVIGATING THE ONLINE BUSINESS WORLD WITH ADRIAN HUNTER



"Your Success Is My Success"  
— Daryl Urbanski



## How to Navigate the Online Business World Like a Boss

*with*

ADRIAN HUNTER



# NAVIGATING THE ONLINE BUSINESS WORLD WITH ADRIAN HUNTER

The online business world is a jungle. While it offers numerous opportunities, gaining visibility can be tough amidst fierce competition. You worry about generating traffic, converting engagement to sales, and building your following. How do you navigate the online space without losing your footing? Optimize existing marketing strategies to be a successful online entrepreneur.

**In this Best Business Coach episode, Adrian Hunter discusses how he paved the way for his marketing and entrepreneurship success. He advises getting to know your prospects and encouraging them to pull out their credit cards. This activity can help you digest Adrian's marketing recommendations. It can also prepare you to navigate the online business world confidently.**



# QUOTE TO REMEMBER

*“I always start with my control, what I know works, and then I’ll test it against what I think may work, what is working for other people. And that’s how I continuously optimize what we’re doing over.” —*

*Adrian Hunter*

## Podcast Links

- [AutomationClinic](#)
- [The Official Get Rich Guide to Information Marketing](#) by Dan Kennedy
- [What is a VSL?](#) by Jon Benson
- [Scientific Advertising](#) by Claude Hopkins
- Connect with Adrian: [LinkedIn](#)
- Build a successful business with [BestBusinessCoach.ca](#)

# Activity: Learning to Navigate

Adrian Hunter gave a piece of notable advice to business owners who are struggling to get a steady lead flow. What did he recommend? Why do you think is this step necessary for any business trying to establish itself online?

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Daryl mentioned there are three basic ways to get traffic online. What are these three ways? Which will you use if you are a business owner trying to generate traffic on a newly released product? Explain why.

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Proactively learning about what ways and strategies work for other businesses gives you important insights into running your own business. Think of any successful business marketing that you know online. Why do you think did they become successful?

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Think of an existing problem online. Come up with a solution and turn that into a business idea.

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HIPPER is a marketing framework that helps Adrian and his team understand customers' decisions.

Write what the acronym stands for. Then, apply it to the business idea you proposed before.

Framework	Application
H- _____	
I- _____	
P- _____	
P- _____	
E- _____	
R- _____	



With your business idea, think of three different groups of people you can turn into potential clients. Try to come up with an enticing advertisement idea for each of them. Bear in mind these people's pain points and motivations.

<b>Group</b>	<b>Advertisement Idea</b>



Write five questions you can ask your customers to understand them better. Aim to get data on how to provide them with better service in the future.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



# What You Will Learn from the Activity

With the pandemic, businesses without an online presence struggled to survive. As things slowly revert, the online business world refuses to budge. Instead, it will continue to grow in the future. Because of this, entrepreneurs with long-term visions cannot neglect the necessity of digital presence. It may not be easy, but it is a worthy investment.

Adrian Hunter shares what he learned as a marketer and entrepreneur navigating the online business world. He talks about the framework and the habits that work for him. They're a free giveaway to anyone who will listen. Get to know your prospects and communicate. Do not stop optimizing your strategies.

Let this activity help you reflect on Adrian's online marketing principles. It will also help you apply these principles as you try to come up with your ideas. Do not get left behind. Learn how to navigate the online business world now.



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