

What Makes An Online Business Successful?

Business Coach | Executive Coach

This workbook revolves around a discussion with Daryl Urbanski, highlighting crucial elements of running a successful online business.

The significance lies in its potential to empower entrepreneurs to better understand the digital marketplace and leverage prospects for growth.

By engaging with these exercises, you'll greatly augment your potential to transform problems into profitable markets and fortify your online business.

Quote to remember from the Interview

"Understanding the digital marketplace is key to being able to carve out a space for your business." - Daryl Urbanski

What You'll Learn From the Activity

These activities have been designed to help you internalize concepts shared in the interview, practice strategic thinking, and navigate potential obstacles in your digital journey. As you reflect on the questions, consider your own online business strategies and approach.

Activity

Reflection Questions:

Reflect on Daryl Urbanski's statement about the role of constant prospecting in maintaining and growing an online business. How can you apply it to your business?

Define your understanding of the 'digital marketplace.'
How can you transform your business problems into markets?

Situational Awareness:

If you were to identify a new problem your business could solve tomorrow, what would it be?

If certain aspects of your business aren't working well digitally, how would you pivot?

Listing/Enumeration:

List three potential markets your business could tap into by solving existing problems.

Enumerate five tactics that can help increase your online prospecting.

Multiple Choice:

According to Daryl Urbanski, what motivates customers to stay with a business?

- a. Product Quality
- b. Continuous Value
- c. Low Price

Fill in the blank:

"Constant _____ is key to retaining current customers by continuously offering value."

True or False

Businesses should only prospect when they are in need of new customers.

(True/False)