

# eBUSINESS SECRETS

7 Secrets to Moving  
Your Business Online  
For The New Era

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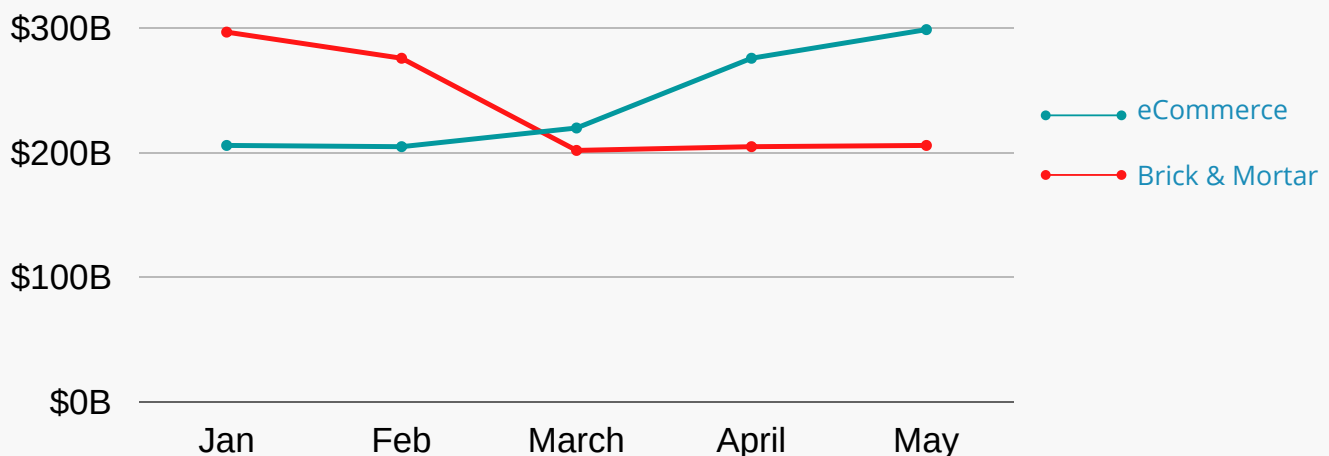
# MOVE FORWARD WITH CONFIDENCE

A new era is upon us. Just as major events like the DotCom Bubble and the 2008 crash shifted our lives in sudden and unexpected ways, COVID-19 is doing the same. I know you've heard that, but what no one's talking about is what you can do to keep your business moving forward.

This guide was designed to introduce you to the tools you need to prosper in the brave new digital world. No matter what your skill set, these tools and techniques can be applied by anyone, so be sure to read on and move forward with confidence after unlocking these **7 eBusiness Secrets**.

## WHY GO DIGITAL?

As traditional brick and mortar businesses struggle to make ends meet, those who are now connecting with customers electronically are seeing a dramatic spike in sales, according to the latest sales data from the Federal Trade Commission.



# SECRET #1

## CREATE A UNIQUE MESSAGE & YOU CAN BUILD AN EMPIRE

When most people start a business, they typically focus on creating a new product or service they want to sell to the public.

That's important, but has never been the only basis for growing a truly successful organization.

Instead, you must also focus on creating a message that will speak to your ideal customers. They'll help you carry that message (and your products) across the globe.

What message do you want to share with the world?





Two white plastic funnels are shown on a wooden surface. The top funnel is slightly offset to the left, and the bottom funnel is centered below it. The wood grain is visible in the background.

# SECRET #2

## FUNNEL CUSTOMERS INTO YOUR WORLD ONE STEP AT A TIME

Sales funnels are the newest way to move people from "prospect" to "buyer" using your website.

The main difference between a website and a funnel is that a funnel focuses your prospects on specific products.

Reducing choices gives prospects a clearer path to success, meaning more sales.

Limit your offers to one per page, while adding as much value as possible and watch your sales grow.

# SECRET #3

## FIND OUT WHERE YOUR PEOPLE ARE GATHERING ONLINE

Now that you have a strong message and a simplified sales funnel, it's time to drive traffic to your site.

"Traffic" is really just another way of saying eyeballs. So, find out where your ideal customers are hanging out online, and present ads that entice them into your funnel.

[SparkToro](#) is a powerful tool for finding out where your customers are hanging out online. Then, focus your advertising budget on the sites they visit the most.





# SECRET #4

## THE ONE WITH THE BIGGEST EMAIL LIST WINS IN THE END

As you transition your business to run in the new digital era, building a list of emails and phone numbers is critical.

Why? Because when you have a massive list of current/potential customers, you can contact them anytime you're ready with a new offer without relying on running expensive ads.

However, be sure to build a relationship with your audience rather than just selling them stuff. Then, they'll be more likely to buy from you regularly.



# SECRET #5

## TELL YOUR STORY TO SPREAD YOUR MESSAGE FARTHER

Humans are social beings at our core, which is why "social media" has seen such a meteoric rise.

People want to hear your story. When they can relate, they'll follow you through the good times and the bad.

If you like to write, start a blog on Medium.com. Prefer to be on camera? Create a *YouTube* channel. If talking is your thing, launch a podcast to find your voice and share it with the world. Eventually, your followers will become your brand advocates.



# SECRET #6

## SOFTWARE MAKES THE (BUSINESS) WORLD GO 'ROUND

Now that you're ready to build your empire, you'll need the right tools to manage it all.

Software doesn't have to be a scary word either. Most businesses only need a couple of solutions to keep the doors open and things running smoothly.

To get started, *QuickBooks Online* can help you manage your A/R and payroll. *ClickFunnels* can build your sales funnel and email lists. Use *Canva* to create engaging ads and brochures.



# SECRET #7

## CASH FLOW IS THE LIFEBLOOD OF EVERY ORGANIZATION

Did you know the reason most businesses fail is a lack of cash flow? So, if your business doesn't take in money, it can't survive.

To make getting paid as simple and affordable as possible, leverage the power of **Xpress-pay** to start accepting online and mobile payments.

Enroll today to get paid faster, while being able to transact anytime, anywhere, on any device, and eliminate your per transaction costs.



Invoice	
Invoice #	
17	
ROTO-ROOTER 24-hour service (800) 555-1234 ice dale, Mesa	
Advisor of Maintenance ustrial Complex - el - Suite C604 S 23773	
scan code to Xpress-pay :	
Quantity	Description
0.75	Obstruction removal - bathroom 2
0.5	Preventative maintenance: - Check main sewer exit - Ultrasound of readily accessible pipe - Density scan of inaccessible pipe - Septic tank chemical treatment Chemicals - Routine maintenance septic cleanser 1 7% Sales Tax



## WHY TRUST US?

### 40 YEARS OF EXPERIENCE IN SOFTWARE & APP DEVELOPMENT

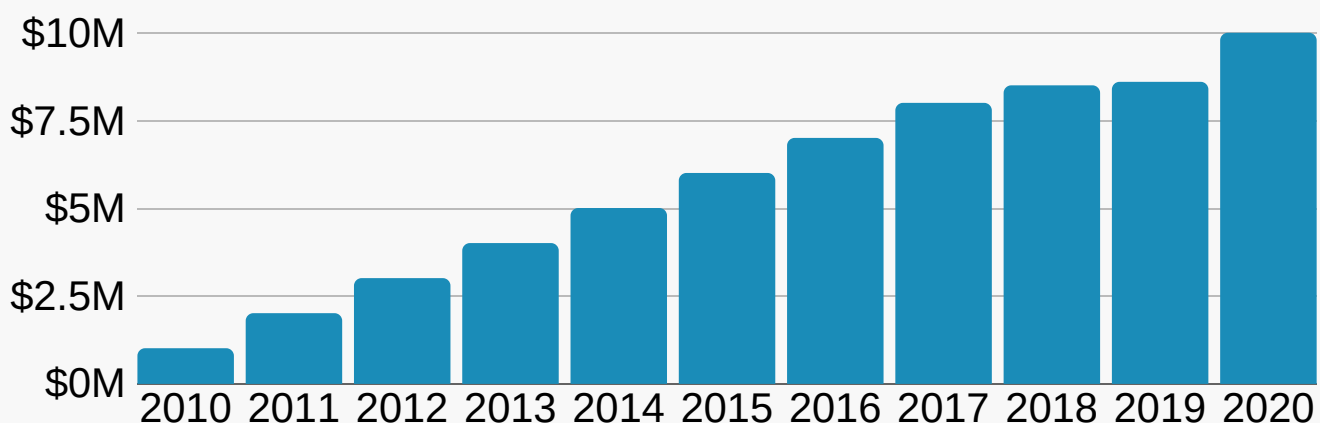
Since 1981, *Systems East* has been offering solutions like Xpress-pay to help our clients streamline their businesses and their lives. Now, you can also benefit from our four decades of experience to grow your business faster.

Join our community today, and discover the positive impact it will have on your business and your life.

Sincerely,  
James Buttino  
President & CEO

## THE XPRESS-PAY DIFFERENCE

Over the years, we've helped our clients put tens of millions of dollars back into their bottom line, and can do the same for you. Click below to learn more, and take advantage of a limited-time offer...



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