

The Beginner's Checklist for Starting an Online Business

A bonus resource from [Lights, Camera, Click](#) by Debbie Campbell Fowler

Use this checklist to make sure you have the essentials in place before you launch.

Your Foundation

- Choose your niche — what topic or product category will you focus on?
- Research your target audience — who are they and what do they need?
- Choose an affiliate network — Amazon Associates, ShareASale, or Commission Junction are good starting points
- Set up your website or blog
- Create a professional email address for your business

Your Content

- Write your first three blog posts
- Set up your social media profiles — focus on one or two platforms where your audience spends time
- Create a simple content calendar so you post consistently
- Set up Google Analytics so you can track your traffic from day one

Your Email List

- Set up a free email marketing account
- Create a simple freebie or bonus to encourage people to subscribe
- Add a signup form to your website

Your First Campaign

- Choose one product or service to promote
- Write an honest review or recommendation
- Share it on your blog and social media
- Track your results and adjust

Ready to learn more? Pick up your copy of *Lights, Camera, Click* on Amazon.