



The 6 Step Guide
to driving visitors
to your . .
HOME BASED BUSINESS

by creating
Beautiful Graphics
That Sell!

Step 1: How to create a successful design business with no experience.

Anyone can do this with the right knowledge and the right tools. Adobe not needed!

It is possible for anyone to successfully create a home-based design business with no experience. This business can be carried out entirely online, by post, by attending fairs or by creating trade accounts. What you will need is a computer or laptop and access to the internet.

The good news for creative people is that there are many tools now that can help you start a business at home creating great graphics. But creating the graphic element is only one part of the jigsaw, producing beautiful pictures is the fun part but if you don't know how to use social media to your advantage, no-one will ever see them. It's rather like building a beautiful, expensive car and then forgetting to build the engine. Without social media marketing and SEO (search engine optimisation), your beautiful graphics are not going to be found.

The following article will give you a brief overview, therefore, of how you can make a start designing great graphics without buying expensive software. You will use just the tools you have at home, decide social media platform is best for your work at home business and learn how to use keywords and search engine optimisation to make sure that your posts are found by your target customer. So, before we tackle the exciting design elements, let's have a look at some business basics:-

- Finding your ideal customer
- Creating a niche product

Step 2: How to find your ideal customer

Make sure you choose the right platform to find a hungry, responsive community

Being active on all social media platforms might seem like a wonderful plan, but it is unnecessary and counter-productive. It's inefficient, exhausting and usually ends up with you spread too thin.

The quickest way to discover which specific social platforms your ideal customer is using is:

- Check social platform **stats and demographics**
- Check out **competitor social media presences**

- Check out Facebook and/or LinkedIn **Groups**

When you have done this, you can select the top 1-3 platforms that are most responsive and concentrate the majority of your social media networking on those limited platforms.

Top networks like Twitter, Instagram and Pinterest number users in multiple millions. YouTube averages 1.5 billion, and Mark Zuckerberg announced at the end of June, 2017, that Facebook had topped 2 billion users.



However, one distinction between all of these channels is that they are not all 'social'! Pinterest, YouTube and of course Google are in fact search engines, there is very little 'social' activity on these networks. It's important to know this distinction so you can make an informed decision.

Step 3: Identifying your niche

What Is Your Super Power?

With user numbers so large for each platform, how do you ensure you won't you get lost in the crowd, what do you do, or can you do that is unique to you? What is your super power! One way to help you identify your niche is:

- Identify the customer base that is right for you.
- Identify a problem that you can solve for your potential client.

What feels right for you? What fits your home life? In a saturated market you need to stand out in a crowd and setting yourself up as a specialist in your field will help your potential customers start to trust your content. Creating a niche business will also help

attract people to your website faster and therefore make your work at home business more profitable. Your niche could also be because:

- You have a specific talent
- Your geographic area
- Your style and demographic
- You are specializing in a particular occasion, such as weddings
- You've identified a need

Once you have your niche, you can develop products to suit.

Now you have your potential audience, you need to form a connection with them and you will do this by sharing carefully targeted, but authentic content, for example:

- interest-specific posts,
- infographics,
- image quotes,
- polls,
- inspirational posts,
- selective personal posts,
- webinars
- podcasts

Your potential customer, or 'prospect' in marketing terminology; should begin to recognize who you are and what you're all about, they will also look forward to your posts too. It also helps if you already have a strong brand that is immediately recognizable. Developing your brand takes time but it is imperative as you build your business as it helps to identify you quickly, people should have no doubt who it is that's speaking to them.

Step 4: Which network is right for You?

Know the difference and why it makes a difference.

Before you invest your valuable time in choosing which social media platforms to use; it's important to know the different demographic they attract. For example, Instagram tends to attract younger women in the 18 to 35 age bracket. Pinterest is nearly all

female, although this is changing rapidly and at the time of writing, Pinterest has announced in its own demographic info that: “50%+ of new signups are men” (following their own preferred categories, which are different from female ones). Jeff Proctor and Ben Huber of ‘Breaking the One Percent’ are just one example of men creating a credible presence on Pinterest. You can read about them here:

<https://www.breakingtheonepercent.com/>

Twitter along with LinkedIn tends to be more business oriented but Twitter is also a favourite with authors. YouTube is a whole different story, being segmented quite specifically. YouTube reaches 95% of all adults age 35-55, and males and females are almost equally represented, though heavily split between specific categories.

But you also need to consider the business model of each platform, for example: Instagram, Snapchat, Facebook and Twitter are all ‘in the moment’ platforms whereas YouTube and Pinterest’s content stays around. This needs consideration when planning your marketing. Pinterest and YouTube may be more of a slow burn, but by making sure your content is evergreen, that is: not time sensitive; your posts are there to stay.

Another advantage of producing evergreen content is that search engines like Google are looking for evergreen content to share with its users. The majority of your content therefore, needs to be evergreen otherwise it will have a very short shelf life.

This is an example of a Pin I created for a giveaway, you’ll note the content is evergreen as there are no dates or time limits. This pin was posted in September 2017, since then it has been pinned 3.9k times which has resulted in additional visits to my website and sign-ups to my newsletter.



You can download this workbook here: <https://www.coastandcountryprints.co.uk/resources>

In comparison, this post in late December for Instagram, is specifically time sensitive. This would not be a good fit for Pinterest, the content would have expired before the Pin had time to reach an appreciably sized audience.



So, to recap. Identify where your target audience hangs out and whether your campaign would be better served on a fast-moving platform like Facebook, Instagram or Twitter; or whether Pinterest would suit you better.

Step 5: Create Powerful Graphics

CREATE POWERFUL ATTENTION GRABBING GRAPHICS THAT SELL

It's much easier now to create fabulous graphics even if you don't know how to use graphics software or even if you consider yourself lacking in creative abilities. Whilst pretty much anything can be designed from a Powerpoint slide; the online graphics creation company Canva, has enabled anyone to become their own designer. Couple this with the skills of the artists in **Creative Market** and you can produce fabulous graphics time and again. Before you start though you need to be clear about what you want to achieve:

- Do you want to send people to your website
- Do you want people to sign up to your newsletter
- Do you want people to buy products?
- Or a combination of all the above

Bearing the above in mind, and now knowing the audience you are attempting to entice, you are a step closer to creating the perfect social media post. But before you post to anywhere you need to make sure you have included a number of very important statements:

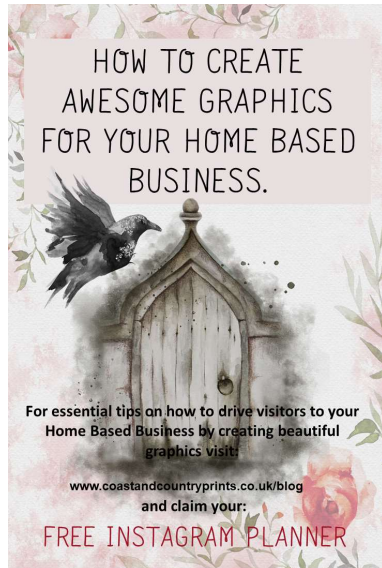
- An attention-grabbing headline
- A clear call to action (CTA)
- A link to your website, sign-up page or graphic

Having done this you also need to ensure that your post has been optimized for search engines. I go into more detail about this at number 6. But for brevity here, include your keyword at least 3 times in the post. This should be at least twice in the graphic itself and once in the description you will add, where you will repeat the benefits of your CTA. It is also a good idea if you can include a 'giveaway' in your post. Posts that offer the reader something other than the promoted article are more likely to receive engagement than not. However, your giveaway does need to be of value, something that will be useful to your reader and therefore, potential customer.

And, once you've done the above you need to make sure your designs are correctly formatted for each individual social media network – as they are all different! Here are the dimensions you will need for the four most popular networks.

NETWORK	PIXELS	MMs
Pinterest	735 x 1102px	194.4 x 291.5mm
Instagram	1080 x 1080px	285.7 x 285.7mm
Facebook	940 x 788px	248.7 x 208.4mm
Twitter	1024 x 512px	270.9 x 135.4mm

And here's an example of the finished Pinterest post for this article.



I'm sure you've spotted the keywords here: 'Home Based Business'. As you can see the keywords have been used twice in this post, any more than this and it would start to look spammy. I have also repeated this keyword within the post's description and created a Pinterest Board called 'Home Based Business Ideas'. In addition to the obvious keywords, I have also included a clear CTA and, a giveaway, this is a free Instagram Planner which you will find on the blog page.

This Pinterest post has been created by me using graphics entirely from the clever artists at Creative Market. Here is a breakdown of the images, backgrounds and fonts I have used:

SALT AND PEPPER FONT by Lucy Glanz

Background image by OpiaDesigns

Images by OpiaDesigns

For the purpose of transparency (and because it's the law in the U.S.) I must declare which are affiliate links, if you're unfamiliar with this term, it simply means I earn a few pence every time someone follows through on these links. Throughout this article, I have only used one and you can probably guess, it is Creative Market. I only recommend tools I have personally used and continue to use on a weekly basis, Creative Market is one of my favourites because I think their artists and designers are fantastically talented and deserve applause. The rest are companies I have used and recommend simply because I think they're great. Canva has a free membership as well as an inexpensive paid version, very useful if you think you'll be using this particular tool extensively. Shutterstock and Fotolia are photo sharing sites that enable you to buy stock images.

www.canva.com

www.creativemarket.com

www.shutterstock.com

www.fotolia.com

Step 6: SEO & Keyword Your Posts

If you are unfamiliar with the terms SEO and keywords the most important thing to remember is that Keywords are king! The smartest way to grow your traffic with SEO, which stands for Search Engine Optimisation, is to target specific keywords that you want to rank for in Google search engines. A 'keyword' is a word but can also be a *phrase* that you would use in your post in order that your ideal client can find you.

'Long tail keywords' refer to a keyword with several words. So, instead of for example "cards" which is just one word, your long tail keyword would be "making cards that sell". Which brings me back to this Pinterest post. Both these have been optimised for search engines, not just Pinterest but Google as well, hence the reason for repeating the long tail keyword twice in this Instagram post here and again on the website which includes a cheatsheet which has also been optimised for search engines.

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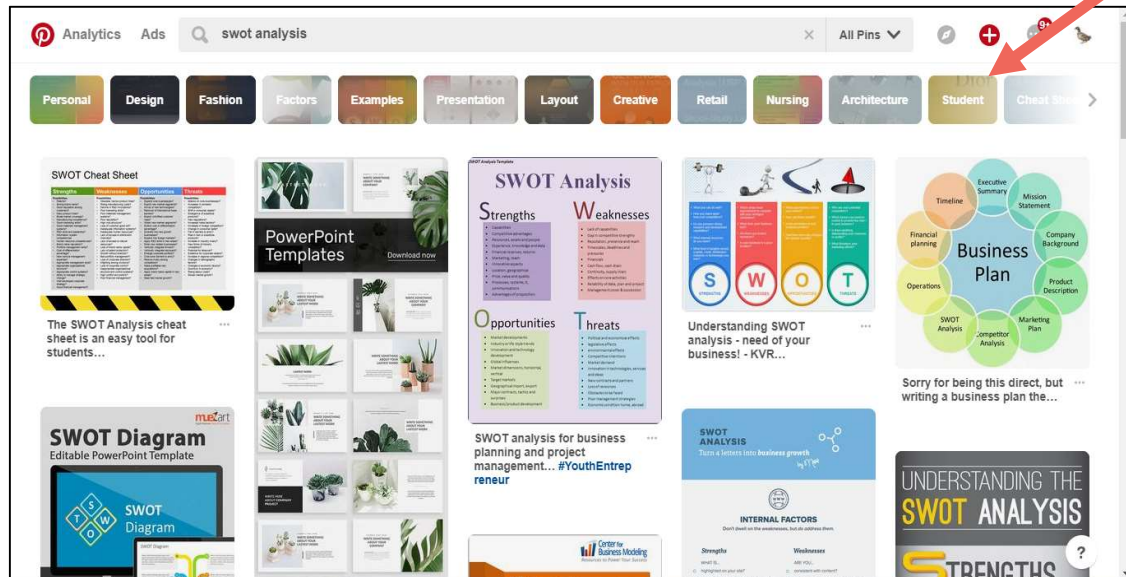
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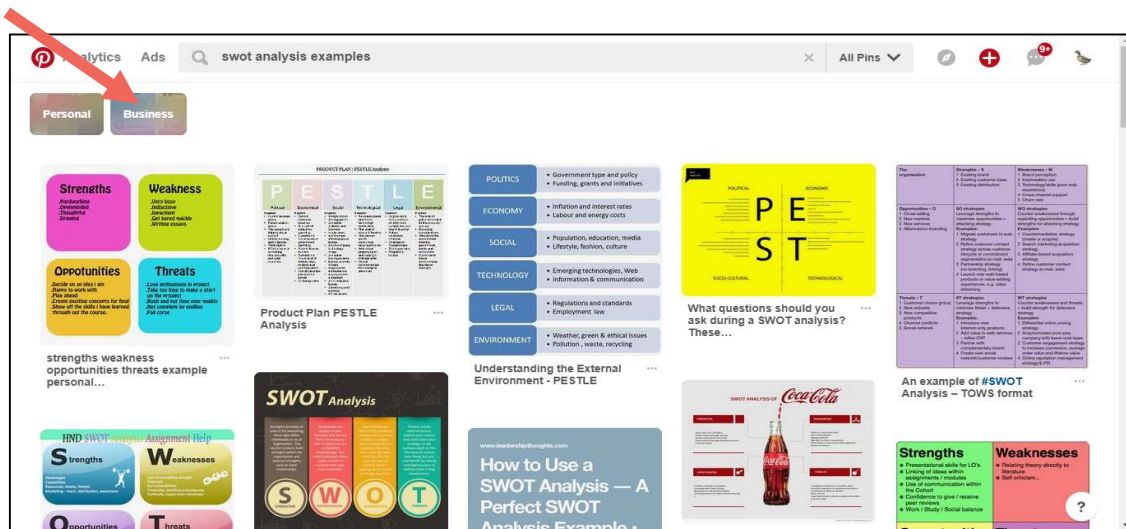
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Now, how do you find long tail keywords? You will remember that Pinterest is a search engine right? You can use the power of Pinterest to find keywords that will work for your particular, brand, product, business, or blog subject. Here's how you can search for content to help provide those valuable keywords.

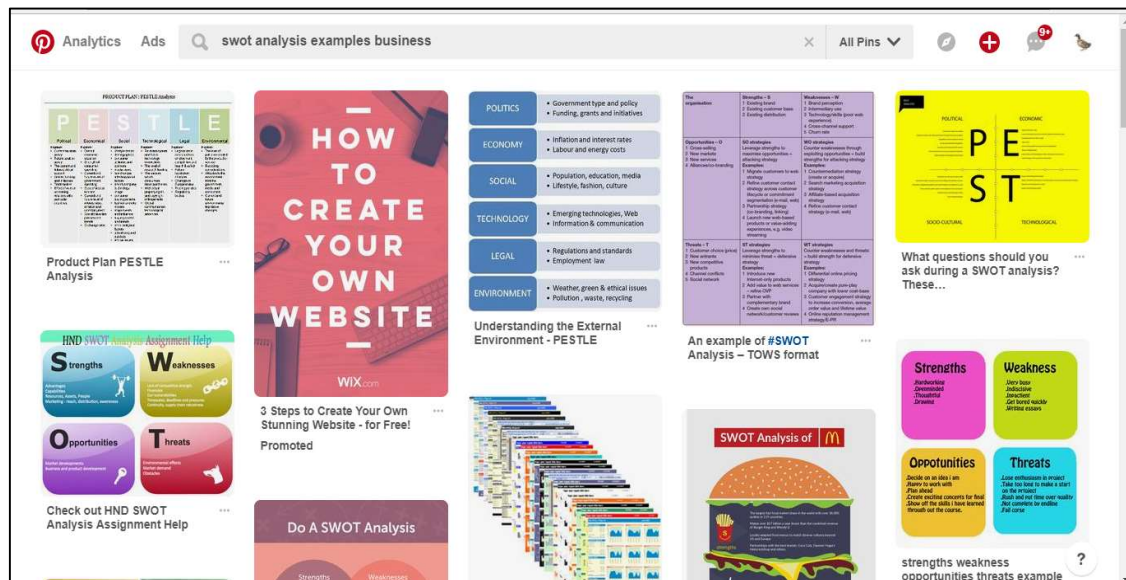
Step One: Search for a topic – I chose 'swot analysis'. You will see that Pinterest has automatically added a long list of topics that are favourite search terms by their users.



Step Two: Refine by adding the word 'examples'. The search parameters have now been reduced to just two possible options: Personal and Business.

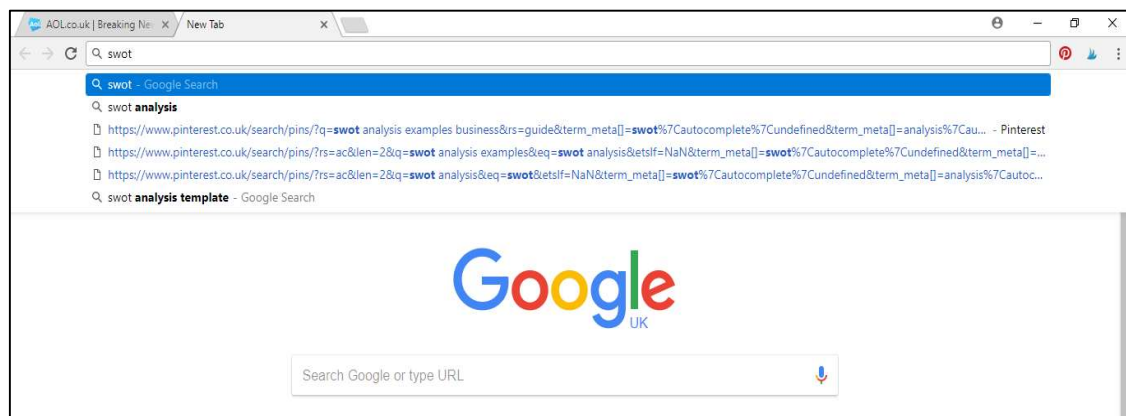


Step Three – Refine Further by adding the word ‘business’. You are now left with these pins that are optimised with your ‘long tail keyword’ Swot Analysis Examples for Business.

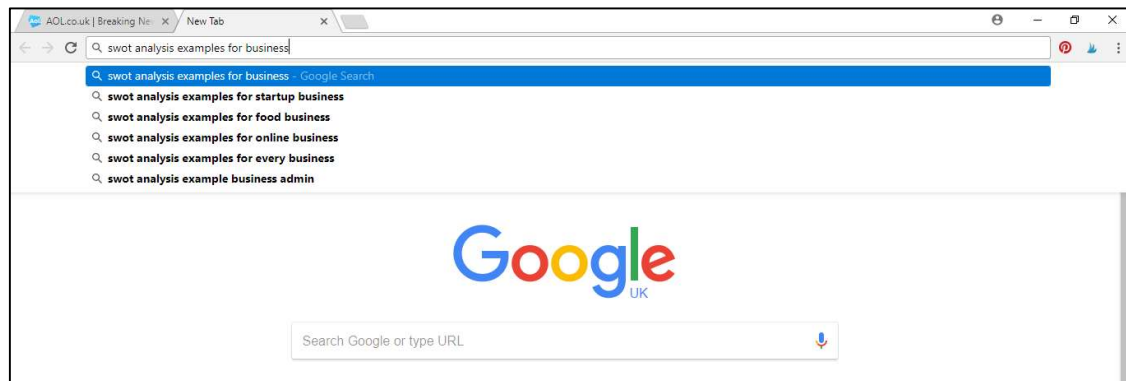


You can do the same exercise with Google :

Type in your browser: Swot, you don't need to add more words as Google has already given you the most searched for term: Swot Analysis, but look at the next few examples found – all from Pinterest sources, confirming that Pinterest should be on your list of Social Media networks.

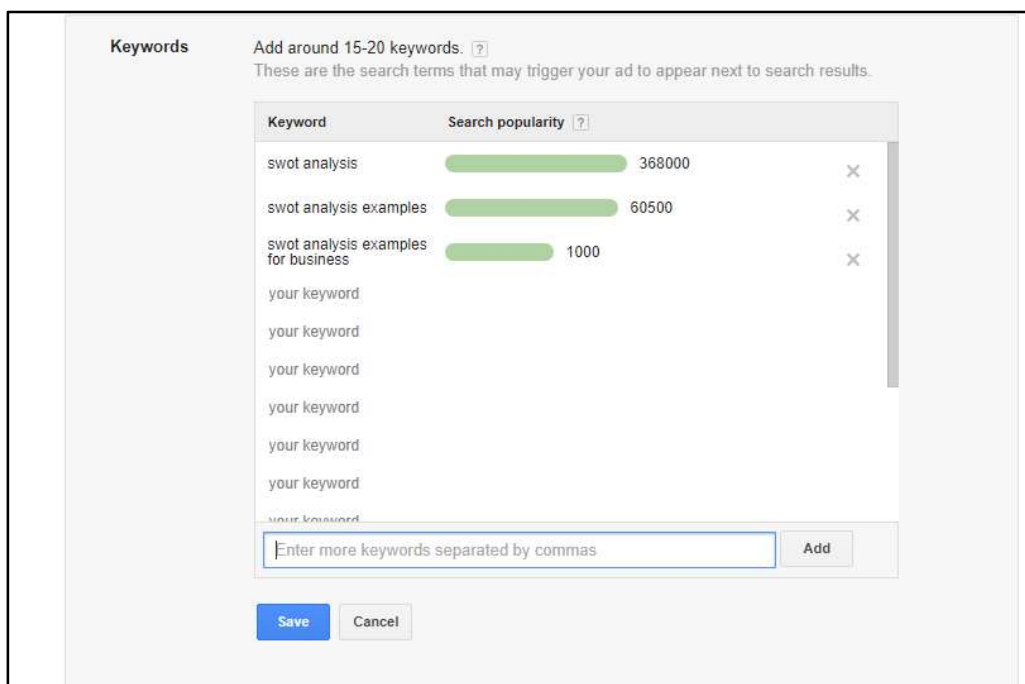


Now try a long tail keyword: Swot Analysis Examples for Business



This brings up a longer list of terms that are being searched. It's now possible to break down your search even further and using Google's Keyword Planner will give you the statistics for each of the search terms; these figures represent the amount of times your keyword is searched each month. This information will further help you decide which search terms to use in your own social media posts.

This search has also brought up some interesting statistics, it shows that our final search term 'swot analysis examples for business' is not that popular so we wouldn't include that in our social media promotions. It's as important to look for the negative results as the positive.



Summary:

To create awesome graphics that will help you sell your products, you need to:

- Decide which design software you will use, whether that's Powerpoint, Canva or another.
- Decide what will be your niche.
- Decide who is your target audience.
- Decide what you want your post to do, send to your website, sign-up to your newsletter or a combination of all.
- Decide which social media network is right for your target audience.
- Spend time searching for the right keywords for your product.
- Create posts which have been optimised for search, contain a clear CTA and preferably a giveaway.
- Make sure your systems are set up to receive the leads from your posts.

This blog post is a very brief introduction to a very large subject. If you want to know more about how to **Build A Powerful Home Based Design Business**; I have a free 5 day email course which goes into much more detail including:

1. How to get started. 4 brilliant steps to maximize your income. Finding ideas.
2. Campaign Planning - Free up your time and automate your systems using these fabulous tools.
3. 5 Secret Social Media Weapons you will need to get powerful results
4. Why Pinterest, above all other social media platforms, is so important to your business.
5. Developing your ideas so that they lead to an income and driving traffic to your home-based business.

Plus, I will also be including free Action Plans and Checklists.

This is a free email course to help you decide whether you want to take your business idea further, I suspect because you've already read this far, that you do. I would love to help you develop your idea, because, that is what I love to do and that is *my* super power. Sign up now and get started straight away. I look forward to meeting you.

<https://www.coastandcountryprints.co.uk/buildapowerfulhbdesignbusiness>