

Digital Business Playbook

A short, practical ebook for small business owners anywhere in the world who want to sell or promote online without jargon.

Chapter 1 - Decide what you sell

Write one sentence: I help [who] get [result] with [product or service]. If you cannot say it in one sentence, you are not ready to advertise yet.

Chapter 2 - Pick one main channel

Choose website, WhatsApp Business, or one marketplace. Do not open five apps in week one. One channel done well beats five half-used tools.

Chapter 3 - Set clear offers and prices

Show price in USD (or local currency) with what is included. Hidden prices reduce trust. Offer one starter and one full option.

Chapter 4 - WhatsApp Business setup

Add shop name, photo, hours, catalog, and a greeting message. Save quick replies for price, location, and booking.

Chapter 5 - Collect enquiries

Use a form or a fixed chat script. Capture name, need, budget, and follow-up date. Never leave a lead only in your memory.

Chapter 6 - Post weekly

Three posts a week is enough: one tip, one proof, one offer. Same fonts and colors every time.

Chapter 7 - Measure

Count enquiries, quotes, and sales. If enquiries are high but sales are low, fix the offer or the follow-up, not the logo.

Chapter 8 - Avoid these mistakes

â€ Too many tools

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â€ Random discounts

â€ No follow-up

â€ Copying a competitor word for word