

The 3 Critical Skills Needed to Start an Online Business

Going online and putting yourself “out there” is a business, even if it doesn’t involve making money. You are offering a “product” and making a commitment to your audience to “be there” for them. Even if it’s just a weekly podcast on your favorite topic, you need specific skills to start and maintain your endeavor.

These skills are even more important than the type of business you want to start because they will determine if you’re successful or not.

The 3 most critical skills you need are:

1. **Self-motivation:** Starting an online business requires self-motivation to stay focused on achieving your goals. You’re the boss of your business and probably the only person who really cares if it’s successful, and only you can move it forward.



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2. **Customer-focused:** Understanding your target audience and their needs is **crucial** to creating products and services that meet **their** needs and building a loyal customer base. Listening to your customers is of the utmost importance. You may think that you know what they need, but by listening to them you will learn what **they** really need, and you will be in a much better position to help them.



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3. **Problem-solver:** There will always be problems to solve when starting and growing a business – both your problems and your customer's problems. Being able to solve your customer's problems will help you develop a loyal and active following, ensuring your success.



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In addition, having the following 7 skills will greatly increase your chances of success.

1. **Goal-oriented:** It's essential to set clear goals and work towards achieving them to build a successful online business. However, realize that there are many paths to getting to your goal, so your planning must be flexible, but never lose sight of your goal. Being able to create, and achieve, both short-term and long-term goals is what will make your business successful.



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2. **Being a Risk-taker:** Starting any business is risky. There are plenty of unknowns in the beginning even if you think you have everything covered. Being willing to take calculated risks is important to succeed because the unknowns will always show up.

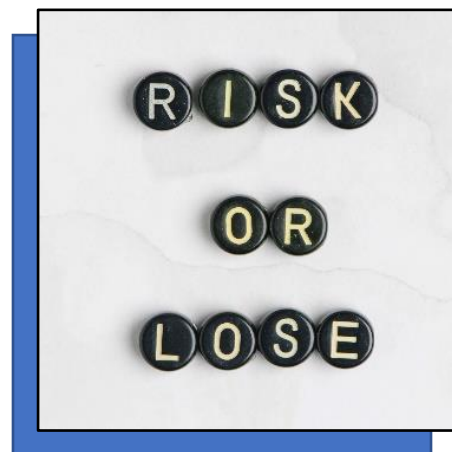


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3. **Being Resilient:** Building a business takes time and effort, and there will be obstacles and failures along the way. Know that you will encounter them and that you will recover from them because that is the only way to success.

“Our greatest glory is not in never failing, but in rising every time we fail.”

– [Confucius](#)

4. **Creativity:** Developing creative solutions and images will help you stand out from the crowded online marketplace. This can be one of the most difficult skills to develop, but, fortunately, much of this work can be done for you. Places like Upwork and Fiverr have many talented people who can assist you with this. However, you need to have a idea of what your solution will be and how your branding will look like before hiring anyone.



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5. **Being Organized:** Staying organized will help you manage your time effectively, keep track of your finances, stay on top of your business operations, and let you know where you are in moving toward your goal. It will also let you respond to any customer queries or problems quickly and effectively.



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6. **Patience:** Building a successful online business takes time and patience. There are no “overnight successes”, and it will probably take you longer than you first thought. Being patient and persistent will reduce the stresses and frustrations of your start-up.



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7. **Tech-savvy:** Running an online business requires a certain level of technical knowledge and skill. Being tech-savvy can help you effectively use the tools and platforms you need to grow your business. Like being creative, this is a skill you can and, if you're not already tech savvy, should hire. Technology is constantly changing, and learning and keeping up with the latest advances can be extremely time consuming.
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Not having all the skills shown above doesn't mean you're doomed. If you have the three critical skills, you can develop the rest. This is where being self-motivated comes in. Developing new skills takes time and will slow down your startup for a while but will allow for smoother operations later.