

5 Steps to Build a Hosting Business



HOSTING BUSINESS T O O L K I T

**Strategies and Tactics to
PLAN, GROW and PROFIT
as a Hosting Service Provider**

Hosting Business T O O L K I T

The Hosting Business Tool Kit equips a Hosting Services Provider serving the small and medium business market with a best practices business guide to **Plan, Grow and Profit**.

This Tool Kit will assist business owners whether you intend to grow considerably or are satisfied to add a client or two per month. It offers insights into the small and medium sized business web hosting market space. It defines; how to target and market and sell to prospects, how to structure service offerings and how to set up contracts. And it provides valuable tools in the execution of those tasks. It is comprised of models and practical methodologies to **Plan, Grow and Profit** as a Hosting Service Provider.

The Tool Kit is customizable to your specific business needs and is structured as follows.

1. Plan Business Plan and Model
2. Grow Sales and Marketing
3. Profit Managing the Business

The Tool Kit guides you through this structure in [5 Steps](#) to build your business.



The **Hosting Business Tool Kit** will evolve with new releases based on your feedback and by our continued drive to provide you with the tools and infrastructure to build and profit from your Hosting business.

Take a little; Take a lot → Give your business a boost !

PLAN: Business Plan and Model



Business Plan

A Business Plan is built based on business model assumptions, selling, marketing and management strategies and tactics. This is a framework to guide you in the organization and documentation of your business vision, objectives and plan. A Business Plan is critical for effective communications with your bank, customers, partners and employees. It will crystallize your vision, business objectives and planning.

Introduction and Overview

Section 1:	Introduction
Section 2:	Executive Summary
Section 3:	Management Team, Partners and Responsibilities
Section 4:	Market Need, Business Description, History and Objectives
Section 5:	Sales and Marketing
Section 6:	Business Operations
Section 7:	Financial Management
Section 8:	Business Risks

Business Model

Specific to Hosting Service Providers, The Business Model.xls is customizable to your business conditions providing a planning tool for growth and profitability. Set your assumptions and the model calculates subscriber growth, revenue, profit and a number of Key Performance Indicators critical for business success.

The Business Model.xls

Business Model Help File

- Introduction and Overview
- Planning and Method of Use
- Business Model Tips and Notes
- Model Work Sheets
- Assumptions
 - Quick Start Assumptions
 - Definitions
 - Industry Guidance
 - Default Values

GROW: Sales and Marketing



Market Strategy

The Market Strategy section provides a brief marketing theory background and then outlines practical methods and guidance to help you define your market strategies, including target market definitions, competitive analysis, company positioning and differentiation to enable the communication of your key messages and acquisition of new customers.

Introduction and Overview

Marketing Mix

SWOT Analysis

Target Market Definition

Target Market Strategy 1 – 2 - 3

Competitive Market Analysis

Positioning and Differentiation

Value Propositions/Service Descriptions

The Value Propositions/Service Descriptions section provides recommended methods and structures for you to define the services you will sell. Each service is defined and market competitive price ranges are offered. You may wish to only sell a subset, add other services and/or modify the pricing. It depends on your business vision and selected target market.

Introduction and Overview

Hosting Plan Structure – Level 1, Level 2, Level 3

Web Development Services

Web Site Maintenance Services

Value Added Services

Professional Services

Unique Expertise



Sales Tools

In the Sales Tools section you will first find professionally designed and customizable Sales Brochures for you to modify and print. Secondly, it includes best practices Hosting Business Web Site Templates for your modification and use. Thirdly, the Tool Kit includes hundreds of professionally designed Web Site Templates categorized by vertical industry. These templates become yours to offer to your customers, thus providing you with an extensive portfolio from which you can recommend and your customers can select.

Sales Brochure Templates

Hosting Business Web Site Templates

Customer Web Site Templates



Sales and Marketing Tactics

Step four is your practical guide to help define and execute a number of proven sales and marketing tactics. Included are planning steps to launch relationship based Referral Programs; conduct Direct Mail and Telemarketing campaigns. Also defined is a ‘Sales Cycle and Sales Funnel Management Tool’ to manage your sales opportunities.

Marketing Tactics

Introduction and Overview

Relationship Referral Programs

Direct Mail

Telemarketing

Word of Mouth

Media and Other Tactics

Sales Tactics

Introduction and Overview

Sales Cycle Definition

Sales Funnel Management and Reporting

Proven Sales Techniques

PROFIT: Business Management



Manage My Business

The Manage my Business section focuses on providing best practices to manage your business. Included are Key Performance Indicators defined as the operating measures determining the health of your business relative to the forecast. Also provided is guidance on sales training, quotas as well as management tips, methods and tools, followed by an outline on Customer Service, Technical Support and Web Site Maintenance.

In addition, and most importantly, much of your success is related to the delivery of quality, cost effective web development services. Setting customer expectations, scoping their needs, quoting and managing these projects is challenging. The Hosting Business Tool Kit includes a best practice methodology in the form of a defined Web Development Process and includes a Web Services Contract Specification template for your use.

Introduction and Overview

Key Performance Indicators (KPI)

Sales Management

- Results Measures
- Personnel
- Sales Training Quotas and Performance Reviews

Customer Service and Technical Support and Web Site Maintenance

Web Services Contract Specification

Web Site Development Process

Summary Review

