



PASSION
to
PROFITS

How to Start a Profitable Online Business That You Love

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Passion to Profits

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You Love

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About the author

Ron Schaffer is an entrepreneur, author, speaker and online business consultant.

You can see more resources for running a successful online business by visiting his website:

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My Passion is to help others realize their full potential.

My Mission is to use my experience and knowledge to help others start a profitable online business that they love. I do this by combining Spiritual Truths with solid business principles to produce tangible results.

---- *Ron Schaffer*

Please note:

This digital book is updated from time to time to reflect the changes in available technology tools and online marketing strategies. The date of each new edition will be noted on the title page, right below the author's name.

Also:

This guide is meant to be used as an introduction to the topic of starting an online business. Just like any other business topic, entire books have been written about the subjects of each of these chapters. And, although this guide can help you start and run a profitable online business; continuing education is always recommended.

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Chapter 1

Why You Need to be Self-Employed

Here is why I believe you MUST be self-employed. It has to do with why I believe you exist; why you were put on this earth. This is what I believe with all my heart:

YOU ARE HERE ON EARTH TO BECOME THE GREATEST VERSION OF YOURSELF THAT YOU CAN BECOME!

Abraham Maslow, after years of research and study concluded that, in order for a person to be happy and fulfilled, he said, *“What a person can be, they MUST be.”*

Marianne Williamson said it best when she said, *“You are here to manifest the glory of God that is within you; it’s not just in some, it’s in everyone.”*

You have amazing potential. But you will never, ever, realize your full potential by working for someone else; it’s just not going to happen.

When you work for someone else, you are helping them accomplish their dreams. You need to be working on your own.

You will never realize your potential if someone else controls your time, your income and, more importantly, your creativity. You need to be in control of your own destiny.

If you spend 40 – 50 hours per week doing something that you don’t want to do, but have to do; it drains your energy. It just sucks the life right out of you. But you know that.

That’s why you come home exhausted and stressed; and can’t wait for the weekend. And that’s why you get that knot in your stomach Sunday night, because you know that tomorrow, you have to do it all over again. All you can do is hang on and pray for those two weeks of vacation each year.

YOU SIMPLY CANNOT BECOME THE GREATEST VERSION OF YOURSELF UNDER THOSE CIRCUMSTANCES.

But imagine if you are doing something every day that you want to do; and that you are excited to do. You become energized. Instead of swimming upstream and fighting the current of life you are now going with the flow of life. You go so much farther, so much faster and with so much less effort because you are in the flow of life. Right where you belong.

This is the only way to become the greatest version of yourself. This is the way you allow your talents and passions to flourish. This is the way that you create for yourself a life of joy, purpose and abundance. The life you were meant to live.

This is why I put together my website and resources. Here is how it all started:

If you have followed my work for any length of time you will know that my passion is helping others realize their full potential. To help them create for themselves a life of joy, purpose and abundance.

It is what I wrote about, spoke about and taught.

But something had disturbed me for a very long time. When I would follow up with people who had read my book, *Fanning the Ember*, or attended one of my lectures; I would ask them if they are still heading in the direction of their dreams. And, if not, why not? Where were they stuck? What was their biggest obstacle?

And the overwhelming majority of these folks all came back describing the exact same struggle:

THEY WERE STUCK AT THEIR JOBS!

Sure they had dreams. But they didn't know how to go after them without quitting their jobs and taking a huge risk. They had bills to pay and a family to support. To risk it chasing a dream meant potential financial hardship for their families. After all, look at all the businesses that failed. So, as a result...they felt stuck.

This disturbed me quite a bit and was simply unacceptable. What good was it to write and lecture in an effort to help others realize their full potential if most of them could not overcome the most difficult obstacle they faced; feeling trapped in their jobs.

What good was talking to others about passion and dreams and creating the life they want if I couldn't help them get there. I desperately wanted to provide a solution.

As so often happens; as I was giving my thought and attention to this on a regular basis, the solution presented itself to me.

I was reading, *"Spiritual Economics"* by Eric Butterworth. (It is an outstanding book and I highly recommend it). Actually, I was re-reading it. I read it several years ago, and like most books that have a profound impact on me, I often re-read them. Each time I do, I read them with 'new eyes'. Meaning, because I am at a different level of understanding, I learn something new, each time I read it.

My answer appeared at the bottom of page 205. (In the paperback version)

It read, "How great is the need to help people know themselves as channels for the flow of God-substance from within, thus to help them throw off the shackles of poverty and move up into the mainstream of affluent living."

It hit me like a smack upside the head. In that instant it became so obvious. I was a teacher and I am passionate about helping others. I would teach others to do what so many people have done. Start a part time internet business that can be built up to replace their current income without the risk of quitting their job.

But it wouldn't be just any business, it would be one based on their interest and passions and customized to fit their talents and strengths. It would be something they wanted to pursue because they would offer a product or service that was aligned with their true selves. In other words, I would teach them to sell something that they were excited to sell which people would be excited to buy.

This has become my new mission. Let me tell you why this has become so important to me. It's not just about helping others create financial abundance for themselves; which is extremely important; but there's more.

It is about helping others with the very reason they were put on this earth.

**YOU ARE HERE ON EARTH TO BECOME THE GREATEST VERSION OF YOURSELF
THAT YOU CAN BECOME!**

And this is why you MUST be self-employed!

Chapter 2

The Advantages of an Online Business

Here are some of the things starting an online business can do for you:

- Share you passion, experience or talents with the world
- Fulfill your purpose through your business
- Make money while making a difference
- Attract abundance doing something you love
- Earn extra income
- Have financial independence
- Control your own destiny
- Live the life of your dreams

If any of you have ever started; or thought about starting; an offline business, you know the risks as well as the investment it can require. In addition to running an online business I also own an offline business. (You can see details by visiting the 'About' page on my website).

Between start-up costs and first year expenses I sank about \$60,000 into that business. I almost didn't survive that first year plus it took me about 4 years to recoup that investment. Fortunately I had other income that allowed me to pay my bills. That was back in 2005.

If I would have known then what I know now I would have never started that venture.

With the changes in technology, there has never been a better time than now to start a business.

Here are some of the incredible advantages of starting an online business:

- Reach a worldwide audience
- Work from anywhere
- Low investment
- Little risk
- Easy to use tech tools
- Start part time
- Unlimited potential

Keep in mind though, that just because there are a lot of advantages, does not mean that it will be easy to start and run a profitable business online. It is still going to take effort, focus and time. Plus you still need to follow sound business strategies and practices. That is what this guide is all about.

Chapter 3

Picking the Right Topic

Most people ask me, “What is the most profitable online market to get into?” That’s the wrong question to ask. That’s not what you should build your business around.

Sure you want to be profitable, but more importantly, you want to build your business around something you love. Or at least something you love sharing with others.

The exercise below will help you identify potential topics for your business.

Please do not rush this exercise. In fact, it is OK to fill this out and come back to it the next day to see if you would like to make any changes.

1. Make a list of all the topics that you are interested in. (List as many as possible **as long as they fall into at least one of these categories:** A topic that excites you; that you feel strongly about; that you’re passionate about; that you love reading and learning about; that you love talking to others about)
2. Make a list of all the ‘causes’ that you feel strongly about. (It’s expected that some topics will appear on multiple lists)
3. What subjects do you love to study?
4. What pain, challenges, or problems have you had to overcome that you would like to assist others in dealing with?
5. What specific jobs have you held and what specific industries do you have significant experience in?
6. What subjects did you major in college or technical school?

7. Have you had any other types of training that is not listed above?
8. What hobbies and activities do you enjoy?
9. What topics do you feel you are an expert at?
10. What 3 things do you feel you do better than most people?
11. Make a list of all your strengths, talents, skills or abilities that were not previously listed:

Keep in mind, whatever topic you choose, it has to be something that you can teach, inform, inspire or entertain others. You have to be able to offer them something they want. And there are virtually an unlimited amount of things that fall under this category.

The 6 key areas that are the easiest to monetize:

1. Making or saving money
2. Increasing health
3. Relationships
4. Saving time or convenience
5. Pets
6. Hobbies

See if you can envision assisting customers in your market in one of those categories. It will mean that you have a stronger market. It may also give you an idea for a niche that you might not have thought of before.

Also, don't feel that you have to be an expert before you can teach or help others. There are ALWAYS people who know less than you who would love to learn from you. Remember, the largest segment of any market, by far, are the beginners.

Based on your answers to the previous questions (and your 'gut' feeling), list 5 potential topics that you feel you would really enjoy to pursue as a business. (It's OK if you can't pick 5, but try.) Put your first choice at #1, second at #2, etc. If you cannot decide between 2 or more it is OK to write "tie" besides 2 or more.

- 1.
- 2.
- 3.
- 4.
- 5.

A word of caution before you finish this lesson.

You must keep an open mind as you go through these exercises. Be careful of any preconceived notions you may already have about what business you want to start.

I'm not saying that what you had in mind before you started this exercise won't be the direction you choose. It may be. Remember, this is not just about what business you want to start. **This is about starting the ideal, part time, internet business that is risk free and has the potential to generate full time income for you in the future. And one you will be excited to operate.**

This means that what you had in mind originally, might not fit into these criteria. Let me explain what I mean. Perhaps you are passionate about a topic and your mindset is "Follow Your Bliss" (Joseph Campbell) or "Do what you love and the money will follow."

I will never be one to step on anyone's dream, but just because you are passionate about something doesn't mean there is a market out there that will sustain a full time income (Without risk or quitting your job) and/or meet the criteria I stated above.

After you complete the exercises above I will show you how to identify the marketability of your topics or product. If you are lucky, your number one passion meets those requirements.

But if not, I will bet you that you can still find a business to start and products to sell that you are excited about. And then, once you are earning enough money per month and only working 20 hours a week at your internet business; **then** you can “Follow Your Bliss” all you want. **You may even find you will become more successful at your true passion because you are now doing it for pure joy and don't have to worry about earning a living doing it.** That's when you have the best of both worlds. It doesn't get any better than that.

So, please keep an open mind as you complete the above exercises.

Chapter 4

Testing Your Topic for Marketability

Now that you have found a few topics that you would love to build a business around; it is time to check them for marketability. Remember, just because you are passionate about a topic doesn't mean you can build a part time, risk-free, internet business; that can grow to replace your full time income without quitting your job.

Potential Audience Size.

In order to build and sustain a sizeable income, there has to be a large enough on-line audience to support your efforts. Following are several reliable tests that will help you determine this.

Audience Size Test #1

It's amazing what you can learn by searching on Google. Especially if you know what you are looking for and how to search.

Open up Google and type in the name of your topic but make sure you put it in parenthesis. Like this – “Men's Fitness”. And then hit 'enter'.

If you don't include the parenthesis it will pull up everything related to the words fitness and/or men's. But with the parenthesis it will only bring up sites with that exact phrase.

For example: Men's fitness brings up 101,000,000 hits. Whereas “Men's fitness” brings up 1,720,000 hits. The true number of sites that mention “men's fitness” specifically.

What you are looking for are topics that bring up between 500,000 and 5,000,000 hits.

Larger than 5 million and your topic is too broad and it will be difficult to target your audience and get attention. Less than 500,000 and it may be too small to sustain a sizable income. Here are some examples:

“Fitness” – 505,000,000 hits. (Too big) You have to pick a subtopic like:

“Men’s Fitness” – 1,720,000 hits. That’s a nice size market to get into. Even if you picked another subtopic (or niche) of the fitness industry like:

“Sport’s training” – 2,190,000 hits. That’s also a great market.

Every large market will have dozens of niche markets that are the perfect size to target with your efforts.

If it’s a small market, you can still generate income, but it may be extremely difficult to generate the kind of income that can replace your fulltime job.

A possible exception to that rule:

Let’s say that you are very passionate about a topic but your search shows that there are less than 500,000 mentions on the web. You can possibly make a sizable income in that niche if: You are already an established expert or authority in that field and/or you have a new or much improved product or service to offer.

Exercise #1

Write out the names of your topic or topics and then do a Google search and record the number of ‘hits’ for each one.

Audience Size Test #2

Next, you want to do a search and see if you can find at least 1000 blogs related to your topic. If you have a broad topic you know you will find many more than 1000. However, if you have smaller niche, this is a good test.

Exercise #2

Once again open up Google and type in “name of topic”/blog (be sure and use the parenthesis) and then hit ‘enter’. If more than 1000 blogs show up your topic has passed that test.

Audience Size Test #3

Facebook followers.

Once again, if you are not sure if your niche is marketable you can look to see if there are Facebook sites that are about your topic that have at least 2,000 followers. If you find at least one site, that will be sufficient because that means there will be a lot more sites with smaller numbers but collectively it is a good indication of a sizable market.

To do the search, go to Facebook’s home page and at the top in the search bar type in your topic. As you type you will see a drop down box that lists some of the sites in your topic. You can just view them and see if there are any that meet the requirements.

For example, when I typed in ‘cat care’ (you don’t need the parenthesis) it brought up a list. The first two had followers of 4,000 and 11,000. A nice size market.

Here is a great tip:

If you are in a relatively large market (2 or 3 million ‘hits’ on Google) see if you can narrow it down by choosing to start in a sub-category or smaller niche, but still be

over the 500,000 'hits' mark. (Of course, it still has to be something you are interested in).

It will be easier to get the attention of your market and still allow you to expand your offerings at a later time.

Chapter 5

Choosing a Domain Name

Choosing a domain name (your website name, i.e. URL) is very important. You want to create something that is memorable and relates to your topic. Plus, it still has to be available. For example, the domain name for the site I am using for this course is “5steps2abundance.com”. I could have made it “5stepstoabundance.com” or even “fivestepstoabundance.com”. Using the numbers breaks it up nicely and still makes it easy to remember. Plus it relates to what the site is all about.

Almost any site that hosts websites also offers a domain name service. Meaning you can do a search directly through them and if the site is available, you can also purchase it through them. Domain names are very inexpensive. (Typically between \$15 and \$20 per year. Even less if you pay for several years in advance)

The next step is to write down, in your journal, some ideas you have for a domain name. If you are not the creative type you can go to this website for help: www.leandomainsearch.com. Click on their “Domain Name Generator” and follow the instructions. It will not only give you a lot of ideas for names but it will tell you which ones are still available. Even if you came up with a name on your own; go to this site to see if that name is available.

On that site, if you click on the domain name that you want, it will ask you if you would like to purchase that name and give you several hosting options. I am going to recommend that you NOT purchase the name from them. The reason is if you do purchase it you are going to have to transfer it to a different hosting site and that can be tricky if you have never done it before.

I am going to make this very easy for you and have you purchase your domain name from the same hosting site so no transfer is required. But I will get to that in the next lesson.

Chapter 6

Setting Up Your Website

By now, you know which market or niche you want to get into and you know there is a large enough market out there to be profitable. So the next step is to reach all those people who are anxious to hear your message.

Without spending thousands of dollars in advertising the most cost effective way to reach an audience is through a blog and a website. You will communicate with others through the written word.

Most people respond by saying, “But I’m not a writer.”

Everyone’s a writer. All you have to do is write down what you would say to someone who is standing right next to you. Really. It is that simple.

With grammar and spell check it makes it even easier than ever to communicate with others. Besides, once you start writing on purpose, you will improve your skill quickly. Also, you will start paying attention to other bloggers’ articles and learn from them. I will talk more about the kinds of things you can include in your blogs at a later lesson. (Hint – some don’t include any writing at all)

Let’s talk about technology

In just a bit I’m going to be talking about setting up your website. Some of you may already be familiar with this process and some may not. I am going to assume everyone is a beginner so I don’t leave anyone confused.

I was born a long time ago; in the days before the internet. At a time when phones were connected to a wall and had a rotary dial. And your TV only had 3 channels. Yes, I am that old.

What I am trying to say is that technology frustrates the heck out of me. And if you feel the same way, don't fret because there is plenty of help around. Plus advances in technology now make it even easier than ever to benefit from and use. Most of it is simply reading instructions; and pointing and clicking.

I do not recommend spending a lot of money on your first website.

Notice I said, 'first' website. Your website is going to change and grow as you and your business change and grow. (I am on my third version for the same business)

One of the advantages of doing business online is that you can grow, change and adapt quickly and without a lot of expense.

Really, all you need to get started is a nice looking home page that displays your content and an opt-in box that offers your 'lead magnet' (See Chapter 9) to collect email addresses.

If you really wanted to start on a budget you could use your Facebook page with a listing to all your articles. You can even put your opt-in box on your Facebook page.

Here are several ways to approach your website technology needs:

How you tackle your technology needs will be determined by your comfort level and your pocketbook. All the technology you are going to need in the beginning is relatively easy to use and, either free or very inexpensive.

Option number 1:

If you would like some assistance with technology you can hire a freelancer to assist you. Here are some suggestions:

1. Contact a local college or tech school and ask them if you can post an ad for some tech help.
2. Search and/or place an ad on Craigslist. Just make sure you check references in advance.
3. Go to one of these websites: www.elance.com or www.odesk.com. They are both excellent sites for finding freelance technology help at a great rate.

Option number 2:

Everything I am going to recommend to you has on-line and/or video tutorials to walk you through every step of the process. So if you don't want to spend any money at all on technology help, you can do everything yourself. (At least at this stage). There are no technical skills required. Just the patience to read and follow directions.

If money is very tight (trust me, I have been there) and you would like to get a site up and running yourself at no cost, here are 2 recommendations:

First recommendation:

You can set up a free WordPress website and even a free domain name. (However, the free domain name will not be transferable in the future because it will be a WordPress site. Meaning, instead of looking like this: www.yourname.com, it will look like this: www.yourname.wordpress.com. It can only be used on their site. You can't transfer it in the future. You can also set up a free WordPress site with your own domain name but it will cost a few bucks extra.

Go to WordPress.com, read over their tutorials and set up your own site. You can also find a ton of WordPress tutorials on YouTube if you need them.

Second recommendation:

You can set up a free website and blog at www.weebly.com. This is a very easy to use free site. (You can upgrade for only \$4 a month if you'd like).

Go to their website and click on the Menu button in the upper left hand corner. Start with "Features" and look around. It also lets you publish blogs. You can even register your Domain name through them which means you do not have to transfer the name to another site. (Please note: I am not an affiliate of Weebly and receive no compensation for referring them)

Other free website options:

www.wix.com

www.godaddy.com

Both of these options are worth investigating. See which one you are most comfortable with. Go online to get recent reviews.

Please note: Just because a resource is not mentioned in this guide does NOT mean it is not a valuable resource. It just means I am not familiar with it. There are so many; plus new resources added all the time; it would be impossible for me to be familiar with all of them.

As I mentioned, the best thing to do is go online and seek out reviews and do a little research.

Chapter 7

Tips for a Great Website

- **Appearance** – Easy to read text, smart use of graphics/photos, simplicity
- **Content** – You have about 10 seconds to grab your viewer's attention.

Your content must answer these questions in the first 10 seconds:

1. What does this company/person do?
2. Does it have what I'm looking for?
3. What's in it for me?

- **Functionality** – It must be easy to navigate.
- **Usability** – Clear navigation tabs, short text, bold headlines, and a clear sidebar menu.
- **Opt-in Box** - This is where you offer your 'lead magnet'. There **MUST** be a clear call to action. (See chapter on automating your site)
- **Headlines must be compelling.**

Chapter 8

Attracting an Audience

Once you have your site active there are a few things I want you to do to prepare for reaching your audience.

Project number 1:

Remember when you tested your topic's marketability by searching for blogs in your category? Well, you are going to do the same thing again but only for a different purpose.

Once again, open up Google and type in the search bar "your topic"/blog (don't forget the parenthesis) and then click the search button. This will bring up all the blogs in your topic.

I want you to click on 10 blogs (one at a time, of course). Take a close look at how they are set up; what their focus is; and what they offer. Take a look at their previous blogs and most importantly; take a look at the HEADLINES they used for their previous blogs. Creating compelling headlines will be important because when you send out your emails, you want someone to think to themselves; "That's a great headline. I just have to open this email and read it".

Reading established blogs is a great learning experience for you. **Make sure you 'bookmark' their site so you can go back to them easily.**

Next I want you to see what 'free offer' they have in exchange for your email address. This is known as a "lead magnet". Pay close attention to their lead magnets because you are going to be creating one in the next lesson.

Collecting email addresses from people who visit your site will be crucial to your success. You will need an audience to market your products to.

I want you to sign up for the 'free offers' from each of the 10 blogs you visit. (If you'd like, you can set up a second free email address just for this purpose). See what their offer looks like and the process they use. If need be you can always opt-out from their email list so you don't keep getting a lot of emails.

But don't opt-out too quickly, because if it looks like a site that resonates with you, it might be a site you can partner with in the future. However, if what they offer might be in direct competition with you, then it may not be possible. More on that later.

Project number 2:

Next we are going to try and locate your future audience by trying to figure out where they hang out on-line. (Other than at the sites of your competitors. Because they might not let you guest post). In other words, try and think of the different topic areas your target audience may also be looking at. Here is an example:

Let's say that your target market is "diet and exercise plans for new Moms". (Notice that this topic is a niche within the larger "Diet and Exercise" topic, which is huge. By picking a niche like 'new moms' you are able to target your market better.)

Your job is to figure out what else new moms may be interested in and search those sites. For example: Baby Clothes; Advice about Crying Babies; Time Management for New Moms; How to Decorate a Nursery.

You get the idea? With some creative thought you should be able to find many areas of interest for your target market. And the best part is; these sites will probably NOT be in competition with what you offer.

What I want you to do is search for blogs in these complimentary categories. Such as, “How to decorate a nursery”/blog. If you want, choose a few blogs from each complimentary topic.

Next, I want you to do the same thing as before; sign up for their free offers. **Here is why this strategy is going to be extremely important in the future.** Eventually you are going to want to do guest blogs as a vital way to grow your list and these sites could be potential guest blog opportunities.

I will teach you how to approach these sites for guest posts in the future but by opting in to their free offers now; when the time comes; you will be able to say honestly that, “you have been following their blog for a couple of months.”

This will also give you a chance to get to know the bloggers and see whose material resonates with you. Then when you contact them you will be able to mention sincerely what you like about what they do. Or maybe post favorable comments on their blogs or Facebook page.

You can sign up for as many of these as you are comfortable doing. You can always opt-out of the ones that you don’t care for. Plus in the future you can always add more to your list. But the more you have knowledge of the better.

Project number 3:

It’s time to start writing.

Before you even begin to try and attract an audience I want you to write 3 different posts (articles) about you topic. Pick subjects within your topic that you are very interested in. You want these to offer **outstanding content** for your readers. You want them to read these posts and be hungry for more information from you.

Remember, you are writing to inform, inspire, entertain or educate your readers. What valuable information can you give to them? What tips, suggestions or

insights will improve their lives? What valuable experience or knowledge can you pass along to them? What will compel them to come back for more? **That's your assignment.**

The reason that I want you to write 3 different posts is because those are the posts you are going to begin with and have listed on your website under 'blogs'. That way when someone does visit your website they will have something to read and it will look like you have been doing this for at least a little while.

As you continue to write blogs in the future you will 'archive' them on your site.

For each article you write I want you to come up with a creative, compelling headline. Something that will make readers want to open your email to read.

Go to the blog sites that you have bookmarked and take a look at their archived posts and study the headlines. It will give you some ideas on how to compose your own.

What if you don't like to write?

People tell me all the time that they can't write or they don't like to write. Usually what this means is that they have had very little experience doing so.

Very often this is just a mindset; a limiting belief. I am going to ask that you to do your best to push forward and at least give it your best effort, knowing that this will affect your online business.

You will improve greatly and quickly; especially if you are writing about a topic that is meaningful to you.

However; if, after giving it a fair chance, you decide that there is no way you can write articles on a regular basis (2 to 4 times per month), then here is an alternative:

You can be a compiler; researcher; or editor.

There is so much information on the internet that it is overwhelming. Most people do not want to spend all their time doing the research and looking for answers that they want.

You can do that for them. And if you are passionate about your topic this should be something that you enjoy.

Publish a regular stream of: *The Top 10 Best Ways to XXX, The 3 Best Tools to XXX, Which Way is Better; XXX or YYY? How To Do XXX, Best Recipes, Secrets of XXX.* (You get the idea)

Publish articles of interest to your readers written by others. And of course, give them full credit and a link to their website. You might even ask others to write guest articles for you. There are a lot of sites that are nothing but daily guest articles.

It doesn't matter whether you are creating the material or if someone else is. The KEY is whether or not you are offering VALUE to your audience. Are you giving them what they want? Are you answering their questions? Are you entertaining them? And.... Will they want to come back for more?

Chapter 9

Creating a Lead Magnet

In a future lesson I will show you how to get visitors to your site. But once they are there you need to be able to capture their email address so you can continue to engage them in the future and eventually offer them your products or services.

You do this by creating a 'lead magnet'. Here's how you do that:

You want to pick ONE serious problem or concern that your target audience has and then design a 'guide' that gives them a way to solve that problem **immediately**.

It is extremely important that you follow this formula. You want your offer to be so compelling that they will gladly give you their email address in exchange for this information.

If you have been studying the 'lead magnets' of the blog sites you have visited, it should give you a few ideas.

By studying the other sites, you will notice that the 'headline' or 'title' of their 'lead magnets' is vitally important. It has to be compelling. It has to let them know clearly what problem it will solve.

You don't have to write a lengthy eBook, just a short; 5- 15 page guide that will explain how to solve their problem and/or deliver something of value. (I will explain how to deliver this to them in the next lesson.)

Creating a professional looking eGuide

It should be fairly obvious how to 'lay out' the material in your eGuide. Just by looking around at other guides or books should give you some clues.

You want to create a title page that also includes your name. PLUS, at the bottom of the page be sure and write your website address. This way they will always have it. Plus if they pass it along to someone else, they will have it too.

As you write your information make sure you create some bold headings and spaces between paragraphs. It makes it easier to read.

At the end of the guide you want to write your name and a short bio. And then, once again, write your website address.

You are now going to turn your document into a PDF file. One of the reasons you want to send out your guide as a PDF file is because that way it cannot be altered or changed. Plus, in a minute, I am going to show you how to add a cool, professional looking cover for only \$5 bucks. (Certainly not needed, but for \$5 bucks you can't beat it).

I am going to be assuming that you are working in Microsoft Word. (If not, you are going to have to ask someone to assist you with turning your document into a PDF file). First you are going to 'save' your document as a 'Word Document'. That way if you want to make changes or additions later you can do that. (You can't make changes to a PDF file).

Once your document is complete, you are going to go to the upper left hand corner of your screen you are going to click on 'file'. When the drop down box opens you want to click on 'save as'. That will open a window. Near the bottom of that window will be a bar that reads, 'Save as type' and in the bar it should say, 'word document'.

Click on the drop down arrow at the end of that bar and it will open a small window with more choices. Click on 'PDF' and then at the bottom click 'save'. You have just created a PDF file. Now when you go into your saved documents you will see the 'Word Document' version as well as the 'PDF' file version of your eGuide.

For my own 'lead magnet'; *The 10 Biggest Mistakes People Make When Starting an Online Business and How to Avoid Them*; I created it on PowerPoint slides first, and then saved it as a PDF.

How to add a cool, professional looking cover to your eGuide for \$5 bucks

Here is a website that is an internet marketers dream:

www.fiverr.com

At this site you will find hundreds of services that people will produce for you for only \$5.00. It's amazing! Choose the drop down box or do a 'search' for 'design eBook cover' and dozens of choices will pop up. From there, just follow the instructions.

If you look around that site you will see that they can also help you create a logo, banner ads, as well as most anything created by graphic designers.

Most of the sidebar images on my website were created using Fiverr services.

You can add that cover to your eGuide, plus you can add that image of your cover to your 'lead magnet' ad. (Called an opt-in box)

Chapter 10

Automating Your Website

I am now going to explain how to add an opt-in box, email collector and auto-responder to your site.

There are many companies that provide these services and I recommend researching as many as you want. I am going to recommend two of them.

The first is a FREE service. Here is their website:

www.mailchimp.com

Mailchimp's service is free for your first 2,000 subscribers. Certainly more than enough to handle your needs for many months. Go to their website and look around. You will see that they offer a lot of value.

It will allow you to create a custom opt-in box to collect emails. It will show you how to 'load' it on to your website. It is very easy to do. And if you get stuck, you can always contact customer service and they can assist you.

You can also create newsletters (blogs) to send out to customers on a regular basis. Just a couple of clicks and you can send it out to everyone on your list. They also have an auto-responder service. Which means you can send messages to the subscribers on your list automatically.

It will take you a while to learn how to use this service but in time it will become second nature to you and very easy to use. You cannot run an online business without using an auto-responder service.

The second service I am going to recommend can be found here:

www.aweber.com

In my opinion Aweber is a step up from Mailchimp. It does everything they do plus a little more. The basic service, which I use, costs \$19 per month. Their customer service is outstanding. And their tutorials and instructions are easy to understand. I was even able to set up everything myself. (So you know it must be easy).

My recommendation is to review both and pick the one that suits you best. (I am not an affiliate of either one).

After you choose and set up your auto-responder service you will be ready to start building an audience. That is the topic for your next lesson.

Chapter 11

Building Your Audience

I hope you are getting excited about your new business. You are now going to begin to build an audience.

Building an audience takes time, patience, and persistence. But this 'front end effort' is necessary to be able to build an on-line business that can generate an income that can eventually replace your current job. Or simply be a source of additional income for you.

But you must persist because once your list grows to a certain size than you reach a tipping point. This is the point when you can start making money and spend LESS time growing your audience, even though it still grows.

Once you have at least one product for sale I will show you how to build your list even larger in much less time. Think of this 'front end effort' as the 'price' you must pay to run a successful business. (I will talk about how to build a product or service in the next lesson).

There are some internet businesses with 100,000 names or more on their lists. And all of them have the same thing in common with you. **At one point they had no one on their list.** Everyone starts somewhere.

The fact that you are even at a point where you can begin building a list puts you head and shoulders above the majority of people. Because most people will not even take the first step towards changing their lives. Fears, doubts and limiting beliefs hold them back. But not you!

Getting started

The first thing to do is send an email to all your friends and contacts and let them know that you have started a new website and/or blog. Tell them briefly about your topic and why you are passionate about it. (You are passionate about your topic, right?)

And then send them your website address and invite them to check it out. Since these are people you know it is alright to ask them for assistance. Ask them to please forward your email to all their friends and contacts and just ask them to check it out.

Also, if you are on Facebook, LinkedIn or other social media sites, you may want to mention it and encourage people to visit your new site.

One word of caution: If you don't want your current employer (or potential future employer) to know what you are up to, **do not post this information on your social media site.**

At this stage, you do not need social media to grow your business.

Sending out an announcement will get you started. It will be interesting to see how many visitors to your site will opt-in to your 'lead magnet'. It's exciting because each time someone signs up, your auto-responder service will send you an email notification. It's fun to watch your list grow.

Doing guest posts

It's now time to start doing some guest posts to drive traffic to your site and increase the size of your list.

Go back to the list of blogs you saved. (From Chapter 8) Look over the ones that attract your target audience but are not in competition with you. These are the ones that you will contact to see if they will accept guest posts. Some will and some won't.

Often bloggers want to engage their audiences every day and it is hard to create that much content day in and day out. As a result, they welcome guest bloggers. But, it has to be something of interest or value for their audience.

Here is how you prepare: Carefully look over their site and read several of their blogs. (If you followed my advice from Lesson 8 you should be familiar with their site already).

You will get a sense of what messages they have for their readers. See if there is something related to your topic that would be of interest to their readers, that you could write about.

Sometimes it takes a little creativity to relate your message to that audience.

If you believe you could write a valuable post for their audience, create a compelling headline and ONLY write a brief overview of your proposed post. (No sense writing the entire post that is specific to that audience unless they agree to post it.)

Send them an email asking them if they accept guest posts.

Here is a suggestion to put in the subject line of your email: "Do you think your readers would enjoy this?"

In the body of the email I would write something that included the following:

Dear Ms. Blogger,

I have been following your blog for several (weeks/months) and I really enjoy it. I particularly like (comment on something you read on their blog, their 'lead magnet', an eBook, or real book that they have published. You MUST be sincere. If you don't like anything they do, pick another blog that resonates with you.)

I was wondering if you accept guest posts. I have written an article called, "Your Title." It is about (brief summary). It hasn't been published anywhere and I was wondering if you think this may be of interest to your readers.

If so, please let me know and I will send you the article for your review. Thank you for your time.

Sincerely,

Your Name

www.YourWebsite.com

When you are requesting guest posts, always be respectful and always think about value for their readers. Because that's what they are thinking about.

Continue your search for appropriate guest blog opportunities and keep sending out as many email requests as your time allows. This is a numbers game. **You will get more people saying no than yes.**

This is to be expected. You can't let this discourage you. There will be dozens and dozens of blogs in a variety of categories that would be valuable to you. You can only fail to grow your audience if you give up.

If someone says that they will take a look at and/or accept your post, they will probably email you their requirements on how to present it. They will most likely expect you to prepare a short bio which will include a link to your website. In other words, the last line of your bio would read something like this:

You can learn more about Ron by visiting www.5steps2abundance.com

That's how you get visitors to your site. So the more interesting and valuable your post is, the more people will click on your link and visit your site. And the more valuable your 'lead magnet' the more people will become a subscriber. And that's how you build your list. (Once you have a product to sell there are other ways to build your list and I will cover that in another lesson).

When do I start to sell a product?

I once attended a seminar with a very successful on-line marketer who suggested that you spend the time and effort to build up your audience (list) to 1,000 subscribers before you attempt to make money from your blog.

I strongly disagree and have seen plenty of proof to back this up.

Your goal is to get to 100 subscribers.

That is all you need. Once you get to that number I will show you how to develop products and/or services that your audience wants. And once you have a product or service that your audience wants, it will be much easier to continue to build your list; and build it faster. Plus, you will be making money while you do it.

So, work as hard and as long as necessary to reach that magic number; success is just around the corner.

There are ways to pay to drive traffic to your website. However, those methods can be complex and are not advised for beginners because you can very easily waste a lot of money doing that. Even experienced internet marketers can't always pick a profitable way to pay for traffic.

Developing a product will be the subject of the next lesson.

You are welcome to start thinking about producing a product or service that may benefit your future audience if you like. But I caution you in spending too much time doing that at this point. The reason is this:

What you think your audience will buy and what they will actually buy are not always the same.

In the next lesson I will show you how to determine exactly what your audience wants and what they are willing to pay for long before you put any time into

producing a product. This is why it is essential to get at least 100 subscribers on your email list. You need an audience that size to really determine this.

Chapter 12

Creating Your Products

Imagine that you have an idea for a product that you THINK people would be interested in. You put a lot of time and money developing your product and then you proudly offer it for sale... and no one buys it.

This happens more often than you think. So how do you know what people would buy? One of the many advantages of running an online business is that you can test ideas quickly and cheaply (or free).

That's one of the advantages of building an email list. If you have enough people who are on your list and have been interested in what you have been writing about or presenting on your site; through a series of questions you can find out what problems they have or information they want that you can provide and they would be willing to pay for.

Then you can start with small, easy to produce products until you are sure you have items people are willing to pay for and are of a high quality.

Example – On your “Health and Nutrition for New Moms” site you do a survey and find out that your community is very interested in learning how to prepare quick, easy and cheap nutritious meals that they can prepare in advance. So you put together an eBook that you offer for \$9.95 and it sells like hotcakes.

You then produce YouTube videos showing in detail how to prepare these types of meals and people can't get enough.

You then put together an 8 week course complete with training videos, menus, tips and hints.

You allow your products/services to grow AFTER you know what your potential customers are interested in.

Remember -

The 6 key areas that are the easiest to monetize:

1. Making or saving money
2. Increasing health
3. Relationships
4. Saving time or convenience
5. Pets
6. Hobbies

Here is what sells the best/quickest:

- A product with a specific solution. (One problem – one solution)
- A product that offers a step-by-step process.
- A product that delivers rapid results.

These are not the only things that sell ... just the best and quickest.

Here are some of your product choices:

- **eBook**
- **Physical book or guide**
- **Audio or video guide**
- **CD or DVD**
- **Teleseminar**
- **Webinar**
- **Group or personal coaching**
- **Online training course**

➤ **Affiliate product (Someone else's product)**

Which product or services you choose will depend on several factors; including your target market and what you feel comfortable delivering.

Test the interest in your product before you produce it on a larger scale.

- **Survey your audience:** Using a service such as www.surveymonkey.com You can ask your audience what they want; what they are struggling with; what problems do they want solved. And then go about meeting those needs and solving those problems for them.
- **Offer a 'basic' version or 'trial' offer first.**
- **Offer an inexpensive eBook or guide to test the waters.**
- **Offer a 4 week teleconference before a full scale course.**
- **Offer a 'pilot' coaching program first.**

Learn from each 'trial run' and keep improving until you have a first class in-demand product or service.

Keep in mind that people will pay for solutions but not necessarily pay for what you are passionate about.

Here are some examples of what I mean:

You are passionate about meditation but not a lot of people are signing up for your services.

However, people will pay to learn how to lower their blood pressure without medication and improve their health. People will also pay to be able to sleep better. Both of which can be accomplished through meditation. Don't assume people automatically make that connection.

Plus a big part of being profitable is knowing where and how to reach your target audience. So if you are targeting people with high blood pressure or sleeping

problems you will be able to find them and create compelling headlines that speak directly to the problem that you can help them solve. Thus making your passion more profitable.

Here's another example:

Let's say you are passionate about helping others increase their self-esteem and confidence. You begin selling a program/book about the topic but sales are weak. That's because you have not identified a clear solution to someone's problem.

But what if you advertised: "Do you have trouble meeting new people because you are shy? I will teach you how to find your soul mate in less than 3 months". That is a specific solution to a problem people will pay for. And you are doing the same thing, helping others increase their self-esteem and confidence. Something you are passionate about.

These are just two of many examples that I could give you. The point is; if you want to monetize your passion, you have to ask yourself, what specific problem can you help someone solve? Sometimes it's just a matter of reframing your passion.

Here are some technology tools that can help you create products:

- **Audio products:** Record instructions and save as an MP3 file. You can also interview experts in your field as part of your offerings.

www.audacity.com (free service)

- **Video products:** Record 'how to' instructions with your phone, camera or iPad.

www.youtube.com (free service)

www.wistia.com or www.vimeo.com (paid services)

- **Screen capture instruction:** www.screencast-o-matic.com (basic is free) or www.camtasia.com (paid service)
- **Online courses:**
www.udemy.com (free online teaching platform) or www.ruzuku.com
- **Teleseminars:**
www.freeconferencecall.com (Up to 150 attendees. Can record)
- **Webinars:**
www.anymeeting.com (Free for up to 200 attendees. Screen share. Record) or www.gotowebinar.com (paid service) This is the one I use.
- **Affiliate products:**
www.clickbank.com They have thousands of products to sell and earn commissions. Find products that would be of interest to your audience; set up an affiliate link on your website (clickbank will show you how); and earn a commission on every product that's sold. (Usually 50%)

Chapter 13

Collecting Payments

The number 1 way to collect money online:

www.paypal.com (go to 'my account'; 'settings'; 'selling tools')

- Most people have a PayPal account.
- Most people know and trust PayPal.
- Your customers do not need a PayPal account to buy.
- Can set up a one-time fee or monthly payments.
- They have an awesome 'no payments, no interest for 6 months' option. (For purchases over \$99)

Chapter 14

Expanding Your Business

One of the great things about an online business is that there is unlimited potential for growth; without making a huge investment. This means there is virtually no cap on how much money you can earn through your business.

Here are some key ingredients to continued growth:

- Be involved in a topic that you are excited about.
- Focus on being of service to others.
- Operate your business with integrity at all times.
- Exceed your customer's expectations.
- Don't be afraid to try new things.
- Always be willing to learn more.

Once you have a sizeable list and have proven that you have something of value to offer your community by creating a product that sells, you are ready to expand your business.

There are several ways to do this:

1. Keep increasing the size of your list by continuing to do guest posts. This will create a steady stream of new potential customers.
2. Increase the products that you are now offering. If you started with a 'basic' version of a product can you create an expanded version or a 'premium' version? One of the best ways to create new products is to ask yourself this question: "When my customer is done using my product, what will they need next?" But before you create that product, make sure you survey your customers to find out if they feel that is something they would want and be willing to pay for.

3. Find affiliate partners. Once you have a proven product you can then offer it to sites that share similar customers. They would advertise your product or service on their site or to their list and if people sign up and buy, they get a commission. (You can create affiliate links that split the percentage of sales automatically by signing up for an account at www.clickbank.com). Another benefit of this strategy is that, in addition to making a sale, the person that purchased your product now ends up on your email list. It's a great way to grow the size of your list. That way when you develop more products you now have a bigger list to offer it to.
4. Do a combination of all three ideas above.
5. Use paid advertising to drive traffic and business to your site. As I mentioned earlier, using paid advertising can be risky. Using the methods listed above is a way to grow your business with very little extra expense or risk.

Using paid advertising is beyond the scope of this book. However, there are a ton of resources available if you want to explore this further. Here are some of the keywords you can type into your search engine to learn more:

- a. Pay per click advertising
- b. Banner ads
- c. Google AdWords
- d. e-zine advertising
- e. Facebook advertising
- f. Paid advertising

I am sure there will be enough information that pops up on these subjects to keep you busy for a long, long time.

How much you expand your business will be up to you. Some people are happy to just make some extra money on the side. Some people want to escape their jobs

and work for themselves fulltime. Some may want to become wealthy and grow their business by adding employees and multiple services.

And still others just want to create a “life style” business. Meaning, as long as they can support themselves and their families, work from home (or anywhere for that matter), do something they love, and have the freedom and time to enjoy life, they are happy.

Whatever it is that you want, starting a successful online business that you love, can help you get there.

Chapter 15

What's Next?

It is going to take 4 things in order for you to create a successful online business:

First, it is going to take a **BURNING DESIRE**. This has to be something that you want very, very much. You have to be so sick and tired of being stuck that you are willing to do whatever it takes to make that change.

Aren't you tired of someone else being in control of your life? Not having the freedom to live life on your own terms. The freedom to watch your children grow up; to create great memories for you and your family; freedom from the stress; freedom to have the extra money to really enjoy life; freedom to pursue your passions. **This is the life you were meant to live!**

A burning desire is something that I cannot give you. You either have it or you don't. So, how bad do you want it?

Second, you need **BELIEF**. If you do not believe it is possible to achieve this then you will never make that attempt. You will only accomplish in life what you believe you can accomplish.

The truth is that **your potential is unlimited**. The only limitations are the ones you put on yourself. There are thousands of people running a successful on-line business. If others can do it so can you.

Third, you need **KNOWLEDGE**. You need to know how it's done. This is why this book was created. But don't stop here. Continue to learn as much as you can about running and growing your online business.

The fourth thing you need is this: You have to be willing to **DO THE WORK**. This is not a get rich quick plan nor is it something that happens 'automatically' by some 'magic formula' that doesn't exist. It takes effort.

If you put in the 'front end' effort and do the work, imagine the payoff: **Escaping that soul-sucking job; controlling your own destiny; financial independence.**

Isn't it worth busting your butt for a year or two knowing that you will have the rest of your life to reap the rewards? The answer is, 'yes'. In fact, as long as you do the work, you can only fail if you give up.

If you want it badly enough you will put in the time to make it happen. It's your future and it is under your control. That's the whole point; to be in control of your own destiny so you can create for yourself a life of joy, purpose and abundance. The life you were meant to live.

It takes time and work but the payoff is life changing. Are you in? **Remember, nothing changes until you do.**

If you would like additional help from me:

Go to my website: www.5steps2abundance.com and check out the free resources there, as well as my ***Step-by-Step Guided Coaching Program***.

If you have any questions you can reach me at ron@5steps2abundance.com

I wish you joy and success,

Ron Schaffer