

THE DOT COM MOGULS HANDBOOK

**A Step-to-Step
Guide in Starting a
Business from Home to
Live the Dot-Com
Lifestyle**

<http://www.obinnapatricks.com>

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Who is Obinna Patrick and What Is The Dot Com Lifestyle?

My name is Obinna Patrick and I started my blog to teach people how to build a full-time income. There has been a lot of confusion over the years with people I have come into contact with how it's done.

Ever since I read the Four Hour Workweek by Tim Ferriss several years ago, it opened my eyes up to the possibility of making a living passively.

My parents that followed the path of school to university to a 9-5 job made me follow their blueprint. It was the same blueprint that millions around the world follow in hopes that it will enable them to secure wealth and live on their own terms.

After I finished university, I began to see the truth of it all. I realized that the only way for me to secure a degree of wealth was by being an entrepreneur.

It was that same burning desire for me to explore how people made money online without the need of scams and pyramid schemes.

This world seemed so foreign to so many people, and I always wondered what made it so complicated.

Why did so many people look at this lifestyle as unattainable? when so many entrepreneurs have gone from complete novice to mastery and made it possible.

Today, I am a full-time blogger and internet marketer educating the 9 to 5 corporate workers, small business owners and dreamers alike to establish wealth online.

We are living in a world where technology has enabled us to systemize business and make it easier to scale and build businesses.

My parents came from a generation where none of this would have been considered possible. We now have an amazing advantage to start a business on less than \$100 by leveraging the internet. I am a true advocate of that possibility.

<http://www.obinnapattick.com>

The DotCom Lifestyle and the Benefits

The DotCom Lifestyle is the true mission of my blog Escape 9 to 5 Forever. It is a lifestyle where people can harness their passions, interests, fears and desires and profit from them in an online atmosphere.

It's a lifestyle in which you can work if you want to work, when you want to work and where you want to work. You are not limited by location, time and money.

It gives you the freedom to spend more time with your family and friends with enough money to do anything you want. It is a lifestyle that millions around the world dream every day of having and it will be my only goal for you moving forward after reading this guide.

What are outlined below are 9 steps you need to complete to successfully begin your six figure income business online. I have outlined in such a way that you can begin taking action immediately, I've left no stone unturned. If you want the easy way, I have presented an opportunity here in which you can take advantage of: [APPLY TO MY TOP TIER BUSINESS HERE](#)

Throughout this guide, you will see resources get started with links to websites; books and services you can use to begin to learn more information and begin implementing the knowledge in this book.

This was to give you the drive to take action and to save you the time of trying to find these resources yourself.

Begin Taking Action and Taking it Seriously

It is absolutely crucial that you take heed to the 9 steps and really take it serious because this is a business that can change your life.

My mission as stated before is for you to succeed without any shadow of doubt in making money online. You are the driver of the car of your life and you are the only one can make it happen.

Study and begin implementing the knowledge in this book. One of the biggest reasons why people don't end up successful in this business is because they don't

have a big enough reason why they should.

This is not a get rich quick scheme, this is a step by step blueprint on what you need to know and do to be in the best position to begin earning immediately.

Some of the knowledge in this guide has been taken from the best internet marketers in the world.

This is an art and a science, and if you get this right you'll never have to worry about money. If you are currently working 9 – 5, then after 5 when your shift finishes, read this on the bus or train home.

So without further adieu let's get started.

STEP 1: CHOOSE A NICHE MARKET

When it comes to online business a lot of people make the mistake of wanting to pursue their passions, while there is nothing wrong with that there is a risk of choosing a market that has no demand for what you offer. At the same time, there is also a risk of choosing a market that is so broad and general that you find yourself competing with players with the biggest advertising budget and already established a client base.

The key is to choose a niche area of a broad market. For example, if you wanted to go into the Health and Fitness market, to niche down would be to focus on Yoga or even further Bikram Yoga. That way you have a chance to make your messages targeted to people who have specific problems that need to be solved in that area.

Another example would be Business and Investing, to niche down you would choose the real estate market and even further real estate for under 30-year-olds. The further you niche down the easier it becomes to market your message, engage your customers and ultimately profit from solving problems in a highly defined area.

TOP 10 MONEY MAKING NICHE MARKETS

Here are some of the most profitable niche markets that will never die due to the everlasting demand for solutions in these areas:

1. Weight Loss - this appeals to a huge and very wide audience simply

because, despite the 100s of products and services designed to tackle this problem, people still have a problem losing weight. People will always have a problem with overeating and with most of the Western world suffering from this problem; this is a great

2. Dog Training - this is a niche area that is always growing because of the increasing number of pet owners and the problems associated with being one. With 500 dog breeds and common behavior problems, this market can be very profitable. People in this niche area are so passionate when it comes to their dogs and are willing to spend any amount of money to enhance the quality of their pets lives and understanding of how to take care of them

3. Self Help - this is one of my favorite niches to market to because of the willingness of people investing in themselves. Anything to do with improving the quality of one's life is a huge solution that you can offer whether it's in relationships, wealth or health. In reality, it's a cross section between all those 3 areas and people will always want to improve in one or two of those areas. This audience tends to be literally addicted to self-help, including myself because if you're not growing you're dying.

market to get into. Any business model that focuses and appeals to women aged 35+ will cater to weight loss sales.

4. Dating and Relationships for Men and Women - whether it's to win back an ex, learn to attract the opposite sex or be a better partner to your loved one, people in this niche tend to become lifelong customers because of the ever-growing need to satisfy the other. Both men and women will take a huge interest in products and services that help solve those problems because love and happiness are right up there with money in terms of overall satisfaction. The truth of the matter is, as long as babies are being born and the human population begins to grow this niche area will never die.

5. Making Money Online - this is the niche area that I specialize in and

has become one of the most popular niches on Earth. It is the one niche that will always be a great mystery to 9 to 5 workers because of what needs to be done to actually make money online properly and effectively. Fortunately for you, by reading this free report you will now know the first steps you need to take towards making a living with just your laptop. The passion and pain experienced by prospects tend to be very high as you probably know yourself. Many people see products and services dedicated to making money online a worthy investment and there is an opportunity to make 10s if not 100s of thousands of dollars in this niche area.

6. Making Money - similar to making money online but the difference is these people are not interested in internet business and want to know more about other alternatives such as Real Estate, stock/bonds (Forex) and mobile technology. Again, because people want to escape their 9 to 5 corporate enslavement, this will always be in high demand along with making money online.

7. Spirituality - similar to self-help but tends to resonate with this

audience on a deeper level. Whether it's meditation, religion, mindfulness or Zen teaching. This audience loves discovering more about themselves and their role within the universe. They want to reach their inner spiritual essence and willing to spend money on products and services.

8. Diet and Nutrition - this market is huge because people are

interested in what is going inside their bodies, even with the 100s of nutrition books there is always another book being released that challenges the wisdom of the other ones preceded them. This audience wants to live a long and healthy life and will do almost

10. Hobbies and Sports - this niche can encapsulate several other

sub niches such as Golf, Tennis, Rock Climbing and Arching. People are passionate about their hobbies and will continue to do so for years to come. They are willing to spend money on products and services that solve problems and provide solutions to enhance the problems in those areas.

So there you have it, the top 10 evergreen niche areas that will guarantee you for success. Of course, there are several thousand others out there you can take advantage of but focusing on one of those 10 will guarantee you to profit in the online marketplace. An amazing resource I have taken advantage of to enter and brainstorm other markets is Niche Hacks (www.nichehacks.com), on that website you will find 1000s of other niche markets and the market analysis. This is the first step you take, after this, it becomes so much easier.

9. Fitness and Muscle Building - this niche is big because of the

willingness to spend money on getting a better body. Whether you're a woman that wants an hourglass figure or a man that wants to enhance the quality of his abs, this is an amazing one to get into. This covers aspects of weight loss, diet, training and health supplements.

anything to ensure that happens whether you specialize in fruit/vegetable juicing or white carbs. This niche falls under the general health niche.

STEP 2: CHOOSE A BUSINESS MODEL

The next step is to choose a business model, so far you've chosen the market you want to enter, specialize and become an authority in. When it comes to making money online there are only handful of models that are engineered for generating passive income on the go.

The more you know about the market you have chosen, the clearer it becomes in which model will be best suited towards delivering value in that market. The key to this step is to choose a model that you are willing to master first before thinking about any other areas.

The common mistake a lot of people tend to make is that they switch from model to model without a clear focus of what to start mastering first. So choose one of these models, learn as much as you can about how to master them and then move on to another one if you feel you know as much as you can.

TOP 5 ONLINE BUSINESS MODELS

Here are the top 5 online business models that will serve you for years to come along with the pros and cons for each:

1. Freelancing

The on-line world provides the widest doable client marketplace for you to create cash online from home. Everybody from students to knowledgeable professionals will notice comes wherever they'll earn cash reception on- line. Freelance websites like Elance and oDesk have thousands of consumers probing for regarding each talent there's, as well as writers, graphic designers, translators, internet designers, promoting and staff, legal and money professionals and additional.

PROS

- Very easy to get started
- You can sell your knowledge to the highest bidder
- Work and choose your own hours
- Set your own hourly of fixed project rates

CONS

- Can be very difficult to become passive - unless you outsource most of your freelancing
- You only profit when someone becomes a client
- Thousands of other freelancers that may have an advantage over you in experience

Resources to get started:

Upwork - <https://www.upwork.com> Elance - www.elance.com How to Make \$1,593+ A Month Online with Elance Step By Step -

<http://www.matthewwoodward.co.uk/tutorials/make-money-online-elance/> Guide to Making \$6,500 on Elance in 45 Days -

<http://blog.flightmedia.co/guide-to-making-6500-on-elance-in-45-days/>

2. Produce Your Own Information Product – RECOMMENDED

This is one of my favorite methods. Another way to make money online from home is to develop and sell your own digital product. A digital product is anything that a person buys and is able to immediately download to their computer. Digital products can be produced as eBooks, videos, webinars or online training. It can be about something that you're very knowledgeable or it can be something that you have researched and then created. You can even hire out somebody to create it for you and then put your name on it.

PROS

- Very cheap to produce and profitable to sell
- Instant authority builder
- Can charge higher premiums the more products you can produce and the better you package (e.g. Audiobook + Video + EBook = Higher premium)
- Can be outsourced

CONS

- Tends to be very time-consuming
- Perceived quality tends to be lower unless you can make a physical DVD/CD out of it

Resources to get started:

Information Products For Beginners: How to Create and Market Online Courses, eBooks, and Other Digital Products Online -

<http://amzn.to/1SiwkHI> The Official Get Rich Guide to Information Marketing: Build a Million Dollar Business Within 12 Months - <http://amzn.to/1koZkD8>

3. Affiliate Marketing: Sell Other Peoples' Products – RECOMMENDED

Affiliate marketing is the process of marketing and selling other people's products or services online and when you make a sale, you get paid a commission. As an affiliate you don't create a product, sort out payment systems, or organize product delivery.

There are products readily available in just about every market you can think of, all ready for you to make money online from home. Affiliate websites that can help you to start selling other people's products online include: Amazon, CJAffiliate, ClickBank, and JVZoo

PROS

- Saves the hassle of creating your own information product and can just sell other people's
- Minimal marketing skills required – if you don't belong to a marketing background or are not good at selling to people, you can still earn a lot from affiliate marketing.
- Very easy to get started once you sign up to programs
- Opportunity to profit lucratively depending on the commission structure

CONS

- High competition – one of the pros of affiliate marketing is that it is really easy to sign up for a program, and so is it for everyone else
- Middlemen - you also have to pay a share of your revenue to the middlemen, the biggest one being the affiliate network
- You only get paid on what you sell - you may send a lot of traffic to the merchant, but if the merchant loses the sale because of a bad offer, you don't earn anything too

Resources to get started:

ClickBank - www.clickbank.com

Amazon Affiliate Program - <https://affiliate-program.amazon.co.uk/>

JVzoo - www.jvzoo.com

4. Create Your Own Membership Website

A membership website provides the ultimate way to make money online from home because it delivers recurring income as long as you continually offer value to keep your members happy. This is where you get paid to pass your knowledge onto others on a regular basis. It's the same as being a consultant in the offline world, where you help and advise clients with your business knowledge. This gives you a chance to create residual income as long as your audience maintains the membership month after month.

PROS

- Recurring revenue. Most paid membership sites use recurring charges. This means when customers sign up, they'll be automatically charged a membership fee each month
- Building a highly qualified and attentive email list. Paid membership models help businesses build an email list of prospects and customers who can't wait to open emails when they're sent out
- Your referrals create revenue. When your paid members rave to folks they know how valuable they find your community, their referrals bring more revenue to your door

CONS

- Burden of having to over-deliver constant value - paid membership models fail—and fast—when your audience can get what you're making them pay for elsewhere (and for less or for free)
- Needs a high level of commitment - Your paying clients are expecting a consistent experience whether you have the flu or writer's block.

Resources to get started:

The Automatic Customer: Creating a Subscription Business in Any Industry -

<http://amzn.to/1koWqy8>

How to Make Money from Membership Site - <http://amzn.to/1WRxfA4>

Mini Membership Sites 2.0: Think It! Build It! Launch It! How I Replaced My Day-Job With Membership Sites - <http://amzn.to/1WRxhYW>

5. Blogging

If you have a passion for the particular subject, it is highly likely that there are other people online who share your enthusiasm for it. By creating your own blog, you can reach out to others who want to see, hear and read tips, advice, thoughts and updates about the subject matter.

Bloggers are making money on the net using Google AdSense, banner advertising, affiliate marketing and product review strategies. The procedure of blogging can offer clients some assistance and not only is it free traffic it is the most powerful way to establish authority in your niche

PROS

- Free traffic

- Very easy to get started. The steps to beginning a blog are dead simple. You can choose a template from websites like Blogger, WordPress or Tumblr.
- A blog gives people a reason to visit your website. A blog gives you an opportunity to add more depth and dimension to your message.
- It can help create a sense of community.
- Potential high reach - The outreach can be incredible. You never know who might land on your blog, including potential new clients and press

CONS

- Regular maintenance - A good blog requires regular updates. Although starting a blog is easy, the difficult part is being disciplined enough to stay on it
- Unexpected technical issues can require extra time. Technical issues sometimes crop up, and that's probably the most time-consuming thing

Resources to get started:

ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income, 3rd Edition - <http://amzn.to/1WRxyee>

Your First \$1k: How to Start a Successful Blog and Make Money Doing it - <http://amzn.to/1SitFhb>

Make Money Online: Roadmap of a Dot Com Mogul - <http://amzn.to/1SitVwL>

6. Licensing – RECOMMENDED

This model is one of the most profitable online business models ever because of the simplicity of the process. Instead of going through the time-consuming of creating your own information product, you can license one from a credible source saving your hours of development into your own. Licensing is just like franchising. Subway and McDonalds grants a licensee to its franchisees which allows them to use their systems.

PROS

- Very simple to get going
- Unlike the affiliate model, the customer belongs to you and you make money whenever they buy something in the future.
- Tap into expertise of others and rebrand their products

CONS

- Can be a difficult to negotiate the right license (E.g. exclusive)
- Most cases it's a prerequisite to have an engaged audience before you approach product owners

At the end of the book you will discover the greatest licensing model in the market today.

7. E-Commerce

Last but not least you have E-commerce, or in other words what is referred to as marketing, selling and shipping physical products. So unlike information products that can be produced very cheaply and sold for a premium, this one involves sourcing physical products such as mp3 players, lamps and fitness equipment and selling them.

PROS

- Traditionally accepted business model (EBay, Amazon)
- Using drop shipping, you can make it easier to ship your products cheaply
- Easy to get started
- Profitable depending on what you are selling

CONS

- Fastest to die due to price competition
- Lifespan short unless an exclusive agreement prevents others from selling it

Resources to get started:

Shopify: <https://www.shopify.com/?ref=the-zen-of-well-being> - an amazing way to get your e-commerce business off the ground with an e-commerce university platform to enhance your success with this business

Those are the most profitable business models you can take advantage of to get your business started and move forward with what you'll be selling.

Once you've chosen a business model you'll now have a focus for what your plan will entail as far as the income you desire and what you'll be offering. Next, I'll be talking about the importance of a lead magnet.

STEP 3: CREATE A LEAD MAGNET

This is one of the most important steps of the Online Business Mastery journey. Most of authors of material online that is geared towards making money fail to mention the importance of building an email list. Throughout the years following the most successful internet marketers, one common theme kept on coming up in their blogs, emails, and webinars - the money is in the list. More than 95% of your visitors won't buy something on their first visit. They're both simply surfing, nonetheless in the research section or now not completely sure yet your offer is what they need.

It takes the time to construct trust, instill self-assurance and establishes a relationship. A lead magnet is a free offer you make an exchange for an email address. Getting their electronic mail is a transaction. You want their email, so you must provide something they need in go back. Your job is to promote the concept of subscribing in your listing, and also you need an attractive reason to do it.

If what you provide is something humans need and it appears to be really worth going through the trouble (typing the e-mail, spam etc), you'll get their e-mail. The speed of your list building relies upon mostly on the lead magnet. Lousy, unattractive lead magnet = very few signal-ups. Appealing lead magnet = lots of signal-ups.

If you can get this part right and master the art of creating lead magnets and ultimately build your database with 100s of not thousands of people interested in what you have to offer for the specific niche you have chosen, there is literally no limit to how much you can earn online. Ask yourself the following questions when deciding on topic to speak on in your niche to get your first customers in the door:

- What topics do your ideal customers or clients want to know about?
- What topics would be easiest for you to create a lead magnet about?
- What content format would be the best way to deliver that information?

Figuring out what your clients actually need to recognize approximately is a massive topic, however, don't let that scare you. It's certainly quite clean. You may find out what your ideal target market desires to know by asking them with surveys.

Even one or two hours spent listening in on what your perfect audience is saying approximately your area of interest will provide you with masses of thoughts for outstanding lead magnet topics. Look for troubles they're sincerely suffering with, commonplace questions, new areas of interest, or topics that are arguable.

Lead magnets come in different forms and sizes but the main goal is to be specific, it has to address one problem and offer a specific solution to that problem. For example: this eBook is an example of a lead magnet that addresses the problem of your average man and woman finding it difficult to get started making money online, they are frustrated on the first step to take or what needs to be done, the solution with this book is to outline the steps that need to be taken in exact order to be off to a great start with an internet business in a way that anyone, from any age or background, can easily understand and implement:

10 KILLER LEAD MAGNET IDEAS

Here the top 10 methods of creating a lead magnet designed to convert visitors to subscribers and eventually buyers:

1. Guide/Report - One of my favorite tactics for capturing more leads

is to offer a content upgrade through a tool like Leadpages or Unbounce. Reports and Guides are amongst the most common types of Lead Magnets; this eBook is an example of a guide.

2. Cheat Sheets and Handouts -They have a different “feel” to them

than Reports or Guides. They are generally very short (one page or so) and cut straight to an ultra-specific point. You can deliver these as checklists, mind maps or “blueprints.”

3. Discount/Free Shipping - If you go into e-commerce and selling physical products on or off-line, discount clubs or Free Shipping offers can be effective.

4. Toolkit/Resource List - this refers to a list of resources that help

your customer work towards solving their problem, in most cases they come in the form of templates and files that your audience can work from or links to another website. With this eBook, I include resources that save you the time and hassle of finding services and books packed with knowledge to assist you in setting up your own business

5. Video Training - If it makes sense and you have the skills, whether

you use a camera or screen recorder video can be a very effective way to deliver your Lead Magnet.

6. Quiz/Assessment - This type of lead magnet is very effective

because it qualifies your visitor and often makes your audience more aware of the problem they are facing. People are vain. We always need to evaluate ourselves as well as evaluate ourselves to others. An assessment is one way we can degree ourselves on this fact.

7. Case Study - Even if you don't have a huge customer base which you're currently running with right now, you can still leverage another brand to build your brand via telling the tale of the way they got results. People want to examine about what has labored to get effects for others and how they achieved it, step-via-step.

9. Checklist - Checklists eliminate guesswork and are very clear on

what you need to include to accomplish something 10. Expert Advice - In case you provide a service or are

positioning yourself as a professional for your discipline, you may experiment with creating a lead magnet that offers your traffic the possibility to get hold of a loose expert review.

Don't spend more than 1 week on this task, lead magnets do not need to be complex or difficult to create. Newbies make the mistake of spending months on creating it only to find that your audience doesn't convert with it. Lead magnets provide value immediately for your audience before they join your list and get

If you look at it like a typical info product that could be 5-10+ - 50 pages long if a guide or a 30-minute video split into segments of 5, it will give you an idea of how short or long it needs to be. In the next step, I am going to touch on very briefly on creating a squeeze page for your lead magnet and your blog/website.

8. Swipe File - People love examples of how to do stuff, especially if it

removes some of the guesswork from their jobs. Simple, focused on helping people solve one problem

STEP 4: BUILD SQUEEZE PAGE AND BLOG/WEBSITE

A squeeze page is a landing page designed to capture opt-in email addresses from potential subscribers. The goal of a squeeze page is to convince, cajole, or otherwise "squeeze" a visitor into providing one of their most sought-after and coveted pieces of personal data: the email address.

If you plan on freelancing or going the e-commerce route it will still be essential to have a blog/website to put your lead magnet sign up form on there.

Not only will a blog help you get clients outside of Elance and Upwork but will give you the authority you need to charge higher rates. With E- Commerce a blog serves the purpose of informing your audience of new products, reviewing competitor products and adding personality to the brand of a shop.

Combined, both a squeeze page and blog/website gives you an enormous advantage of getting people to your offers, products, and services. The idea will be drive paid traffic to your squeeze page and free traffic to your blog/website. I'll go into detail about the different types of traffic you can take advantage of in Step 9 but for now start creating your squeeze page and blog/website.

What you'll need to first is to register a website or domain name for your business at One or Host Gator.

You will need two domain names, one for your squeeze page and the other for your blog/website. Aim to go for a .com for both domains as it will serve you justice when it comes to search ranking and working to get on the first page of Google. You will see there are different lengths of time you can register your domain for, aim for 12 months and add security to your website.

Once you have registered your domain names: you will need to sign up to both WordPress for your blog and LeadPages or Instabuilder 2.0 for your squeeze page which is a plugin for WordPress.

WordPress is the premier blogging platform/website that you can install in the back office of your host server whether One or Host Gator. You'll have an opportunity to install WordPress with one click and create your website instantly. If you plan on just using WordPress for a squeeze page and blog then you'll need a plug-in called Instabuilder 2.0 that will enable you to build a squeeze page as well as an entire funnel within WordPress.

You will need to install your sign up form and lead magnet in these places: At the bottom of an article on your blog on WordPress, in the side bar of your website, as a popup and as a squeeze page on LeadPages or ThriveThemes. In the next step, I will be talking about how to find offers online to promote to your niche audience if you plan on going the affiliate marketing route.

My suggestions and in terms of pricing:

LeadPages – Squeeze Page (\$)

[RECOMMENDED] Instabuilder – Squeeze Page and Sales Funnel Builder (\$\$)

ThriveThemes – Inserting Forms all Over Your Website (\$\$\$)

If you're stuck on how to do set everything up, there are FAQ's and Support links on all those resources to guide you through every step of the way. With Instabuilder 2.0 you will need to upload your files to WordPress and produce a thank you page within Instabuilder that links directly to the lead magnet file you've created. Once you've set up your squeeze page and blog, you'll be ready to roll. In the next chapter, I will speak very briefly about how to find offers and create offers for you to sell.

Resources to get started:

LeadPages – www.leadpages.net Instabuilder - <http://bit.do/instabuilder>

ClickFunnels - <http://bit.do/clickfunnels> -

OPTIONAL One - <http://www.one.com>

HostGator - <http://www.hostgator.com>

ThriveThemes - <https://thrivethemes.com>

Lead Magnet Delivery with LeadPages - <https://blog.leadpages.net/lead-magnet-delivery-send-free-report-white-paper-after-opt-in/>

How to Set up Lead Magnet within Blog Post -

<http://www.shoutmeloud.com/lead-magnet-within-blogpost-leadpages.html>

STEP 5: FIND OR CREATE AN OFFER

To make money online fast and begin an online business you have three options: create and sell a product, sell someone else's product or sell a service if you're going the freelance route. It's just that plain and simple. You can sell someone else's product or service by going on Clickbank, Amazon, and EBay or create your own. These will be the products you will be offering through your autoresponder sequence which I will be covering in more detail in the next chapter.

A lot of online money making literature focuses on putting banner ads all over your website and reaping the revenue benefits. While that is still easy and profitable to do, it highly depends on having a huge audience at first before Google start paying you money.

Going back to the blogging business model, if you naturally rank your blog/website on Google and have 1000s of people visiting your website a day then it makes sense to put a banner ad on there. To really profit on the internet in the fastest way, it is an essential that you have offers and services ready to sell whether you make it or they are other peoples. Below are some ideas of how to approach both paths:

FIND OFFERS

- ClickBank (for info products) - register, go to the marketplace, look on categories and use the filters on the left-hand side of the page to filter those results down: Gravity: minimum of 6, maximum of 100+, Avg \$/SALE: Minimum of \$15, Maximum of \$150+
- Amazon (for physical products) - you can sign up to their affiliate program and start offering recommendations on their website
- In-house programs - Some companies choose to run their affiliate programs themselves rather than through a network, have a look on their website for an affiliate's area or partner program.

CREATE OFFERS

- EBooks (50 - 100 pages long) - take 3 bestselling books on a topic, and read each several times. Summarize in own words, take the best 3 parts (change the order round, spin it) and turn it into an eBook, making it unique via paraphrasing. Organizing the information so your target market doesn't have to. Type it up in Word; get a fancy cover designed and convert to PDF.
- Interviewing Experts - one topic per interview (7-10 questions) send those questions to answer in advance). Telling the audience what you will be talking about, (deliver the content), summarize at the end what the audience was told - record on SKYPE. Turn audio interview into a video by using Camtasia and PowerPoint with questions popping up. Go on ODesk and hire transcribers to produce transcript. Offer to pay expert if needed (it's worth it if they are world class). 2 days turnaround time but can sell for years, USB headset (\$50-\$80) + Skype (Free), PowerPoint and Camtasia. Hot Recorder to record Skype conversation. Find interviewers on niche specific forum after interviewing the expert, ask them to promote your product to their list (offer higher commissions if needed)
- Webinars - invite people before you have the webinar , record with Camtasia and GoToWebinar, Go To Meeting (get started here)

In your money machine, this will be the fuel to keep it running. Once you've created or found your product offering or service to promote and sell through your autoresponder, then your next step would be to sign up to one and create a sequence for your subscribers to follow when they sign up to your list.

STEP 6: SET UP AN AUTORESPONDER SEQUENCE

Remember when I said that the money is in the list? To manage and promote to your list you'll need to sign to an email client to not only build a relationship with an audience but to offer products to them. This is both an art and a science and absolutely CRUCIAL when starting your online business. When somebody joins your list for the first time, it's essential that you quickly build a bond between them and your brand. The way you introduce yourself is the difference between a subscriber opening your emails or hitting the delete key.

You need to give them something, interesting and hook them with an open storyline in the first email and then they will look forward to the next one. For example: let's say you created a lead magnet for the dating relationships market that promised to solve the problem for men having trouble flirting with women.

In the first email that would be sent out, would be a link to download or access the lead magnet along with telling them that you have found the secret to effortless conversations guaranteed to make any women attractive.

You wouldn't tell them all the details but you would just open the loop, give them the secret the next day in the second email and then open up a new email that pulls them into the third email. There are a lot of services you have the option of signing up for in which will provide resources that the bottom of the page to choose between. For the sake of keeping it simple, I'll focus on the most popular one out there, Aweber.

Go onto Aweber and sign up for the free trial and begin populating your follow up series with a 5-day sequence that gets your audience warmed up to your brand. Famous world class internet marketer Russell Brunson teaches his students what is referred to the Soap Opera Sequence:

SOAP OPERA SEQUENCE

DAY 1: Set the stage (introduce yourself and your brand, as well as a promise of an offer on Day 2)

DAY 2: Open with High Drama, Explain the Back-story and The Wall (open with a story of a moment in your life when you wanted to pursue niche, explain the events that led up to it leading up the problem you experienced then provide link to offer)

DAY 3: Epiphany that led to the ONE THING (the realization that changed your life linking it to the offer again)

DAY 4: Hidden Benefits (hidden benefits of offer)

DAY 5: Urgency C.T.A (urgency and call to action, last chance to audience to take advantage of offer)

Once you apply this sequence for the first 5 days it becomes very easy for your audience to see you as a trustworthy and relate-able source of expertise in your niche area. It's important that the emails you send are of high quality because if they're not engaging or interesting people will not open them.

Report on what is happening in your life and solve a problem with every email. Once a subscriber has finished the sequence, whether they have bought your first offer or not you move them to another list to begin sending out your personal emails manually.

If you have made it this far, you've done all the legwork necessary to be off to an amazing start with your online business. You've chosen a niche, a business model, a lead magnet to draw subscribers on, built your squeeze page and blog to host the magnet on and set up an autoresponder sequence to begin introducing your audience to your brand and first offer. The hard part is now over. Now it's time to set up your social media channels

Resources to get started:

- Aweber - <http://www.aweber.com/?307473>
- MailChimp - <http://www.mailchimp.com/>
- Constant Contact - <http://www.constantcontact.com/>
- Get Response - <http://www.getresponse.com/>
- Campaigner - <http://www.campaigner.com/>
- Vertical Response - <http://www.verticalresponse.com/>
- Benchmark Email - <http://www.benchmarkemail.com/>
- IContact - <http://www.icontact.com/>
- Campaign Monitor - <http://www.campaignmonitor.com/>
- Boomerang - <http://www.jangomail.com/>

STEP 7: SET UP SOCIAL MEDIA CHANNELS

This step is self-explanatory but the key thing is to maintain a business presence when setting up your profiles. YouTube and Google+ are both linked together, so it's imperative you include your face or logo for your brand. Set up your Facebook Page and upload a cover photo that makes your brand look professional. This can be outsourced if you don't have the time to do it.

With all your social media channels set up and optimized, you can begin to direct that traffic back to your blog and squeeze page. From my experience, social media has enabled bloggers to expand their reach to their audience and beyond through digital word of mouth. If someone in your market tells their friends and families about your products and services, it will do you more justice, simply because as humans we trust the advice and recommendations of the people we love around us.

Each social media channel serves a specific purpose in my experience:

- Facebook – building a relationship with your fans, responding to feedback and promoting offers on your website
- Twitter – primarily promotion and broadcasting a message, it could be a new blog post or new product and connect with other bloggers.
- YouTube – is the second most popular search engine next to Google. Educate your customers on topics on your blog/website and entertain them with footage from your everyday life.
- Google+ - take advantage of SEO from Google, build community and follow other businesses

Resources to get you started:

Facebook for Business - <https://www.facebook.com/business>

Twitter for Business - <https://business.twitter.com/>

YouTube for Business - <http://sproutsocial.com/insights/how-to-create-youtube-account/>

Google+ for Business - <http://www.socialmediaexaminer.com/how-to-set-up-a-google-page-for-your-business/>

Outsource Social Media Channel Setup for \$5: www.fiverr.com/setup-your-social-media-channels-for-your-brand-or-business

STEP 8: SET-UP MERCHANT ACCOUNT

Now it's time to set up your system to accept payments from people and other businesses. This is how you'll collect the money you make. The internet world works in a way that money can be deposited almost immediately after someone makes a payment and before you send an invoice. The money machine you've created needs a place to store money and you'll be using one of two services, PayPal or Stripe.

PAYPAL

PayPal gives people better ways to connect to their money and to each other, helping them safely access and move their money and offering a choice of how they would like to pay or be paid.

Step 1: Sign Up. Complete the sign-up form. They'll send you an email and you simply click on a link to confirm your email address.

Step 2: Add card. Add your credit card information to your account. PayPal will store and safeguard your card details for your future purchases.

Very simple and it only takes a couple of minutes to get done. Once you've verified your card details between PayPal and your bank, then you'll be set to collect money from your affiliate sales if you choose to go down that route. The account you'll need is the

STRIPE [Recommended]

Stripe is the best way to accept payments online and in mobile apps. They handle billions of dollars every year for forward-thinking businesses around the world. All you have to do is go on Stripe's website and click on sign up with your email and then choose a password. Follow the steps to create your account

Once you're ready to go with PayPal or Stripe, begin to integrate the service with ClickFunnels so everything can be streamlined.

Resources to get you started:

PayPal - <http://www.paypal.com> Stripe - <https://stripe.com/> Clickfunnels Integration with

Stripe Instructions - <https://support.clickfunnels.com/support/solutions/articles/5000013675-integrating-with-stripe> Clickfunnels Integration with PayPal Instructions -

<https://support.clickfunnels.com/support/solutions/articles/5000571535-integrating-with-paypal>

CONGRATULATIONS, you have now officially set up everything to be in business. This is the process that the best internet marketers, the 7 figure earners have done to ensure that they profit as much as they can from the Internet.

The process you underwent to get this far was to set your money machine up so when your audience arrives there, everything naturally runs smoothly to deposit money into your bank account. It is necessary because driving people to see your offer without everything set up is like telling people to go into a high street retail shop with no merchandise in it. You made it this far and now it's time to show the world what you have to offer. Now it's time to get eyeballs and people to see what you have to offer, in other words, drive TRAFFIC to your squeeze page and blog.

STEP 9: SEND TRAFFIC TO BLOG AND SQUEEZE PAGE

When it comes to traffic, there has always been an enigma about it among internet marketers. The majority of the market has always considered this the most important aspect of internet marketing. Yes, I still think it's important but the key is to get TARGETED traffic to your website and offers. Most people think that getting 10,000 clicks to your ad is a success, even a 1% conversion rate of 100 people would still be considered the goal achieved.

What you need to understand at this point is that there are several ways you can get people to see what you have to offer, we explored social media briefly in Step 7 as being one of those ways.

THE SECRET TRAFFIC FORMULA TO MAKING MONEY ONLINE

Your goal is to convert that traffic into paying customers FAST, not a week later. You need to give your audience instructions of what they need to do automatically the minute they arrive on your squeeze page or website. This is the formula for success:

Traffic + Conversion = \$\$\$\$

Up to this point, we have been setting everything up for conversion, so you've done what 99% of people never do online. They use the cookie cutter approach and send traffic to an offer and hope for the best. I could write another book on everything you can do to ensure for maximum conversion but for the sake of getting you started, you've made the right steps.

FREE VS PAID TRAFFIC

There are two types of traffic, free traffic and paid traffic. They both have their pros and cons depending on what your current situation is. You may be currently working 50 hours a week or already a small business owner that has been losing money. In the simplest way to look at the differences between the two:

FREE TRAFFIC = Cost on Time/Slow

PAID TRAFFIC = Cost on Money/Fast

If you're already working X amount of hours a week you may find that you don't have time to be looking for a free way and willing to use some of your salaries to pay for it. If you're already a small business owner that wants to cut back on costs due to declining revenue, you may find that the free option will be viable until you can start paying for it.

As I mentioned earlier, a blog is the best way to generate free traffic but building a successful one takes a lot of time. In my opinion and from my experience paying for traffic has always been the best option. Paying for traffic allows you to send people to your website within seconds and scale up your business faster, which means you'll get paid faster. Both forms of traffic have their roles within this money machine you've created; I learned this from Russell Brunson from DotComSecrets:

FREE TRAFFIC -----> Your blog/website with sign up form

PAID TRAFFIC -----> Your squeeze page

When you engineer your traffic strategy like the one above, you'll be amazed at the results. Here are the different types of FREE and PAID traffic you can take advantage of:

FREE TRAFFIC

- Social media

- Search traffic (SEO)

- Guest blog traffic

-----> BLOG

- YouTube

- Guest Interviews

PAID TRAFFIC

- Pay per click ads (Facebook, Google, Bing, Yahoo)
- Banner advertising
- Native advertising ----- > SQUEEZE PAGE
- Affiliates and joint ventures
- Email advertising

If you want to learn more about how to master traffic generation within the next month to feed your online business with leads and money, this resource taught me the most about what I know about how the masters do it.

Traffic Masters Academy: Traffic Masters Academy reveals everything about traffic that no one ever talks about. Over the course of 30 days, you'll learn from the men and women that are on the cutting edge of traffic generation today: <http://bit.ly/1su0lxq>

Traffic Generator Pro (TGP): The 3-Step Traffic "System" that teaches you how to get massive amounts of traffic and turn it into immediate and recurring cash: <http://bit.ly/1PzoVrd>

My Online Business Education

Earlier on in the book I said I was going to reveal an amazing opportunity to harness the licensing model. A perfect example of the licensing model is My Online Business Education, or MOBE. This company was started by Matt Lloyd of Perth, Australia only four years ago, and it's on course to do \$150 million in 2016. Most of that money will go to their licensees. MOBE is the company that I sold those 450 ebooks for, and made \$16,050. They offer both an affiliate plan and a license plan. As I've shown, the license plan is way more profitable. MOBE offers 90% commission on their front end products, which is unheard of in the affiliate marketing industry. They also give 50% on any backend sales for the life of the customer.

You can use MOBE as a stand-alone business or as an addition to your current Internet business. For me, MOBE has been a great addition to my information product mix.

The really big money is made with an ascension model that offers customers ever more expensive products. MOBE has products costing up to \$30,000. A great example of ascension is Apple. You start off by buying an iPod. The next thing you know, your entire house is filled with thousands of dollars of Apple products!

[APPLY HERE TO MY TOP TIER BUSINESS HERE](#)



Rajiv Kumar

First 6 days Income, i have joined this on 27th of June 2013, and so far made \$338.20 or i can say \$50+ every day....I am delighted...I am sharing this for newbies like me who just joined the system and still waiting to take action..guys, its really working, so you can make it too...just get going, i wish good luck for you.. :D



Big Ticket = Big Profit

Most Internet marketers limit themselves by not having a big ticket offering. They either feel they can't create a \$10,000 product or they can't sell it. However, when you look at the numbers, you start to realize that is where the money is. Let's say you want to make \$100,000, and you have a choice of two ways to do it. The first is to sell a \$10 eBook. The second is to sell a \$10,000 mastermind. Which do you think is the easier path to \$100,000: selling 10,000 eBooks or ten masterminds?

Of course the answer is the ten masterminds. With the \$10 eBook, you would need to sell 1000 times more products to equal the income generated by just ten \$10,000 products. Yes, it does take more effort to sell a \$10,000 products than a \$10 product, but it won't be 1000 times more effort. It might take four, five, maybe ten times more effort, but it will never be 1000. The best part is, you don't have to be the one doing the selling.

One of the biggest selling point of MOBE is the phone sales team. As far as I know, MOBE is the only top tier direct sales company that has a phone team to do the selling for their licensees. The licensee still gets up to 50% of the commission even though the phone team did all the work. It's a pretty sweet deal. The phone team is responsible for more than half the MOBE income.

[APPLY HERE TO MY TOP TIER BUSINESS HERE](#)

MY Top Tier Business

My Top Tier Business (MTTB) is a licensing system developed by MOBE. MTTB combines the low start-up cost of affiliate marketing and gives the same benefits of being a product producer by allowing you to own the customer, and earning a commission on every after sale, for life. I have been testing it and the results

have been nothing short of amazing.

I MTTB it will become the number one way for new Internet marketers to make money online. The program offers a 21-step system for making your first \$1,250, \$3,300, or \$5,500 commission online, even if you have zero experience with online marketing. MTTB is designed for the newbie Internet marketer who wants to

build a real long-term internet business by following a proven business model instead of trying to make it on his own.

[APPLY HERE TO MY TOP TIER BUSINESS HERE](#)

MOBE Motors Program

The MOBE Motors Program allows any MOBE license to drive the car of his/her dreams for free. The program rewards producing licensees by paying the lease on any motorized vehicle. It doesn't have to be a car either. As long as you can sit in and control it, and it has a motor, MOBE will pay for it. Every \$1,000 in commissions earns you 1 MOBE Motors point. Each point is worth \$120 in lease payment. There are five levels:

- 5 points gets you \$600/month lease payment
- 10 points gets you \$1,200/month lease payment
- 15 points gets you \$1,800/month lease payment
- 20 points gets you \$2,400/month lease payment
- 25 points gets you \$3,000/month lease payment

All you have to do to qualify for the program is get five points, or just \$5,000 in commission. You then choose the points level you want, then head down to the dealership and get your new car. Find out more about the program at MOBEMotor.com.

[APPLY HERE TO MY TOP TIER BUSINESS HER](#)

By Application Only

In order to qualify for this over the top guarantee your application needs to be accepted and your needs at the goat room and complete each of the 21 steps all the steps are simple easy to follow and can be done in your spare time and work with your coach, yes you get a personal coach for free as well.

So when shall we get high quality applicants we have put \$49 application fee refunded if your application is rejected if your application is accepted you receive the following at no additional charge

- The internet's only done for you direct sales system that will deposit \$1250 \$3330 and \$5500 commission into your bank account with you ever having to pick up the phone
- Personal one-to-one coaching with one of my top two coaches all of my coaches are six-figure earners and bonfire online marketing experts
- Daily trainings lessons videos and webinars
- 21 simple steps to making your first \$1250 online even if you have no computer skills whatsoever
- Insider access to the most affective and sales funnels and best selling products in the home business niche today
- The secret 4th ingredient to my master sales formula that can instantly double your income overnight
- Professional sales staff that will make phone sales for you
- Don't for you products for filming payment processing and customer service I handle all the drug works for the programs sold to your leads
- Access to my traffic generation team that will get qualified leads for

Of course this is a very limited offer because we have the costs are coaches can only work with a limited number of people at any one time so when you get your application in the higher the chances you will be accepted

If you're ready to start making money with the ultimate online pricing model then I invite you to apply today

[APPLY HERE TO MY TOP TIER BUSINESS HERE](#)

GOOD LUCK AND MAKE IT HAPPEN 😊

There you have it, you're all ready to go and make it happen for you. I hope you enjoyed reading Dot Com Moguls Handbook and now have a clearer and thorough understanding of what it takes to generate a profitable online business.

I wrote this book to take the confusion out of everyone, knowing I had the same confusion before I entered this business.

My mission is to eliminate confusion completely and make this business accessible for people all around the world.

From here out it's up to you, to make it work and turn your dreams of financial freedom and unlimited free time for you and your family into a reality.

Just remember to never give up and keep working every day to make your business into a success. Don't trade your time for money :).

To your long lasting success

Obinna Patrick

Facebook: <https://www.facebook.com/opatrickmarketing>

Twitter: @OPatrickBlog

Instagram: obi.patrick

BONUS CONTENT

The Facebook Secrets of the Super Stars. How to generate 50-100 leads per day

There's a pertinent reason for every challenge

Learn to take risks, marketers are willing to be utterly wrong then try something different no matter what

Reinvest ALL money back into advertising and list building AS FAST AS YOU CAN

Having a lead to close into network marketing business is just one way to make

CAPTURE PAGE: Headline, Video Call to Action, CTA and then Opt In e.g GET VIDEO NOW, INSTANT ACCESS

The Anatomy of Success = METRICS, important to understand Marketing is a science, its your job to understand this science

The number of total unique visitors divided by opt-ins = Lead Conversion Rate

Number of leads divided by total number of sales = Sales Conversion Rate

Ad spends divided by number of leads = Cost Per Lead

Ad spends divided by total number of sales = Cost Per Sale

These are the most important metrics to understand in marketing

Secret 1 = Advertise INSIDE of Facebook's platform, keep all the traffic inside of Facebook, when you send traffic outside of Facebook they don't like it, i.e send traffic to in-app custom tab inside Facebook page

Customize your ad = upload image, type headline and then type text, precise interests (e.g Tony Robbins, ACN, Jeunesse (target other

network marketing companies or entrepreneurs), create an audience and build a relationship with them

Rule 1 in Business is Modeling: you need a coach

Social Brand Acceleration: 600,000+ Likes on Facebook with Zero Marketing Dollars

Don't do it unless you're serious

Social media is not a magic bullet or campaign

Takes dedicated resources and budget and must be honest, unique and compelling, is not for everyone or all businesses in their frame of mind

GOAL: Pull Marketing vs Push Marketing

Build the strategy - positioning (define the market, identify the persona in that market and identify their pain), messaging and value proposition

Build the guts - create pages/accounts, write unique articles/posts

Test, test - voice/tone, language, frequency (3-5 times a day), content type/media

65% monthly return rate - reach plus engagement

Network and partner with key influencers, connect and build two-way credibility

Further your message and success

Don't let negative responses control you

What matters most online is CONTENT

What works as CONTENT is Unique, honest and transparent, creating emotional responses, continuous engagement, cross-posting content with individual follow-up, 80/20 rule (80% of content is valuable to your audience, 20% of your content valuable to you)

You're gonna spend a lot of time and money building your brand

What doesn't work as CONTENT is: selling/hawking wares, thinking of you first and audience second, outsourcing completely, general or

previously used content, be wary of social media experts

Best PRACTICES: Don't start something you won't continue, build and maintain an editorial calendar (Excel spreadsheet, write posts on Sunday, write 3 weeks out, through that process I'm ready to come up with new content), needs to be organised, creative phrasing, not a one-way effort, engage your audience, phased approach - one effort at a time

Photos are shared 10 times more than text

Best time to post is between 4pm - 6pm Pacific Time

Wealth Hacks

LESSON 1: Harnessing the power of live events

LESSON 2: Engineer Credibility

LESSON 3: Your wealth vortex: making joint venture

* Your Systematic 4: find 4 millionaires to network with

* Events are the easiest way to create joint ventures

* Leverage the skillset of multi-millionaires

LESSON 4: Everyone had an optimized sales funnel

Have an optimized sales funnel

Squeeze Page > Presell > VSL > Webinar > Auto Follow Up > Email Autoresponder
Follow Up > Video Series > Authority Positioning > Conversion Mechanics > Repeat
Sales > Backend Profits Maximisation

* The high converting it is the more cash you generate

LESSON 5: Every millionaire had this in common

* Investing in them and self-education

* Investing in courses, seminars, books, masterminds and live events

The Optimus Prime of Facebook Marketing

NICHE SELECTION (ASK YOURSELF THESE 3 QUESTIONS)

1. 1. What are people passionate about?
2. 2. What are some proven money makers?
3. 3. What are YOU Passionate about?

CASH IN ON THEIR PASSION

(www.aliexpress.com) - contact the vendor and ask for the color/packaging to be changed to "red and gold"

(www.clickbank.com)

(www.jvzoo.com)

Examples: Martial arts, hunting, dogs, fishing, football, parenting, yoga, photography, dating, golf, survival, star wars, NFL teams, dog rescue, dieting, CrossFit, pit bulls, cycling, scuba diving, archery, tourism, train spotting, bacon, meditation

BROAD NICHES (where you find the \$\$ offers) VS **SUB-NICHES** (where you find the passion)

- The only way to effectively monetize is to break down segments of micro niches, build list/site/fan page for each micro niche
- Also have one big general niche list (harder to monetize) > general dog offer (dog toy) or design general love t-shirt
- Dogs (monetization ideas) > breeds of dogs > pugs, Dobermans, pit bulls, chihuahuas, Yorkshire terriers
- Sports > Football > NFL Teams > 49ers, Denver Broncos, Dallas Cowboys
- Find offers to make money within the broad niche and then customize offers to fit micro niches to convert better
- Examples - which types of breeds are small? which types of breeds would work with this?
- SURVIVAL > hunting, camping, knives, hiking, outdoors, guns, scouts, self-defense, preppers, travelers, mountain camping, military - all branches - air force, navy, marines, kayaking, martial arts, 2nd amendment, snowboarding, motor homing, skiing, cycling
- OUT OF THE BOX SUB NICHES > The Walking Dead, Breaking Bad, Game of Thrones, Sons of Anarchy, Quantico, Survivor, Bear Grills, Shaun of the Dead

- Outdoor Activities - Bird Watching, Snowmobiling, Ice Fishing, Water Sports
- FORMULA - "Fans of the 49ers that like camping" - red and gold survival tool - Facebook targeting - people that like "interest" that match "group" - can get super targeted
- Intersecting Audience examples
- Use Canva - to build banners and ad images

Viral Marketing Mastery

First 2 Webinars

- How to find viral content
- how to publish viral content
- how to boost viral content
- editing - how to trim videos
- calls to action - effective structure
- monetization - the brainstorm of ideas
- multiple niches examples

3rd Webinar

- Back to Basics - Niche Selection
- Working backward to Monetize
- Convert Viral Views to Dollars
- List Building & Email Marketing
- Build a Live Monetization Site
- Monetization - More Brainstorming
- Q: Have I delivered Massive Value?
- Special Offer
- Exclusive to Friends of Luke
- 1 - Special Pricing (half)
- 2 - Special Payment Options
- Team is Giving \$5,000 in products
- Engage Throughout the Webinar

CHOOSING A NICHE

- Ask Yourself These 3 Questions

What are people passionate about?

What are some proven money makers?

What are YOU passionate about?

- CASH IN ON THEIR PASSION!

- Examples:

- Martial Arts

- Hunting

- Dogs

- Fishing

- Football

- Parenting

- Yoga

- Photography

- Girls

- Golf

- Survival

- Cats

- Star Wars

- NFL Teams

- Dog Rescue

- Dieting

- Crossfit

- Pitbulls

- Cycling

BROAD-NICHES VS. SUB-NICHES

The only way to effectively monetize is to break down segments into micro-niches

Build an email list for each micro-niche

Build a site for each micro-niche

Build a fan page for each micro niche

Also, have one big general niche list

- Dogs - Monetization Ideas \$\$\$\$

- Breeds of Dogs

- Pugs

- Dobermans

- Pitbulls

- Chihuahua

- Yorkshire Terriers

- etc

- Sports

- Football

- NFL Teams

- San Francisco 49ers

- Denver Broncos

- Dallas Cowboys

- etc

Broad is where you find the \$\$\$ Offers

Targeted is where you find the Passion

Find offers to make money within the broad niche, and then customize those offers to fit your micro niches to convert better.

Examples:

- SURVIVAL
- Hunting
- Camping
- Knives
- Hiking
- Outdoors
- Guns
- Fishing
- Scouts
- Self Defense
- Preppers
- Travelers
- Mountain Climbing
- Safety
- Military - All Branches
- Navy
- Air Force
- Marines
- Kayaking
- Martial Arts
- 2nd Amendment
- Motorhoming

- Archery
- Snowboarding
- Skiing
- Cycling

OUT OF THE BOX IDEAS

- TV Shows
- The Walking Dead
- Breaking Bad
- Game of Thrones
- Sons of Anarchy
- Quantico
- Survivor
- Phil Robertson
- Bear Grylls
- Shaun of the Dead
- Outdoor Activities
- Bird Watching
- Snowmobiling
- Ice Fishing
- Water Sports - Whistle

INTERSECTING AUDIENCE EXAMPLES

- The Walking Dead
- San Francisco 49ers

Resources:

<http://Canva.com>

20% Grid Tool for Facebook

<https://drive.google.com/file/d/0B6hAz85k-JfvZIFRV0J2bWpCemM/view?usp=sharing>

https://www.facebook.com/ads/tools/text_overlay

If we were to stop right now - how much do you think that I could sell this recording for without high refund rate?

The Money Making Schedule

CUSTOMER GROUPS

- Network Marketers - selling and building a team
- Small Business Owners - establishing an online presence and scaling their business
- Full-Time Workers - trading time for money
- If you are going after your competitors that have the exact same customers/buyers, you tap into that
- YOUR PEOPLE -
- Building a team to outsource the major components of the business -
- Filipinos are a great outsource
- YOUR SYSTEMS -
- Automating your business with systems in place -
- Buffer: automate social media
- YOUR MARKETING -

Know and understand the customer so well that your products sell themselves

Service based business: an add-on

Promoted various different offers

Webinars

(1.) Understanding your customer and (2.) Getting attention

Free Report (Upfront Value)

Being completely transparent and human with your business

Case studies, testimonials, videos

METHODS

DIRECT LINKING - sending traffic directly to the affiliate offer or own product

PRESELL LINK - sending traffic to a pre-sell website that educates your customer about the affiliate product

- get testimonials from product owners, data, statistics before you send traffic to an offer

MINDSET

- be a producer than a consumer -
- your income is closely tied to the amount of value -
- focus on money-making activities -
- remember your WHY -
- the concept of speed of implementation -

50 MINS - HIGH LEVERAGED ACTIVITIES

10 MINS - MEDITATE, EXERCISE

50 MINS - HIGH LEVERAGE ACTIVITIES

10 MINS - MEDITATE, EXERCISE

30 MINS - CUT OFF

Video Marketing for Affiliates

- making videos on YouTube promoting ClickBank/JVZoo products -
- Animoto or Easy Sketch Pro - and upload to YouTube -

Emergency Cash

Method 1: Piggybacking - there are products being searched for inside the search engine, and because product names have a low competition you can easily get ranked within 24 hrs and direct the traffic to your affiliate link. 20 mins a day.

Example: Shaqir - Email and Grow Rich product launch, go and create various pieces of content targeting that keyword and dominate the search engine - videos, press releases, articles and even begin building a pre-launch list for product

Find Keyword: Email and Grow Rich > Make Content or Outsource Content for That Keyword > Get Ranked and Make Money

Step 1: Go to www.jvnewswatch.com and register

Step 2: Look at calendar for upcoming JV promotions

Step 3: Make the content or outsource on fivver.com example: YouTube: take product keyword and add it into description and title of the video, add keywords relevant to product and market - use google shortener or bit.ly to shorten the link and Pretty Links Wordpress to cloak the link

Method 2: Siphon Traffic from Twitter

Step 1: search for questions "where can I buy an iPhone 5?"

Step 2: sign up or log in to Amazon Associates

Step 3: Find what physical or info product people are looking for

Step 4: Shorten and cloak link and respond to the tweet

Method 3: Powerful Way to Email Tons of People and Send Them to Any Video to YouTube (does not work well with internet marketing or make money online niche because they are well aware of the tactics)

HOW TO BUILD A VIRAL BLOG

- Why Do I Blog? - the perfect laboratory for learning from readers and sharing, for access to people and resources (authority and the right audience), meeting people via the blog
- The guiding principle: when you are on the majority side, take time and reflect (NICHE IS KEY)
- Frequency and Tools: Google Analytics - measure the things that matter. best times to post: 7am and 6pm (map to submissions to Digg), best response days: Tues, Thurs and Sat. Once or twice a week. The blog sold the 4HWW book.
- Random findings: Changing the categories label to topics (improved click through rates), put an empty page to test the conversion. New visitors are biased against old material and for new material. Coming through from a permalink from an website to an old post, date is displayed that the bottom. Bottom of post include total read time. In bold put the main points and include the bolded total read time.
- Analytical Research: Twitter: personal online diary to go back and revisit, for polling, quick research to ask audience what they want to know more about, Slinkset: personal digg in 20 seconds, Evernote: clip the page to Evernote and bold those pieces, drafts.

- Writing: Passion beats polling and focus groups - write what you're passionate about, put resources in drafts (publish 5-10%), Biorhythms: measure output (gathering notes throughout the day, 1am - 5am: for synthesis), For important posts: do a draft, print it out, remove 20% by edit by hand. Ignore SEO for 1st draft - then go to Keyword Planner (search via avg monthly search). The important thing is not being a great writer it is having a voice.
- Video and Photos: short is good when it comes to video, have a bonus value add into text. Text gets indexed. StumbleUpon: cheapest source of traffic. Photos: Go to Flickr
- Comments: The Living Room Method - read your comments and zero tolerance policy on abuse, jerkiness and negativity (delete them), save good comments in Evernote (10% for posts in their right). Comment Rules at the top below comment box: "Comment Rules: Remember what Fonzie was like? Cool. That's how we're gonna be — cool. Critical is fine, but if you're rude, we'll delete your stuff. **Please do not put your URL in the comment text and please use your PERSONAL name or initials and not your business name**, as the latter comes off like spam. Have fun and thanks for adding to the conversation"
- Playgrounds and Labs: Long form: www.fourhourblog.com - real sensitive posts and fun posts, Short form: <http://blog.timferriss.com> - taking email and converting to posts, Micro form: www.twitter.com/timferriss
- THINK BIG BUT PLAY OFTEN: TAKE FUN SERIOUSLY - make sure it is extremely positive to post
- Shortest post: 20 - 25 mins, Longest post: 6 hours. As much time as possible.
- Plugins: Redirection, Popularity Contests
- How to manage Twitter: TweetDeck, minimise time on Twitter (10-15 mins every 2 days), dont follow everyone. Open each link in a new window.
- Multiple topics on same blog: make the branding clear on your blog, don't be pigeonholed, the every once in a while curveball - try and make posts related via topic
- Use the blog for branding: most traffic comes directly to the post itself
- Outsource Love Life: went on Elance: set up a project to set up coffee dates and provided links to attractive and unattractive girls, really made it detail. They competed against via number of dates. Batch dates into one week. Delegated a site profile to each to team.
- Web hosting: Media Temple

VIP Training

Information Products

PDF > Video Training > Membership > High Ticket Coaching

\$10 > \$50 > \$300 > \$5000

Software Products

Single Site > Upgrade to Multi to Developer > White Label > Software Creation
Coaching

\$10 > \$20 > \$30 > \$500 > \$5000

Offline Consulting/Marketing

PDF Reports > Case Studies > Memberships > Coaching > Done for You Services

\$10 > \$50 > \$500 > \$10,000

1. Pick a Niche (research) - Email marketing, kindle publishing, product creation
2. Give a product a name (hype + keyword related)
3. Choose a date - (muncheye)
4. Create a JV Page - (ClickFunnels/OptimizePress)
5. Create a Coming Soon Page - (ClickFunnels)
6. Install Facebook Retargeting ID

Outsourcing the Product Creation

PDF Document

Plus: Many people prefer reading reports compared to watching training videos,
cost nothing and easy to make

Downfall - Never seen one sold for more than 2500

Over the Shoulder Video Training

Plus: Easy to Create and free software is available

Downfall: None

IM Product Launching

IM VIP Training

Wordpress plugins

Plus: Many developers and in demand
Downfall - Ongoing updates and support

Examples - JV Giveaway Plugin, WP Conversion Tracker, Go Pro Form

Desktop Software

Plus: Highest value, most secure
Downfall - Not many programmers

PRODUCT CREATION

1. Outline and idea
2. Purchase domain and setup info and jv email accounts
3. Outsource the product creation
4. Outside the graphics design
5. Install 2 blogs
6. Upload plugins
7. Create blog header and full width background
8. Create Coming soon, thank you, jv home page
9. Clone to create pages for jv tools bonuses affiliate link, leader board and contact
10. complete menu step

JV ATTRACTION

1. A high quality jv invite page
2. A quality product in demands which suits the jv parnter
3. generous comissions (50% on the front end) and upsells and downsells
4. promotional tools for your jv partners
5. easily approachable and contactable
6. on going jv update

Facebook groups - go to facebook and search for jv groups, request to join as many groups as possible

Launch calendars - www.muncheye.com, www.jvnotifypro.com, www.imlauchr.com

Retargeting on Facebook

I highly recommend this, for just \$5 a day budget you can retarget your JV's on Facebook. Create a new audience and place the pixel on your JV PAGE before advertising it.

6 Places to Use Facebook Ads

1. JV PAGE - RETARGET AFFILIATE PARTNERS
2. EARLYBIRD PAGE - RETARGET YOUR EARLY BIRD VISITORS
3. SALES PAGE - RETARGET YOUR WEBSITE VISITORS
4. UPSELLS - RETARGET CUSTOMERS TO UPSSELLS
5. AFFILIATE MARKETING - PROMOTING OTHER MARKETING PRODUCTS
6. LIST BUILDING - BUILDING LIST WITH FACEBOOK ADS

The Complete Funnel Setup

SETUP PAGES > MEMBERSHIP > JV ZOO CONFIGURATION > TEST FUNNEL

JV ATTRACTION > JV PAGE > FACEBOOK ADS > JV TRAFFIC > SALES PAGE > CUSTOMER FOLLOW UP

Run ads 1 week before live and change ads regularly - 7 days before, 3 days before, once live , one day after

For every 500 customers that gives you \$10, you'll find 50 customers that will give you \$500 and you'll find 10 customers which will give you \$5k

Product creation funnels: \$997 - \$5k including a number of coaching calls
Coaching calls - \$49 - \$497 for any length of time. Offer packages and follow up calls

Group coaching offers - \$47 - 5k for whatever amount of weeks

One on One Coaching - \$997 - 25k for 3 - 12 months or a set number of weeks

37 Techniques to Double Kindle Ebook Sales

BASIC LEVEL STRATEGIES

- Price Jack Before Promo - increase price 1-2 days before KDP Free days promotion to \$7.97 - ADD TO PROMO
- Have Amazon Email Readers for You - update your book and tell Amazon you have updated, Amazon will email readers and say "Pen name has made a major update on book" example: have 50 pages written, only publish 40 - republish with 10 saved pages/longer page of contents/links to other books or review link then tell

Amazon Support Team and click contact us (Amazon will email buyers about the new update) - ADD TO PROMO

- Audiobook (acx.com) - find your book > voiceover artists apply > you extend offer > up on amazon

- Special HTML Description -

<https://kdp.amazon.com/help?topicId=A377RPHW6ZG4D8>, different header tags, only use in KDP Platform

- Special Review Groups - groups of people you set up to review your books, make a list of friends, family and colleagues that will always review, contact 2 weeks before KDP launch "Hey (name) this is my book that I'm launching, I would appreciate if you left an honest review, it would be very helpful, thanks" - ADD TO PROMO

- Title Keywords in Subtitles - take keywords of yours and incorporate into your subtitle, take keywords of popular books in your niche

- Amazon Affiliate Program - affiliate-program.amazon.com, use affiliate link when selling to receive more than 70% royalty it is best to use links outside of Amazon with Facebook/Google PPC ads or via social media. - ADD TO PROMO

- Contact Amazon for Category Change - help > contact support

- Author Central - fill out biography, enter details

- Book Linking - Link Books together for continued sales, check out other books by this author, provide description + link at the beginning and end of book

INTERMEDIATE LEVEL STRATEGIES

- Paperback - createspace.com, price between 12.95 and 18.99, format on Fiverr, FREE ISBN

- Keyword Ranking Optimization - can create a link to your book that will make Amazon think you typed a keyword to get there, 1. type keyword you want to rank for, 2. find your book and click on it, 3. Copy URL, can do for 7 keywords you didn't choose (or chose) in KDP, share among friends or task sites (use link redirect from your website)

- Facebook Page Traffic Surge - use pagedatapro.com for best pages in your niche, approach admins of pages via message/email, offer incentive of putting their site in your book in exchange for a post/exposure, can offer money to post book - ADD TO PROMO

- Review Conversion Optimization - go to your book sales page > see customer reviews > create your own review > copy URL and use that link and put it in your

book or on website,

<https://www.amazon.com/review/create-review?ie=UTF8&asin=ASIN> - ADD TO PROMO

- Fotolia Quick Covers - fotolia.com, use vertical orientation
- Stock Photo Books for Cheap - www.dollarphotoclub.com
- Paperback Pricing - increase price to 17.99
- Create a High School and College Army - interninc.com or Learn4Good, just give value and complete assessment, have the research niches, contact reviewers, setup promotion, manage email list etc, Have them WRITE, Teach publishing process
- Give Portion of Book to Subscribers - build up list by offering first chapters of new book to subscribers
- Test Cover Acceptance - create multiple facebook ads with different covers as the image, send the ad to your book, see which has the highest CTR and pick cover
- Quit Promo Early on Free Days - end KDP Select free days EARLY
- Use Best Sellers to Sell Yours - we want to show up on their saes page "customers who also bought" recommend their book in your book at end, reach out to other bestsellers and ask to reciprocate
- Co-Authoring a Book - find another author in another niche, add 2 contributors when launching a KDP or contact BIG blog owner
- Top 1000 Reviewers - www.amazon.com/review/top-reviewers , send your book to them via email (in profile), ask for review, follow up if they dont respond, authormarketingclub.com has excel doc with contact info, once they review click Helpful to push to the top
- Childrens Books Profit Overnight - short childrens books with images will create massive income for you, use images on each page as it makes sense with the story, creativecommons.org for Images, fiction is the best method

ADVANCED LEVEL STRATEGIES

- Copy Paste Book Title - copy parts of book titles and optimize, find 10 best books in your categories, take a phrase out and use in your title, you will legally steal traffic when they search for popular book

- Kindle PPC Ads on FB - create a facebook page for your author, add stock photo as author on profile pic, find top 5 bestsellers in niche (on Kindle) and write down their names, create post on FB page then promote post in ads manager, precise interests = 5 bestsellers (their FB pages if you can find them)..\$10-\$20 budget, then retarget everyone that visits site
- Interviews for Extra Content - reach out to popular authors or figures, ask for an interview (Skype, Phone), record the audio, prepare questions and have it transcribed on Fiverr (10 mins), add into book, adds 8+ pages of great content, adds perceived value
- Book Trailers - VideoHive or Sparkol.com, use fiverr to edit, display benefits of your book, overview of chapters
- Erotica for Profit - have written at 5000 - 20000 words, outsource at Odesk, can sell erotica books at AllRomanceEbooks.com
- Virtual Assistants - Odesk and Onlinejobs.ph (expensive = virtualstafffinder), research niches, reach out to reviewers and contact FB page admins to manage promotions and email list, \$200 a month - 160 hours (full time, varies)
- FictionPress - buy premade stories at FictionPress.com, find complete books only and message authors to ask them to sell the copyright for \$100-\$200, they must take it off the site, can be done (WorthyofPublishing.com or WattPad, Teenink, etc.)
- Crowdfunding Campaign - publishizer.com and indiegogo.com
- Permafrees - smashwords.com / draft2digital, autodistributes to B&N, Kobo, Apple etc, take existing book and publish on Smashwords for Free, format on Fiverr to pass autovetter
- Build List for Future Launches - put link to squeeze page in the beginning of the book and end of the book
- Charity for Goodwill + Sales - find a charity in niche, message on fb and say youre donating profit and ask them to promote, put "all proceeds will benefit" on book sales page
- Permafrees Back to Paid - push amount of free downloads on last days, cancel permafrees book in distribution, contact amazon support

BONUS STRATEGIES

- Let Amazon Help You Find the Right Keywords - 7 keywords total, keywords from amazon's help, autosuggestion tool, trial and error to see if youre on first page

- Category Selection - find top selling books in your niche, copy all their categories into a document, remove those N/A, use paid sales rank to choose best category to switch to

<http://www.obinnapattick.com>