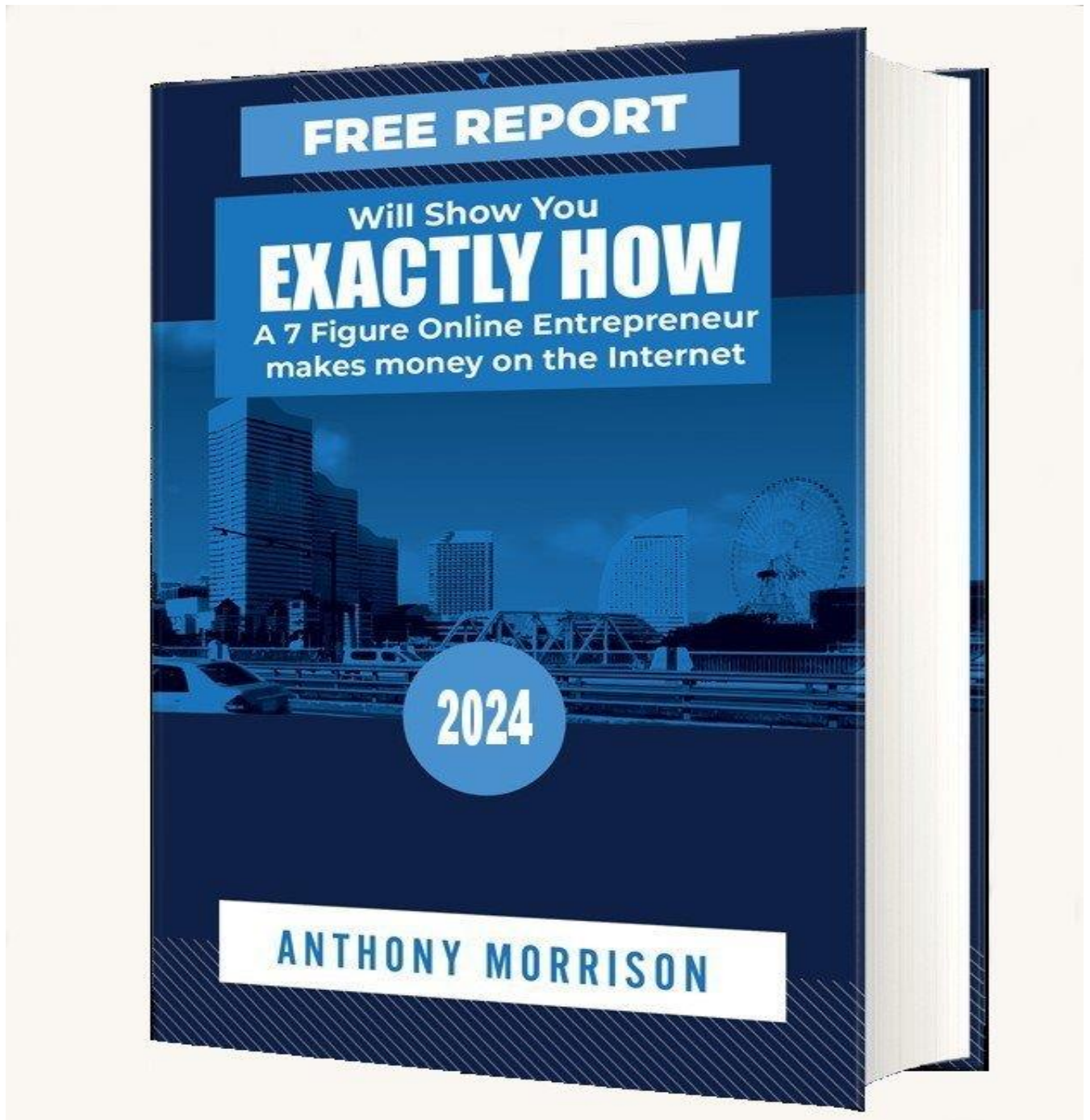


A 7 Figure Online Entrepreneur
makes money on the Internet

THE 7-FIGURE METHOD TO ONLINE MARKETING

Online Entrepreneur Tells It All



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1:- Introduction

There are exactly 3 things that most beginners fail to do when starting an online business that sabotage them from day one. In this book, firstly I am going to outline exactly what those 3 things are and show you how to avoid them completely. You will not find any “make money in 5 minutes” strategies in this book – because those don’t exist in real life. They only exist in the made-up world of scammers looking to bank on your desire to make “fast money” by telling you what you want to hear.

Making money online is simple as long as you follow some basic well-tried steps, but nothing will happen if you read and don’t implement these steps. So many people have the idea that Online Marketing is so hard that they will not start or believe that there is some “Golden Egg” that they will have to find or all is lost.

Your efforts as long as you are consistent will pay dividends when you follow the lessons that a Successful Marketer has used to make their business successful. This is where having a good mentor like Anthony Morrison is so beneficial. The following pages will provide you with proven methods and instruction that will when applied will bring you the success you desire.

This Report is a doorway to more of the training methods and technics that have been used to make many hundreds of dollars. Just a quick reminder; free training is good, but the best Marketers invest in their learning so that they can excel at what they are aiming to achieve.

What are the three things that beginners fail to do when starting an Online Business?

- 1: Understanding That Traffic Is The Key.
- 2: Understanding Not All Businesses Work With Every Traffic Source.
- 3: There Are Many Business Models To Choose From.

1.

What is Traffic? How do you get it?

Traffic is simply people that might want what you are selling coming to a place you have created so you can share what it is that you have to offer.

Most people get caught up in what business model they want to pursue and really forget about the main thing that causes success, traffic. It’s the fuel that makes the entire business engine start and keep running, and without it you’ll fail immediately.

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Further on I will set out many Traffic Sources that you might use to have your offer sent in order to get the sale you are promoting to make some money.

2.

Understanding Not All Businesses Work With Every Traffic Source.

This is a most important point you need to get to have a successful business. So many people jump from one program to another because of some “hype” that a seller serves up as the ‘next best thing’. Settling on what business type suits your offer and make you comfortable is a main factor. People who just jump from one thing to another only waste time and money on things that they can’t finish or find too difficult to complete.

Here are some of the types of businesses that you might like to consider helping you decide what will suit you.

Affiliate Marketing: -

A company has a product that they want to sell. The company decides to allow you to sell this product and they will give a small percentage of their profit. This is a great way to build your confidence and expertise. A drawback is that company once they have an email for that client, they can sell more to them. You can develop an Optin Page to collect the client’s email for your own list before you send them on the Companies Sale Page and this way you are able to follow up and offer other products.

Your Own Sales Shop: -

Shopify or Amazon are two of many companies that allow you to build your own shop on their system and then you get customers to your store. You make a portion of the profits in the sales you make. This can work well if you have some guidance, but it takes time and money to get started. This is not as profitable as it might be portrayed by many emails you get from other people’s promotions.

Develop Your Product To Sell: -

This is another way to make money on the Internet. There are many people doing this, but I warn you those that do this have already used one or more of the above to get the finances needed to venture into this type of selling. Developing your own product takes a lot of time and you need to have the foreknowledge of what will sell before you start.

3.

There Are Many Business Models To Choose From...

As you can see there are many types of businesses that you might choose. In each type of business there are many promoters to choose from and making the time to work your way through them all is a mammoth task.

So how do you sort the good from the bad? The best way is to have help from those that have worked many years on the Internet and have experience of testing many in their quest of making good Online.

Later on in this eBook I will explain where you might find these experienced Marketers and how you can get along side of them and glean their expertise.

2: - What Do Successful Businesspeople Do?

1.

Successful Marketers Have Proven Plan.

To be successful you need to clear what you are going to do.

You need to know just exactly what your End Goal is.

Create the steps that you will follow to reach that End Goal.

Test each step of that Plan to make sure you are reaching that Goal.

Find ways to keep your focus and not get discouraged on the way.

If that End Goal is not being reached assess if the End Goal needs changing.

Start back, if necessary, from the beginning to correct the End Goal to make it achievable.

2.

What Is The Profit Cycle?

This really so simple but so many trying to make money Online just don't see it or have just gone for the 'quick fix'.

The Profit Cycle Starts off with: -

Traffic → That goes to an Opt In Page – The Opt In Page will have information about a Free Offer – and a place to enter an Email Address so the offer can be sent to them.

This Free offer is often called “a honey pot”, because it is something that the client really wants so they are prepared to enter their Email Address.

Once the email address is entered, a Thank you Page opens in their Browser with a Two Step Process.

Firstly, another offer of a product or service that is related to what has been offered as the Free Offer. This might be a video explaining what this product service is and how it will benefit the customer. It might open a new Sales Page that goes into more depth about this New Product. This new window is so as not to loose the place for the Honey Pot Offer.

The second step is a link to get the Free Offer.

Also having a list that was created from the Email Address box in the first step of this process allows for a series of emails that are sent to make sure your client took the offer. Also offer additional products that should have some connection to the first product you sold them.

3.

What Are The Best Products To Sell?

The Internet creates unlimited opportunity to sell anything you might want to sell.

Here are some of the things you might sell: -

- 1) Physical products you make or products you purchase to re-sell
- 2) Services to might include computer help, Personal Helps, Training of anything you could think of, and so much more.
- 3) eBooks, software products and other digital products.
- 4) Arrangements to come and physically offer a in person service such as in house help, medical procedure, and the list can go on.

These are just part of what you might sell but what is the easiest of these to sell? The most simple is to use the digital process to send what you are offering.

Online Services, Training, Information, and digital products are among the best type of selling you might take up. The delivery of these products is straight forward as you just give a download link or have a Web Page that offers what you are selling.

This is not to put down any of the other types of products or services that are being sold on the Internet but especially for the beginner the digital is the most adopted.

3: - So, Let's Get Started

1.
Decide Your Niche.

So, what is a Niche?

A niche is an area of interest that anyone might have as a hobby, type of work. It simply means a topic or an interest that someone might want to know more about.

So, Niches form a multilevel of sub-niches. A niche is the Top Level, and Sub-niches are break down of all the part of that Niche that are a more speciality of that Niche.

To find a niche you just need to type any word in to Google and Google will bring up many hundreds or thousands of links to that 'word' – the Top Niche.

A sub-niche is when you add more information around that word to make it more specific, so you get the answer more precisely. This how you find a sub-niche.

Your Niche will be different from most others, but you will share it with many that are trying to make in their own Niche. Your personal experience will most likely be greater than other people so you can be a felicitator to them as you share what you have learnt in that particular Niche. Your Niche is mostly something that you are passionate about.

2.
Choose the Plan To Setup Your New Business.

As noted, before it is best to have a Plan when starting out in a new business. It now depends on the type of product or service how this Plan is put together.

Many promoters of products will suggest that their 'Plan' is best and of course THEIR RIGHT. Here is where you need to take time to do your research to sure you are applying your time to something that will work and avoid what will not.

You see a Plan for Affiliate Marketing will be different than a Plan for a Shopify platform. If you have worked out Your Niche, then this decision does become more clearer. Most time the niche you choose will have a particular Plan that goes with it. It would best to decide on your niche first and then look for promoters that are offering a platform in than niche.

3.

How Do I Find My Products To Sell?

If you have chosen to do Affiliate Marketing, then finding a product to sell is already done for you. The Affiliate Marketer will have a product that you will advertise many Marketers will also supply a Sales – Optin Page that you will have a web-link for. This web-link will have a unique identifier to you so you can receive the commission for finding the customer for them.

To add a sweetener to you email copy you may want to have a 'Freebie', that might be an eBook or some other product that fits the Affiliate's niche. These can be sourced through the many PLR Marketers that you will find by doing a Google search.

Setting up your own shop? PLR products and eBooks are a way for you to create a new product by take one or two or even three PLR articles and turning them into sellable product. These can be given away as bonuses when a customer make a purchase which loads the buying urge in your favour.

Most Storefront sites such as Amazon, Shopify and the like will have a list of products that they offer you to sell so it is just a matter of you deciding which ones that you will have on your Store Site.

If all this seems too much to tackle, you are confused just how to get started then just keep cool because later I will show you how you get the help to make it all fit together perfectly. Keep reading as all that has been stated above is added valuable and information that will not go astray as you build your business.

4: - Decide The Traffic Source You Will Deploy.

1.

Using Facebook For Traffic

Things you need to know when using Facebook as a traffic source.

- : - It mostly has a high % of mobile users.
- : - It is very target-oriented traffic.
- : - You can do a specific presell with your Ad.
- : - When you use Facebook as a traffic source people can see you are real person because they can see your profile.
- : - These are highly targeted people because they have stopped what they are doing to look at your Ad.
- : - But they also can be distracted because they stopped doing what they were doing.
- : - Facebook lets us target deeply - for instance - targeted like 35 - 40 years old; Males; College Degree; Birthday in December.

You need to make sure when using an Optin page from your Facebook ad it is focused on what you caught their attention in your Facebook Ad. You need your audience to see what you are selling because they were distracted to look at your Ad. They want to quickly know if they want to continue following your Sales Ad.

Have the Brand in your Ad and the same Brand in your Optin page. You need to hold their attention so that you can present to them what it is you are offering them.

2.

Will Instagram Be a Good Fit For You?

What you need to know about Instagram it is 100% Mobile. Your objective is to have Short Ads (in time). We know that they don't have much time, so we don't want to ask them a lot of questions, Less is more when you talk to people on a Mobile Phone.

An Instagram Ad is Quick / Impulsive Person, It has conversion rate that is lower than Facebook because of the impulsive nature of the person to responding to your Ad.

Also, there is a lower quality of click so you need a clear good 'hook' to get them to respond to your Ad.

You have this advantage in that you can get lots of traffic and get it cheaply. Have an Optin Page has a short video. You need to catch their attention. Optin Page needs to clearly spell out your message because you don't get the Awesome Targeting as you do with Facebook. You need to give a direct urgent call and to say something like, "Thanks for clicking from Instagram. Make sure you log in now and not miss this

opportunity". Make it relevant. Because Instagram is cheaper you will get sometimes more people responding than Facebook which makes this a good source of traffic. It can be about half the cost of Facebook.

3. The Advantage Of Using Solo Ads.

Because Solo Ads are not so targeted as Facebook or Instagram also you don't have any preselling, they have a lower cost. Although these are of a lower quality you can a ton of available traffic. They are super simple. It is not hard to get this type of traffic.

This makes it a very good way to get traffic because you don't need to understand how to setup Facebook Ads, or know how to work with Instagram. You don't need real skills to use Solo Ads. You just need to find people that offer Solo Ads and send them your Ad Copy and they do the work.

A person has a list, and you send your email Ad to them, and they send your email to their list. So, it is just a matter what is the percentage of responses you get for this mailing. You need to test the emails you send and work out which, is the better copy that gets the response you desire. Part of the testing is to find the better of the many Solo Advertiser that are out there on the Internet and stay with the best one.

How this process works is in your email you send to the Solo Ad Seller there is a link to your Optin Page. When a person reads your email and clicks the link then and only then do you pay for that click. So compared to Facebook or Instagram you are paying for people to see your Ad. Therefore, the cost is so much lower for Solo Ads than Facebook or Instagram.

This is a very simplified outline of the Marketing strategy you might take but you can see there are several of which these are just a few. Working out your Traffic Plan will take more explaining which I will present in the next chapter.

5: - Systematic Traffic Testing.

Testing your email copy needs to be systematic and orderly so you might need to think about getting a good program that will handle this for you. There is a certain process that you need to learn to do this effectively. You test all your Email Copy with all the Solo Advertisers because any copy will produce differently with each different Solo Advertiser. A method of testing is Split Testing. This is where you make a small difference between two Email Copies and see which works best. This is where having a program to assist you is a good suggestion. You can look for a program that helps with Split-testing by doing a search online.

So, as you might see you need to have a Traffic Plan.

This might look like: - some Facebook Ads - some Instagram Ads - Some Solo Ads. You might do some Blogging and do some reviews. Also, you might setup some YouTube Ads.

All of this needs to be planned and using testing methods that focus in on your Targeting Clients so you can offer them what you are selling. A second part is how to recapture the clicks that do not convert into sales.

Here it is important you have a way of making your own list. This is done by capturing emails that were entered in the Optin Page you sent to the client. This is stage 2 of your Plan. This is done by having an autoresponder to collect these clients, make decisions as to whether they did not click the link in your email and or do a follow up email to seek a response.

There are many companies that offer an autoresponder service, so it is just a matter of doing a search online. Many of these companies will have added features that will assist your marketing to your list base.

There is one more thing that a Marketer needs to understand to become a Successful Marketer. The Internet is a volatile place which changes week-to-week, month-to-month. Knowing what works well this week may not be as effective next week. This is where having the advice of a seasoned Marketer is very valuable. Next chapter we'll expand this further.

6: - Having An Experienced Marketer Beside You.

All of the previous content has been gleaned from an Experience Marketer. My Mentor Anthony Morrison has built an Online Business over many years. Having someone that has “been there” makes so much difference when you are trying to find your way to build a success business.

As part of his giving back to the industry that has placed him in a good position, he is prepared to offer training and help to anyone that is prepared to make the effort themselves.

One of these Help Programs that Anthony has developed is a monthly review of what he has found works in the present moment and will train others to follow suite.

Anthony calls this program, M Insider.

[Here is a link that will explain more about his program.](#)

If you choose to accept this help Anthony will explain what he is finding is making the best impact on the current market. You are able to look back on what has already been presented to this group and see other methods that still are working which you many not have thought about. These are still valid methods which might work for you too.

I hope that what has been presented here will be of benefit to your marketing experience. That you also take the next step in investing into yourself by taking on more training.