

# **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](http://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](http://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](http://www.clickbank.com)

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

JVzoo - [www.jvzoo.com](http://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.

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