

THE ULTIMATE

Online Business Starter Guide for Newbies

Powerful Action Tips
& Trusted Resources
YOU MUST KNOW

www.EvergreenOnlineInco.me

First of all, this booklet is a curation of **highly useful action tips and trusted resources** – specially selected to help internet marketing (IM) newbies (*specifically those who are starting from scratch with no idea and no product yet*) in learning a few important things:

- 1. The Ugly Truths of The Internet Marketing World**
- 2. Goal-Setting for Your Online Business**
- 3. The 3 Things to Do Before Anything Else**
- 4. The 3 Important Skills to Learn & Master (or Outsource) to Build & Grow Your Online Business**

If you're just getting started in online marketing, this book (*and the bonus at the end*) should provide you with **enough information and action steps to immediately start** your online business... and progressively grow it into a lucrative one.

Disclosure: This booklet is meant to cover the few important aspects of internet marketing that I think would be highly useful for those who are just starting out. The tips and resources shared here are by no means exhaustive. Some of the links here are affiliate links, which means I earn a little commission if you purchase from the people I recommend. But rest assured that everything that I recommend here are what I use and love myself (besides thousands of others around the world) -- and I recommend them because they can truly help speed up your learning process and business growth.

1. The Ugly Truths of The Internet Marketing World

To fellow IM newbies who are reading this... kudos to you for wanting to start your own online business -- even if it's just to create a side income to progressively replace your day job income.

You are probably *sick and tired* of running on the hamster wheel, having people to tell you what to do almost every single day... instead of *having full control* of your life.

You want the option to live on your own terms... and more importantly, the freedom to do the things you like whenever you want, without being bogged down by financial constraints.

Having said that, let's be clear that this "*freedom*" that many of us have longed for does NOT come as quickly, or as easily as claimed by those scammy get-rich-quick sites or some bogus 'underground goo-roos'.

The sad thing is, more and more people who are frustrated with their regular jobs (or lack of a job) are duped into believing that the internet freedom lifestyle could be easily achievable.

And instead of getting the chance of achieving freedom through internet marketing, they become the *easy targets for work-from-home schemes*... making profiteering scammers and bogus goo-roos richer than ever.

The most common ploy used on hopeful, unsuspecting IM newbies is **instant gratification** (usually in the form of a shortcut to easy success).

In this case, the promise is usually to start earning good money within a few days, hours, or even minutes... using some '*revolutionary software*', or some '*never-before-revealed-mind-blowing- underground IM tactics*'.

To be honest, the instant gratification tactic is just a small part of the marketing mechanics to influence us to buy stuff which we believe can help us achieve our desired outcome.

In all fairness, this tactic (*when used correctly and ethically*) can actually help us overcome our procrastination and indecisiveness... and make us take the action to get the help and guidance we need -- by buying (and using) the recommended product.

However, in the marketing jungle out there, there are those who will *influence you* to buy the stuff that can really benefit you... and those who will *manipulate you* to buy the stuff you don't really need.

So... for anyone who is just getting started in Internet Marketing (or have tinkered with IM for a while but not getting satisfactory results yet), it is crucial to know who to follow and learn from in the IM world.

For your benefit, I'll be referring to some industry experts (**whom you can trust 100%**) – these are the people who put great emphasis on providing great value to you FIRST... long before they even offer you their products or services to help you achieve greater success.

2. Goal-Setting for Your Online Business

The goal of your online business should be to **generate enough of both active and passive income** to support your desired lifestyle... while you provide continual value to your target audience to help them achieve their desired results in certain areas of their lives.

This business should **improve your life progressively, and help transform the lives of others** -- something that you can pass on to your next generation, and then the next... no matter how the internet marketing world will evolve in the future.

Note that I mentioned about earning **BOTH** active and passive income, and **NOT** just passive income alone. Because the idea of 'passive income' (*especially in the internet marketing world*) is just too hyped up nowadays.

Too many IM newbies are brainwashed into thinking that earning enough passive income that allows them to bask in the sun on some island in Mauritius is going to make them happy for the rest of their lives... (*figuratively speaking*)

The truth is, passive income should be one of your goals, but not your main goal. I'm sure people like Bill Gates, Mark Zuckerberg, or even Gary Vaynerchuk have more than enough passive income to last them a lifetime... but do they stop creating value to generate more active income and scale their impact, or do they go for even more?

My hope is, you will reach a point in life when making a difference and leaving a legacy mean more to you.

How many times have you watched or read in the news of some filthy rich public figures who destroyed their own lives with drugs? These people ended in misery because they didn't see the real purpose of possessing their great wealth...

Think about it this way -- at the end of your life... would you want to be remembered as merely someone who's made tons of money online and lived the high life... OR someone who's equally successful, but used his/her wealth to touch thousands, or even millions of lives?

Now that I've cleared this misconception about the passive income goal, let's get down to business...

Let's start by deciding how much you want to make every year, then break it down into the month and day...

Setting this basic financial goal goes a long way, and it should be the first thing you do before you get into the nitty-gritty of internet marketing...

Because once you have this '*end in mind*' (your financial goal for your online business), then it's easy for you to work backwards... to know how much you must make monthly, and even daily to achieve your goal – this will directly determine your marketing strategy.

So, let's do a quick one now:

If you're working for someone right now, your first goal should be to earn enough from your online business to replace your current income. And you should be able to make that amount consistently for at least 3-6 months before you decide to quit your day job.

If you're currently unemployed, or a stay-at-home mom/dad, set a figure you're comfortable to start with... or if you have little or no savings left, set a do-or-die figure right now.

For example, if you set \$3000/month, you know that your online business must generate at least an average of \$100/day – which means you only have to close an average of 1 sale of \$100, 2 sales of \$50, or 10 sales of \$10 per day, depending on the value that you're offering to your target market.

The great news is, it is very possible, especially when your online business is open 24/7, which means you can earn even when you're asleep.

Having said that, let's not get ahead of ourselves. Now let's go into the mechanics of building your evergreen online business in the next chapter.

3. The 3 Things to Do Before Anything Else

i. Market Research (Find Your Profitable Niche)

Believe it or not, **many people actually skipped this fundamental step...** but not you, because you're going to learn how to do it properly here...

First of all, let's think about something that you're relatively good at, or something you're really passionate about, or even something that you're spending

some money on. Now do a quick check: Is what you're

thinking right now in the Big 3?

The Big 3: The 3 Biggest and Most Profitable Niches

1. Health & Fitness
2. Money Making (both IM and non-IM related)
3. Sex & Relationship

If your niche is NOT in the Big 3, let's do a quick research:

Go to [Google.com](https://www.google.com) and type in your niche keyword + forum. If you see some relevant forums, click in and look at the level of activity. If there is at least one very active forum, go to the next step.

Go to [Amazon Bestsellers](https://www.amazon.com/bestsellers), type your niche keyword into the search bar. If you see a lot of relevant products (with a good number of buyer reviews), go to the next step.

Go to [Quora.com](https://www.quora.com) and type in a question your target customer might ask. Or just type in your niche keyword. If you see quite a number of suggested questions relevant to your question or keyword, go to the next step.

Once you've decided on your [profitable niche](#) (whether it's in the Big 3 or not), it's time to "niche down".

Because what you have right now is the whole market, e.g. health & fitness, and you can't possibly sell to everyone in the whole market.

If you want to sell to everyone in the whole market, you'll need boatloads of money... and A LOT of luck to be able to zero in on your true target customers who are really looking for what you're offering.

So, the key is to narrow your niche.

Let's look at a classic example: the weight loss niche.

Decide on who you want to target specifically. Are you going to focus on weight loss for men or women? If women, are you targeting teenagers, single ladies, or moms? If you're targeting moms, are you targeting stay-at-home moms or working moms?

Once you've decided on a specific niche, (e.g. weight loss for working moms), it's time to come up with your buyer persona... or as [Digital Marketer's Ryan Deiss](#) likes to call it, your [Customer Avatar](#).

ii. Building Your Customer Avatar

Your [customer avatar](#) is basically a detailed profile of someone who would need your product or service.

Be as detailed as you can. Imagine your customer avatar standing right in front of you.

Let's have an example and call our customer avatar Harry. Here are some of the questions that will help you build your customer avatar.

How old is Harry? Is he single or married? If he's married, how many kids does he have? And how old are they now?

What does Harry do for a living? How much does he make in a year? Does he drive to work or does he take the subway every day?

What kind of magazines does Harry read? What shows does he watch? Does he go to the games? Or does he love hanging out at art galleries or going to the theatre?

Is Harry active on social media platforms like Facebook? How much time does he spend on Facebook every day? Does he read more than he posts, or the other way round? What kind of Facebook pages does he like and follow avidly?

What does Harry do after work every day? Does he work out? Or chill out with his buddies? Or just go straight home to have dinner and watch TV with his kids?

What problems and frustrations does Harry have right now? Which is the one thing that keeps him awake on most nights? Or causes him to always fight with his wife?

What aspirations does Harry have? Is he aspiring to be promoted? Is he longing to start his own business? Is he thinking of becoming a published author?

What is stopping Harry from achieving his dreams? Is it his lack of confidence? His hectic day job? His procrastination?

Has Harry been seeking solutions to solve his problem? If he has, how are those solutions working out so far? If he has not, what's holding him back from looking for solutions?

When you're done with your specific niche and customer avatar, it's time to move on the next step, product research.

iii. Product Research

If you are just getting started, and do not have a product yourself right now, **the next best thing is to promote someone else's product.**

This is commonly called [affiliate marketing](#), where you earn a commission whenever someone buys from the vendor you're promoting for.

You could have heard all kinds of good and bad things about affiliate marketing, but let me disclose to you *the only 3 important truths* that you must remember:

1. Affiliate marketing is the **FASTEST WAY** for internet marketing newbies to get started, because there are **no product creation costs (and headaches)**, and **most of the selling are done by the vendors** you're promoting for.

2. It is **BEST** to promote a product which you have used (and liked it) yourself. You'd be able to sell it better, **because you believe in it.**

3. **NEVER promote a crappy product** just because the money is good. Because you'd want to do business with integrity... and we all know that *karma's a bitch.*

Ok then, where do you start looking for good products to promote?

Here are 3 good places to start with, if you're new to affiliate marketing...

Amazon

You can sign up for [Amazon's affiliate program](#) and start promoting products of your niche on your website or blog.

As Amazon is one of the biggest and most reputable names online, **you are instantly associating yourself with the big brand (and its credibility)** when you promote Amazon products.

When choosing a product to promote, make sure you look specifically at the 5-star and 1-star reviews (*the extremes*) to **find out what the customers love (and hate) the most** about it, and how the product had helped in solving their pains (or achieving their aspirations).

However, as the commissions from Amazon products are pretty low (average of 4% - 6%), they should not be your only affiliate income.

Clickbank

[Clickbank](#) is an affiliate network where you can find tons of products from different niches to promote.

It is a **great affiliate platform for beginners**, because unlike other networks like JVZoo, Warriorplus, etc... you *do NOT need to seek approval* from the vendors to promote their products – now that's a big plus for IM rookies.

Once you have more experience though, you can then start promoting products on JVZoo and Warriorplus.

For now, just open a [Clickbank affiliate account for free](#), and you can start promoting any products to earn commissions of up to 75%. There are even products which pay you recurring commissions.

How to Select the Right Products to Promote on Clickbank

For your convenience, Clickbank has sorted their [products by categories \(niches\)](#).

Pay attention to a parameter called 'gravity' for each product you're looking at.

Choose the products with gravity of between 20 to 100, which means a reasonable amount of affiliates had successfully sold those products.

As for those products with very high gravity, they are obviously very popular for a certain period, but let's avoid them if you're just getting started.

Next, make sure you research the product on Google before promoting it.

The proper way is to research it on Google, then buy the product and use it yourself -- and if it's good, promote it as an affiliate.

You can do a quick research using these

steps: Start by typing these keywords

into the search box: product name +

review

product name + scam

See if you can find any genuine reviews, and not just some affiliate regurgitating what's on the vendor's sales page.

If you have a hard time finding a useful product review, **do a search on the product creator, or the authority figure/expert that you see in the product sales letter**. See if you can find good stuff about these people online.

A quick example here:

One of the top products in the e-Marketing niche in Clickbank is the [K Money Mastery](#) (a Kindle coaching program) by [Stefan James Pylarinos](#).

If you do a Google Search on his product, you will find some good detailed reviews.

More importantly, if you do a search on him, you'll know that he's the owner of [Project Life Mastery](#), a very successful self-development blog, and he's also

the protégé of [world-class business coach, Dan Lok](#).

Ok, I'm not saying that every vendor must be this accomplished, but I think you get the idea. The least you can do is to do a proper search on the product and the product creator.

Besides Google search, you can ask around in forums such as the [Warrior Forum](#) (more for the IM niche), in your niche forums, or even relevant Facebook groups.

Companies You're Already Buying From

Other good sources of affiliate programs are the companies that are selling the products you're using yourself.

For example, if you're in the internet marketing niche, you're bound to buy certain online tools that can help you build and grow your online business.

It could be your web hosting, [website theme](#), [email autoresponder](#), [landing page builder](#), etc...

Or it could even be a course or membership that you've signed up for yourself, and have benefited tremendously... so you'll want to promote that to spread the word and help more people like yourself -- and of course, make affiliate commissions at the same time.

Speaking of membership, since you're in the online marketing niche, I highly recommend you to check out this amazing resource started by Ryan Lee, called [Freedym](#).

It's a membership site that features tons of experts sharing their [best tips and top strategies in different aspects of online marketing](#) (as well as business and self-development) -- that will help you tremendously in building, maintaining and growing your evergreen online business.

What you'll get is unlimited access to hours and hours of training that you probably have to pay thousands of dollars to gain access to otherwise.

And guess what? You can [try it out for just \\$1](#), and if you like the contents and the community (yes, you get to join the awesome Freedym community as well), you can sign up as a Freedym member for just \$1/day.

I'm not kidding. [UNLIMITED access to tons of leading industry experts in online marketing, business, and self-development](#)... ALL for just \$1/day. To be honest, when I first saw this offer I was absolutely blown away!

Anyway, like I mentioned, most of these companies from which you buy your marketing tools and coaching (e.g. Siteground, Getresponse, Instapage, Freedym, etc.) have their own affiliate programs that pay good commissions too. So, for the tools that you enjoy using, why not make affiliate commissions by recommending them to your target audience, or even to your friends and

relatives?

And you don't have to limit yourself to the IM niche. For instance, if you enjoy buying healthy organic foods from places like [Thrive Market](#), you can also apply to be an affiliate and promote their products on your blog and make commissions from them.

If you wish to learn more about affiliate marketing, go sign up for this [Affiliate Bootcamp Training by world class marketer Russell Brunson \(it's free\)](#) -- he and his team will show you the essential bolts and nuts of becoming a successful affiliate marketer.

If you do not wish to promote other people's product though, you can use this great [Idea Mapping exercise by Growthlab](#) to find your own profitable business idea.

Now that we've covered the few things you MUST do (*market research, niche selection, customer avatar, and product research*), it's time we get to the 3 important skills you need to build and grow your business.

4. The 3 IMPORTANT Skills to Learn & Master (or Outsource) to Build & Grow Your Online Business

Whether you're promoting your own product or someone else's product, here are the 3 key skills you must focus on THE MOST... in order to build, maintain and grow your online business successfully, starting with...

i. Persuasive Copywriting

Persuasive copywriting is a must-learn skill if you want to succeed in your online business.

Because you are going to need it to sell in your ads, landing pages, sales letters, and emails. (Today we're going to focus on your sales copy specifically)

Even if you're not going to write your own copy (which means you'll be outsourcing), you need to learn how to distinguish good copy from bad copy.

As [Pete OC](#) aptly puts it, *"If you're not learning copy... and you're trying to build a profitable online business... you're basically wasting your time."*

In case you haven't heard of Pete, he's an elite email marketer and direct response copywriter trained in the art of persuasive copywriting at the \$600-million-a-year email marketing empire, [Agora Inc.](#)

Your words are basically your conversation with your target audience. When crafting your copy, you must **focus on the core desires and emotions** of your readers.

Many business owners make the mistake of talking endlessly about their product features and how accomplished they are in their sales copy... thus leaving much money on the table for their more customer-centric competitors.

So instead of talking about yourself and your product, your copy should revolve around your target audience... meaning you must **focus on their pains and struggles, their dominant emotions, as well as their dreams and aspirations.**

In other words, you must **put yourself 'in their world', and use 'their words'** to show them how your product or service can end their pains and/or help them achieve their aspirations.

To do so, you can refer to your market research earlier on... the part where you search for relevant niche forums -- **where your target audience share their frustrations and ask for help** from the community.

Similarly, look at the 5-star and 1-star reviews (for [Amazon](#)), and the Q&As (for [Quora](#)) -- take note of the words that your target audience are using to describe their aspirations, pains and frustrations... and **use those words in your copy.**

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