

MAKE MONEY ONLINE IN 14 DAYS FLAT

MAGIC FORMULA FOR SUCCESS – EARN WHILE YOU LEARN

By

SANDRA SUMMERS

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[Chapter 9. Get Access to 14 Days Video Training \(100% FREE\)](#) provides the detail to obtain COMPLEMENTARY account to Project Breakthrough (An Online Business Done For YOU)

INTRODUCTION

This book is written to provide the basics of the online business to the people who started their Online Business Journey but are struggling to really breakthrough and make money consistently. The information available on the topic is vast and overwhelming. There are many trainers (Guru's) in the market making promises but not money. These trainers are actually making use of these online enthusiasts to sell their training products.

Few years back, I too was in the same overwhelming and frustrating situation. Fortunately, I found mentors who showed me the path to success. And at that moment, I decided to help people like me who are in the online industry but far away from the success.

To understand the success rate of the industry better, I surveyed over 2,700 people in the online marketing "work from home" industry and the results were shocking.

Here's the actual survey results...



As you can see, 70.9% of people are earning absolutely nothing i.e. Zero.

89.9% of the people who were surveyed are earning less than \$100 per month online!

My aim is to change these statistics and genuinely help the people to achieve true success in business and in life. Apparently, many people have already started their Project Breakthrough and changing their lives every day.

As per my findings and the result from the surveys, I decided to come up with this book in order to help many people in understanding the fundamentals of the Online Business and taking them one step closer to the success and thus saving them from the false and tempting promises which are attractive enough to trap any potential aspirant in the online industry business.

How the Reader will benefit from the Book

I'm sure you all will agree to the fact that all the businesses in this world have their basic fundamentals which remain unchanged forever. So, does the online business, and this book can help you to build strong fundamentals, thus, you'll be able to analyze and identify the right and profitable online business, which will help you to breakthrough faster.

The book has been created with a step-by-step video series, 'How to Start Earning Money in 14 Days Flat' and the access to which would be provided free of cost to all the readers. The book is

highly recommended to all the potential aspirants who want to establish themselves in this vast industry as it will not only help in understanding the basic fundamentals but will give a complete insight of an appropriate online business opportunity.

I would appreciate if you could please take a survey prior to reading this book. It will provide data point to understand the success rate in the online business; also, help us understand the challenges, pain points, help needed to succeed etc.

[Go here to take the survey](#)

TABLE OF CONTENTS

Introduction

Table of Contents

Legal Notes

Chapter 1. Is Online Business right Choice?

Chapter 2. How to Start and Earn

Chapter 3. How to Find a Product

Chapter 4. Setting up the Winning System

Chapter 5. How To Get Traffic

Chapter 6. The Magic Formula - Do the Math and Refine the System

Chapter 7. How to Scale and Grow Income

Chapter 8. How to Replicate the System

Chapter 9. Get Access to 14 Days Video Training (100% FREE)

About The Author

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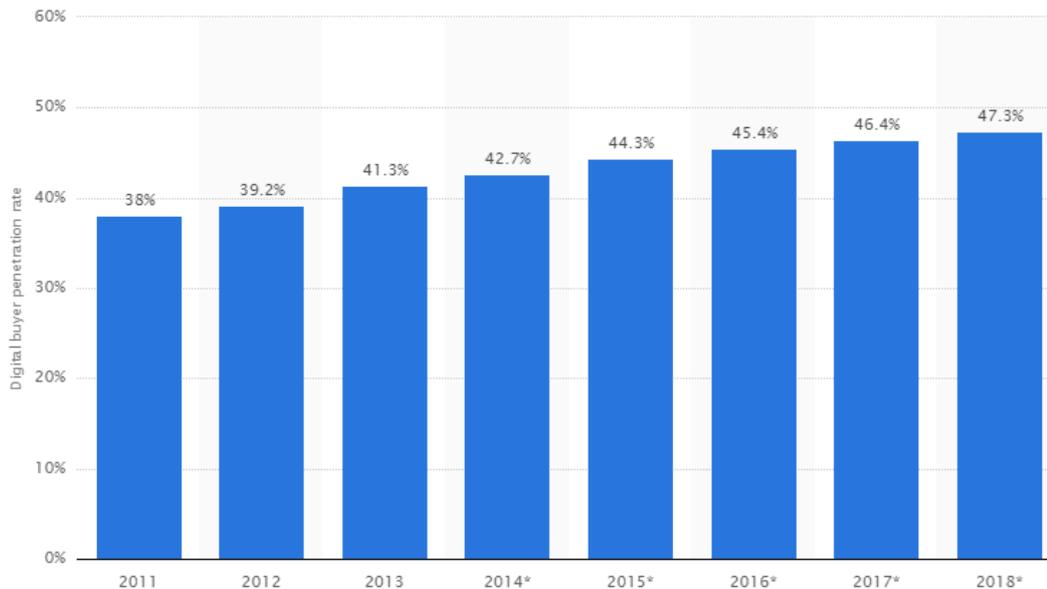
Any perceived slights of specific people or organizations are unintentional.

CHAPTER 1. IS ONLINE BUSINESS RIGHT CHOICE?

It's needless to explain why Online Business is the Right Choice. However, I would like to emphasize upon some points here.

TREND

In order to analyze and identify the right choice, the first thing that comes in mind is what the trend in that segment is. The chart below shows and we all are well aware that E-commerce, Digital Marketing, Online Purchase; whatever we name, has been growing consistently and will keep growing in future at a much higher rate.



The fact is ecommerce is one of the fastest growing industries in the world. E-commerce provides enormous benefits (List provided below) to all the stakeholders and that's the reason for this huge success.

BENEFITS TO CONSUMERS

1. **Convenience** - we can buy anything sitting at our homes anytime. Open 24x7.
2. **Price** – E-commerce has allowed consumers to save a lot of money on these purchases.
3. **Products Variety** - Consumers can get good variety of the products to choose from. Products of all the available colors, sizes, dimensions are displayed at e-commerce sites. This makes the consumer easy to pick/choose product according to his/her wish.
4. **Easy payment options** – People can pay of their purchases at ecommerce sites through various payment modes like internet banking, credit card, debit card, cheques and even cash on delivery. Hence consumer has option to choose the payment method of his choice based on his convenience.
5. **Easy Returns Policy** – Many Ecommerce sites have policies like “30 day free Returns” which enable consumers to return the product if they are not satisfied with it.

The benefits of ecommerce sites are endless and they have changed the way how people shop in the world.

BENEFITS TO THE RETAILERS

Ecommerce benefits are much larger to Retailers than consumers.

1. **Much Bigger Marketplace** – Entire world is your client now. Consumer can search retailer online.
2. **Decreasing cost of inventory Management**
3. **Keep Eye on Consumer's Buying Habit**
4. **Happy Consumers Sell your products by sharing on social media(Low adv cost)**
5. **Selling Products across the world**
6. **Stay open 24*7/365 days**
7. **Economy** - Now, Organizations don't have to invest their money in the physical store, insurance or infrastructure as all you need is a wonderful idea, unique products and well-designed website to reach your precious customers and to sell your products and services.
8. **Can offer huge information to consumers**
9. **Ability of Multi-Site**
10. **Scalability** - With effective ecommerce solution, organizations grow and scale easily to meet market demand as well as customer requirements by introducing different sales channels and reaching market segments.
11. **Analytics** - Organizations can easily calculate and evaluate sales effectiveness, customer effectiveness, marketing campaigns, product mix, customer engagement and more.

Hope the above information gives you a better understanding on the Online Industry.

POTENTIAL OF ONLINE BUSINESS

Before I go further, I would like to share a few recent success stories that will give a clear picture and the BIG potential of Online Industry.

- **Uber**- the world's largest taxi company owns no vehicles.
- **Xiaomi** - 4th largest smartphone maker (12B Revenue) owns no physical store.
- **Facebook** - the world's most popular media creates no content.
- **Alibaba** - the most valuable retailer has no inventory.
- **Airbnb** - the world's largest accommodation provider owns no real estate
- **Whatsapp** - with 3 Billion messages a day does not own servers.

The reason of sharing the above success stories is to explain that Ecommerce based business model have low startup capital cost but provide faster success. All the above companies are less than 10 years old. I am sure you will all agree to the fact that the traditional way of the business would take more than double the time to reach this level of success.

I hope by now, it would be crystal clear that the Online Business is the RIGHT Choice that can sustain in today's business world.

CHAPTER 2. HOW TO START AND EARN

What I am writing below, many of you would already. However, in this fast changing and dynamic world, it would be advisable to re-read and revisit the same content as this helps in changing the perspective in a positive direction.

Owning your own online business is a great feeling all together. It does not take a lot of money to start your very own online business. Unlike the “real world” where starting a business can and usually does require thousands of dollars as a startup cost.

THE BASICS OF ANY BUSINESS

1. Product Or Service you can sell to consumers.
2. Marketplace where you can find consumers
3. Bring consumers to your point of sale.
4. Make a sale
5. Earn Profit (Buy Low Sell High)

All other things, Product Selection, Business Model, Business Strategy, Marketing and Advertising Model & Strategy, Marketplace Selection Methods, Pricing Models etc. are to influence and drive above basic aspects of the business to make it successful.

The idea here is not to criticize the above methods/models, as I do agree that these business strategies are indeed very important to run a successful business. I'm just trying to keep it to the basics and let your innovation take charge of the other aspects.

Online business is not different. You will definitely require all above 5 basic ingredients - You need a product of service, you need to find a marketplace to sell, you'll need to attract customers to your point of sale etc. But the beauty of online business is;

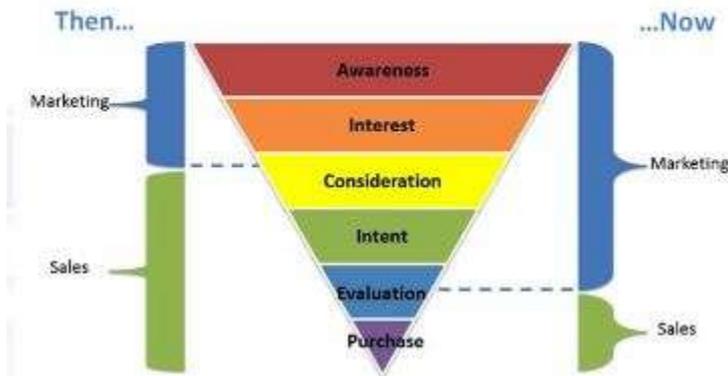
- You do not necessarily need to manufacture or own product or service. You can become affiliate (FREE Program) and promote other's product for good commission. You do not need to stock inventory just send the consumers to the company's website. Sale is recorded and you make your commission online. All big brands like Amazon, ebay, Alibaba, Google, all offer affiliate programs.
- Marketplace is Internet, accessible from your house with a click of your computer's mouse.
- Bringing consumers to your point of sale is nothing but getting online shoppers to your or affiliate Website or Landing Page (Driving traffic to your Website or Landing page) other points are taken care of by the system in place at the Website.

THE BASICS OF ONLINE BUSINESS

1. Product or Services you are promoting (must have complete knowledge)
2. An Online System (Landing Page/WebSite, Opt-In Registration System, Autoresponder, etc)
3. Traffic – (Bringing Customers to you system), Bringing Traffic (Customers) is the most important activity in Online Business. First 2 are not very difficult to acquire. It takes 3 or 4 days to identify and acquire product knowledge and built system around it. But bringing right traffic to the system may take weeks to month for starters and even those who have been around for few years in online business industry. So, my focus is always learning new

traffic generation methods. We will provide you the necessary guidance in the 14 Days FREE Training Program designed to provide the real breakthrough to all my readers.

The New Normal



This is explained in the Training Video at details.

The MOST Important activity in the Online Business is driving more traffic to your or company's Website. In the beginning, this activity costs money and expense on traffic reduces over time as you build your own consumer list, which you can reuse to promote different products. Certainly, there are free traffic sources but that process is a bit slow and requires time and efforts from your side. I'll touch upon Free Traffic sources in the following section of this book.

To setup online business and bring all the above aspects together we require some tools and systems to be in place. Like Landing Page/Website, Finding affiliate programs that work, Autoresponder to connect to your subscribers instantly and automatically, Tracking and Managing traffic etc.

HOW TO START

Are you excited to learn how to start? I'm excited to give you as much insight as possible.

The most important thing you will learn is to have very clear understanding on how to build your business. What is an effective online business? What you have to do to make sure that your business is success? How to set your guidelines set your expectations so that you get exactly what you need to be successful?

There is a right way, there is a wrong way. There is a way to start off really fast but don't exactly get the result you want. I will provide you a methodical and meticulous method to make sure you know how to build the building blocks of online business. The first thing is clearly identify your financial goals, identify what your objective is, is it \$1000 a month, \$10,000 a month, or more than that. Clearly identify what you're willing to give in order to accomplish this. Always remember, nothing comes without hard work and sacrifices.

To help you understand and learn how to setup the entire system in place, I have partnered with experts in the industry (Seven-Figure earners) to design a video series which teaches you step-by-step on how to setup the entire system and start earning real money in as soon as in 14 Days or Less for FREE. The entire 14 Days training by Seven-Figure earners is 100% FREE for all my readers. You may need to spend some money to buy tools, if you do not have them already. Feel free to register yourself, link has been provided in the Chapter 9 of this e-book, and start your

online journey with us. We will hand hold you to the entire 14 days journey to success in online business, that's a promise.

CHAPTER 3. HOW TO FIND A PRODUCT

If you do not have your own product, you may join any of the popular affiliate programs listed below; I would recommend to start with ClickBank, Commission Junction, Zaxaa, Clickpromis as these sites are marketplace for many affiliate program you can choose from. Whereas Amazon, ebay are restricted to their own products.

In our FREE 14 days video series we'll step-by-step guide you how to select products, which products converts best than others, Meaning of various statistics shown on these sites. You may registration details in Chapter 9 of this e-book.

Anyways, for the benefit of readers, I am providing the list of affiliate networks and selection methods below.

WHAT IS AFFILIATE MARKETING

Affiliate marketing is one of the oldest forms of marketing wherein you refer someone to any online product and when that person buys the product based on your recommendation, you receive a commission. This commission varies from \$1 to \$10000, depending on what product you are promoting.

SELECTING PRODUCT IN WWW.CLICKBANK.COM

One of the great things about Clickbank is that they provide safe and secure payments. Which is why their database of affiliates is massive.

So with thousands of products to choose from, how do you select a Clickbank product to promote?

Here are my suggestions;

1 – Gravity and Filters

Most of the times, the first time affiliates just get lost in the Clickbank Marketplace due to the sheer number of products available.

By default, the results are displayed by popularity. However popularity doesn't necessarily mean sales and conversions.

So, besides popularity, sort out products by gravity. This measures how many unique affiliates have successfully sold the product within the last 12 weeks.

Sort results by:
Gravity

Low to High
 High to Low

Fat Diminisher Is A Conversion Monster! \$10,000 Prize In January! (view mobile)
 Top CB Affiliates Are All Switching To This New Health Offer & Conversions Are Over 8% & \$2.15 Epc From Cold And Warm Traffic - 3 High Ticket Upsells Are Crushing It On Both Male & Female Demo, Esp 35+ Join The Contest At [Http://fatdiminisher.com/aff](http://fatdiminisher.com/aff)

Avg \$/sale
\$36.39
PROMOTE


 Remove From Favorites

Stats: Initial \$/sale: **\$36.15** | Avg %/sale: **76.0%** | Avg Rebill Total: **\$45.74** | Avg %/rebill: **100%** | Grav: **323.15**
 Cat: **Health & Fitness : Diets & Weight Loss**

My Stats:



Higher the gravity rating better selling is the product. I wouldn't recommend trying to promote a product that has very low gravity. This would pretty much means that no one is buying it.

2 – Look for Longevity

A high ticket item may give you a large commission payout straight away, but if it's a one-time sale, then that's all you'll be getting. Instead, seek out for those products that serve the customer on a long term basis. I'm talking about rebills.

The average rebill total will show you how much you could make from recurring payments. I do not recommend promoting products that do not pay commission on recurring sales. It's the same efforts that would be required in selling both the products; one that have recurring sales option and one without.

Its common sense to sell those products that pays you more commission in a long run.

3 – The Affiliates Tools Page

To make your life easier, promote products where vendors offer such support. As it is, there's a tons of work that needs to be done in order to set up your campaign and reach the potential customers.

So, take advantage of the affiliate's tools pages by using the professionally designed banner ads, keyword target lists, free reports to give away, email swipes and more.

This will make your work flow more efficient and it'll be so much easier to do your pre-selling before sending your reader to the landing page.

SELECTING PRODUCT IN WWW.CJ.COM (COMMISSION JUNCTION)

Once you are signed up, complete your profile to ensure you get fast approval for any affiliate program via CJ. Now, click on get links and you can either search for your target affiliate program via Advertiser list as shown in the below image, or you can click on general categories to browse new affiliate programs. They pay via Check or direct bank deposit.

Get Links - Advertiser List

Search

Language and Targeted Area Filter ON / OFF
[Additional Search Options](#) | [Additional Filter Options](#)

| Advertiser Search Results | | | | | | | | | | |
|--|------------|---|-------------------|-----------------|---|--------------------|------|-------|----------------------|---------------------|
| Results 1 - 4 of 4 | | | | | | | | | | |
| <input checked="" type="checkbox"/> Apply to Program | Select All | Advertiser | 3 Month EPC (USD) | 7 Day EPC (USD) | Network Earnings | Sale | Lead | Click | Status | Category |
| <input type="checkbox"/> | |  Hostgator.com View Links | \$26.75 | \$58.46 | <div style="width: 100%; height: 10px; background-color: green;"></div> | Sale: \$100.00 USD | | | Declined Application | Web Hosting/Servers |
| <input type="checkbox"/> | |  UK2 Group View Links | \$139.23 | \$155.33 | <div style="width: 100%; height: 10px; background-color: green;"></div> | Sale: \$80.00 USD | | | No Relationship | Web Hosting/Servers |

In the above image, the items have been indicated in terms of green bars under column "Network Earnings". The longer the bar, the better is the sales of that item and greater would be the amount that affiliates would be making. .

Here is a screenshot of various categories which can be used to find the best products for an affiliate promotion. One major advantage of using CJ is, usually pay per sale is high in comparison to affiliate via direct product site.

| Advertiser Categories | | |
|--|--|---|
| <p>Accessories (35) Handbags - Jewelry - Shoes</p> <p>Art/Photo/Music (22) Art - Music - Photo</p> <p>Automotive (12) Cars & Trucks - Motorcycles - Parts & Accessories - Rentals - Tools and Supplies</p> <p>Beauty (16) Bath & Body - Cosmetics - Fragrance - Green</p> <p>Books/Media (14) Audio Books - Books - Magazines - News - Television - Videos/Movies</p> <p>Business (16) Business-to-Business - Marketing - Office - Productivity Tools - Travel</p> <p>Buying and Selling (3) Auction - Classifieds - E-commerce Solutions/Providers - New/Used Goods</p> <p>Careers Employment - Military</p> <p>Clothing/Apparel (71) Children's - Green - Malls - Men's - Women's</p> <p>Computer & Electronics (71) Computer HW - Computer SW - Computer Support - Consumer Electronics - Green - Peripherals</p> | <p>Department Stores/Malls (7) Department Stores - Virtual Malls</p> <p>Education (16) Children - College - Languages - Professional</p> <p>Entertainment (11) Discounts - Events - Guides - Memorabilia - Mobile Entertainment - Party Goods</p> <p>Family (5) Babies - Children - Entertainment - Teens - Weddings</p> <p>Financial Services (4) Banking/Trading - Credit Cards - Credit Reporting and Repair - Investment - Mortgage Loans - Personal Loans - Real Estate Services - Tax Services</p> <p>Food & Drinks (1) Gourmet - Green - Groceries - Restaurants - Wine & Spirits</p> <p>Games & Toys (16) Electronic Games - Electronic Toys - Games - Toys</p> <p>Gifts & Flowers (11) Collectibles - Flowers - Gifts - Green - Greeting Cards</p> <p>Health and Wellness (40) Equipment - Green - Health Food - Nutritional Supplements - Pharmaceuticals - Self Help - Vision Care - Weight Loss - Wellness</p> <p>Home & Garden (12) Bed & Bath - Construction - Energy Saving - Furniture - Garden - Green - Home Appliances - Kitchen - Pets - Real Estate - Recycling - Utilities</p> | <p>Insurance Commercial - Personal Insurance</p> <p>Legal (1) Services</p> <p>Marketing (1) Business-to-Business - Network Marketing</p> <p>Non-Profit Charitable Organizations - Fundraising</p> <p>Online Services (66) Blogs - Broadband - Domain Registrations - Email Marketing - Internet Service Providers - Search Engine - Web Design - Web Hosting/Servers - Web Tools</p> <p>Recreation & Leisure (17) Astrology - Betting/Gaming - Camping and Hiking - Communities - Green - Matchmaking - Outdoors - Tobacco</p> <p>Seasonal (2) Autumn - Back to School - Black Friday/Cyber Monday - Christmas - Easter - Father's Day - Halloween - Mother's Day - New Year's Resolution - Spring - Summer - Tax Season - Valentine's Day - Winter</p> <p>Sports & Fitness (23) Apparel - Collectibles and Memorabilia - Equipment - Exercise & Health - Golf - Professional Sports Organizations - Sports - Summer Sports - Water Sports - Winter Sports</p> <p>Telecommunications (10) Online/Wireless - Phone Card Services - Telephone Services</p> |

If you are looking forward to make some good money via Affiliate marketing, you should sign up for CJ as it is free. Enclosed is a video training for Commission Junction:

<https://youtu.be/cPmf5NQBGV8>

CHAPTER 4. SETTING UP THE WINNING SYSTEM

Every time you do anything, building a house or buying furniture, you have to have a blueprint. You got to lay out all the specifics step-by-step. In case of online business, the specifics would be the contents, call to action, bullet points, which will sell a customer and bring them in. We must write the specifics very clearly so that they accomplish our objective. The term Online Business, it is a Campaign and we must create a Campaign Blueprint for the product that we would like to promote.

CAMPAIGN BLUEPRINT

Any good campaign must have clarity to achieve its objective. If you can't see it, then it doesn't exist. Blueprint allows you to see the inroad. You must be clear how your audience would see what you want them to see or how would they perceive to the information that has been communicated to them and whether the communication has been effectively received by them without getting dilute. Thus, if the path is not clear, the end user would not be able to follow and hence will get lost midway and the campaign will not generate the desired results.

Having product knowledge is very crucial and an important factor to generate great sales. You should know the in and out of the product thoroughly... The more you know, the greater would be the sales.

Creating a very perfect avatar. The next essential point is knowing your customer/consumer. The more you know about the customer, the better and faster would be the communication. Below is a blueprint template which you can use for anything you do to create a successful Blueprint;

CAMPAIGN BLUEPRINT

PRODUCT I'M PROMOTING IS:

THE TOP 3 PRODUCT BENEFITS ARE:

1. _____

2. _____

3. _____

MY PERFECT CUSTOMER IS:

MY CUSTOMERS BIGGEST CHALLENGE IS:

MY PRODUCT SOLVES THIS CHALLENGE BY:

THE JOURNEY: (this will be strategically implemented into the funnel to create trust, bond with prospect and establish authority.) POWER HOOK HEADLINE 1:

HEADLINE 2:

HEADLINE 3:

HEADLINE 4:

HEADLINE 5:

THE 5 IRRESISTIBLE BENEFITS: (“what it will do for you”. Make it very compelling. What would YOU respond to. Put yourself in your prospect’s shoes.)

1.

2.

3.

4.

5.

CALL TO ACTION:

We will walk you through each and every line of this template and its purpose to create a willing campaign in our FREE 14 Days Step-by-Step training program. Furthermore, I shall provide you step by step detail to setup the tools and technology (the backend system) to create a successful online business which will help you in achieving your objective in life.

Sign up to see yourself, details are provided in Chapter 9 of this e-book.

CHAPTER 5. HOW TO GET TRAFFIC

Traffic time. This is the biggest moment all Online Business Owners wait for. Traffic generates money. \$\$\$\$\$

Once you have setup the system and have tested it to ensure all pieces are working together as desired - Right Landing Page, Opt-Ins are getting registered into the Autoresponder correctly, Email sequence are ready and getting routed correctly and timely, Thank You page is popping up correctly, Links in the landing page and thank you page are pointing to the correct affiliate link to pay you commission. Next what??

It's time to send traffic to the campaign or the online sales funnel that we created. There are thousands of traffic sources online.. I would not be going into all in great depth. But you can, some of these are pretty simple. Its just like putting a spark to your brain. Good entrepreneur always think of new ways to do something different and better. Take all of this as an overview of traffic. The ones you understand pick them up and try out. The ones you don't understand write it down and send it to me; I'll try to provide you some details and may be a step-by-step guide. There are tons of areas from where you can drive traffic, some cost you no money, some cost you little bit of money while some can be very expensive, just be aware of that.

TRAFFIC SOURCES

- 
- Personal list
 - Facebook wall
 - ClickPromise email media
 - Strategic solo ads
 - Banner media
 - Forums
 - Fiver
 - Email Sig Lines
 - Facebook Groups
 - Facebook PPC (special platform)
 - Twitter PPC
 - Instagram
 - LinkedIn
 - YouTube PPC
 - Bing PPC
 - Traffic Ex
 - Bloggers Lists
 - Podcast traffic
 - CPA Networks

Be careful with the solo ads, there are people who are running some non-productive lists.

I would like to suggest focusing on 3 traffic sources at a time. Pick 3 traffic sources and once you master those or at least you become comfortable with them, then add 3 more. Don't get overwhelmed with traffic.

Let's start with the "Lowest Hanging Fruits"

TRAFFIC "LOWEST HANGING FRUITS" FREE TRAFFIC SOURCES

- Your Facebook personal wall
- Your Personal List

- Blogs on free blog sites

Facebook Wall Post Examples

These are just samples not the real message.

Super cool! This shows you how to earn up to \$300 - \$500 in the next 14 days step by step. Amazing and no cost! <http://www.clkmg.com/4609/1wi18>

OMG! This is the coolest training to hit the industry. Shows how to start earning money within 14 days flat. Check it out: <http://www.clkmg.com/4609/1wi18>

Email Messages Copy Examples

This is an example. Feel free to modify and be creative.

SUBJECT LINE:

How to Earn Up To \$500 In 14 Days Flat - No Cost

EMAIL:

What if you could realistically earn up to \$500 online in the next 14 days flat, even if you're brand new or on a budget?

You can!

Go here to see how at no cost.

<http://www.clkmg.com/4609/1wi18>

Talk soon,

[YOUR NAME]

Note: Please avoid words like 'Click Here', 'Download', 'Abusive words', ' to end up in the SPAM folder.

Blog Examples

<https://www.tumblr.com/blog/youfirstonlineincome>

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