



This eBook was created and written by Sandra Mae.

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Discover How To Create A Profitable Web Business – Starting Today!
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PART 1

Introduction

The World Wide Web is a vast place that many people – if not most in this present day - go when they want to search for information, or use it to socialize, or even use it for an opportunity to make an online income.



You may have seen various headlines throughout the internet in regards to opportunities to earning an online income and working from the comfort of your own home.

Is this really achievable and if so – how?

Internet Marketing is something that has taken the internet by storm and with the way today's economy is – working from home with your own website and making money online is becoming a very popular profession.

More and more people are seriously looking into getting started in this profession as a means to pay their mortgage payments, car payments, medical bills and the like. They are seeking a better life for them and their families.

The fact of the matter is – there are more people that want to learn how to start an online business so they can make money from home - than there are instructors to teach it. The purpose of this eBook is to instruct you in the fundamental steps of getting started with your own online internet marketing business.

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Are you ready to take the basic first steps?

A Personal Note for You

You know - never in my wildest dreams did I ever think I would be doing what I am doing in this present day and that is – owning and running an online business of my own and teaching how to get started with an online business.

I have achieved many accomplishments in my life - i.e. Licensed Practical Nurse, Electronic Technician, Manual and CNC Machinist, a few jobs as an Assistant Manager, Supervisor and a Criminal Justice Professional with a business background.



Even though these careers and trades were great jobs that I enjoyed very much – I always found myself taking my knowledge and going to work for somebody else. I was getting tired of doing that day in and day out and day in again – year after year.

So - in February of 2010, I began to seriously think about staying at home while earning an online income.

It was at this time that I decided to take the plunge and began teaching myself all the basic aspects of the internet marketing business.

I took various one-on-one online courses, downloaded eBooks, watched many tutorials, took a lot of notes and exhausted myself with everything I could learn about this business.

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I had a fairly good idea of what to do but I still didn't know where I was going or where I would end up. I did know one thing – I wanted to take action with changing my life and making it better.



I didn't really know where or how to start – I just started learning everything I could about the business.

Doing this was easier said than done and so it became my own personal challenge.

Have YOU ever had this similar challenge?

Or let me ask you in this way...

Have you ever had a challenge where you knew you had something within you – something knowledgeable - that you wanted to share with others - but had no idea how to go about doing it?



And worse yet – you went out there and started learning from some online guru or this guy or that guy and you just didn't get it – you didn't have a “hold you by the hand” or a step by step system for knowing what you needed to do to create your ideas?

Well – I was once there. I struggled - went through frustration after frustration – I even got depressed, lost my confidence, lost my enthusiasm and even sat down with my head in my hands and cried.



Have you found yourself knowing a little about computers but not enough about how to get started in this business?

Have you ever felt you wouldn't UNDERSTAND what you were doing if you did try to get started in this business?

Have you ended up losing a lot of money and on top of that found you were going nowhere fast?

Were you paying for services but not making any money to cover those services?

I've been there too. I had no one to show me how to EXACTLY get started. I was lost, upset and – very much frustrated.

I found myself thinking that – “I can't do this” – “maybe this just isn't for me.”

I almost threw in the towel – I almost gave up and came very close to quitting altogether. However –I refused to quit despite my problems. This motivated me to be more tenacious than ever.

What I needed was a “beginner's guide” for beginners. I needed something to help guide me through each and every step of the way in the correct order to help me accomplish what I set out to achieve – my own online web business and making money online.

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I am the type of person who needs to be shown what to do and in what order – otherwise I don't understand it.

Sound familiar?

Eventually - and finally over time - I learned enough about the business to get started properly and correctly.

So – I pressed on despite my doubts and began my journey. I haven't turned back since.

There are many people who end up reading a lot of information and then discover that it's just too overwhelming and at times - too complicated for them to understand all of it.



They suffer from **“information overload”** and **“paralysis of analysis”**.



They then begin to feel their enthusiasm and determination slowly fading away.

They begin to feel that it's just too difficult to get started - let alone make any money from it.

Perhaps you have experienced this as well.

There are times when they try to learn different aspects of this business only to find that they still feel lost in the translation of the knowledge. They don't have anybody showing them exactly what to do and in what order.

Again – it is for this very reason I have written this eBook.

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You will learn an overview of all the basics of starting your own online business in a step by step approach so that you can begin making money online.

By the time you finish reading this eBook – you will know and understand the basic fundamentals of how to get started with creating an online business of your own.

It's your training ground – your boot camp to getting started.

NOTE: You are about to embark in a serious business endeavor. You **MUST UNDERSTAND** each and every step before moving onto the next.

Every step you learn MUST become second nature to you. If it does not – you are not ready to proceed to the next step. Starting an online web business is a process. You must take every step systematically. If you don't – you are only wasting your time here.



Let's Go Over A Few Facts before We Begin...



First and Foremost: You have to have the right attitude

Starting an online web business is the same as starting an offline business.

It is a SERIOUS endeavor and it takes a lot of hard work. You have to put a great amount of effort into it.

The amount of work you put into your business determines the results you get out of it.

I need to emphasize this - like any business – **it takes work.**

It's just like going to work and making money every week at your offline job – only your job is online instead.

Having the right mindset is one of the keys to being successful online.

Once you UNDERSTAND this – you then will be able to move forward with the process of building your online business.

So start envisioning where you will be 6 months to a year from now and that alone will help you get there.

If you think you will become rich overnight – think again. You will only be wasting your time.



If you are looking to get into the internet business just for the money only - then starting an online business is not for you.

Furthermore – **if you are looking to make money online without learning and understanding the skills** of HOW to create an online business correctly and not wanting to work at it – then starting an online web business is not for you.

Starting an Online Web Business Is Easy

However –



You will need to learn some basic web skills first.

When you first look at a web business online – it looks very complicated.

It very well may be...

But - when it's broken down into steps – it really is very easy to understand how it all works.

Creating and starting a web business is a systematic process.

If you spend time setting up your web business correctly – you WILL make money online.



Setting up a Web Business Takes Time

Creating an online business takes time and is a slow process.



When first starting out – you need to realize that you are not in a race.

It is actually a journey that you are partaking in.

You are in a marathon - not a race.

It's vitally important that you take your time when learning every step that is taught so you can implement every skill you learn correctly and properly.

It will then move you forward to coming that much closer to getting your online business - online. This of course is the reality you are striving for.

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Statistics show that the average amount of time that it takes for a business to begin making any money is 2 years.

With an online business – it's possible to begin seeing money in about a year's time and maybe even a bit less.

What I'm saying here is – you can't expect to make any money online overnight. There is no magic button in this business.

Depending on how much work you put into your business will determine how much you get out of it. You will always reap what you sow into it.

This is why I can't stress it enough - and I continually tell people that when they think this is the type of business they would like to get into – they need to be absolutely sure about it and **SERIOUS**. It's a business – not a game!

It takes time and a little money to start an online web business.

Don't think if you just create a website and sit back - that money will start rolling in for you. It doesn't work that way.

Again here – it takes much work on your part and **understanding** what it is you are doing - with the skills that you learn.

You Need To Have Your Own Website

Any online web business needs a website. It's important that you learn and understand how a website works so if anything ever goes wrong, you will know what to do, what changes to make and where to look in the website to correct the problem.

This is why it's important to learn how to create a website of your own instead of having someone else do it for you. It's going to be **YOUR** online business – not somebody else's.

You will need to know the basic web skills of how a website works and the only way to UNDERSTAND the basics is to create one of your own.

Now I realize that this may sound scary and intimidating for those of you who have never done this before. That's okay – it's a normal feeling we ALL get.

I certainly felt it when I first started out. Even those who are successful in this business today had to start at this point so don't feel like you are alone with these feelings.

We've all been there.

Let me assure you that these skills are very easy to learn.

However –

Before you do anything – before creating a website – before building a list of people - before creating your own product to sell or before promoting a product for someone else – you need to find a profitable niche – a specific area of a market that you are getting into.

Don't worry here if you don't understand all this right now. It will all become clear as we progress in this eBook.

What you are doing here is setting up a plan for yourself.

You are mapping out what it is you are going to be doing.

Just like a construction worker – he can't construct a building until the architect's blueprint is completed.



The same concept applies to your business.

You are creating a blueprint for it – a plan.

Once you have your plan – you can then start building your business.

If you have ever watched a building being built – you probably noticed that the building is constructed in a step by step manner – brick by brick.

A little bit is added to it every day – a little at a time. Eventually through time – the building is fully constructed – it is complete.

Do you see what I'm saying here?

Okay then...

Grab a cup of coffee and lock yourself away for the next couple of hours because your journey is about to begin.



Are you ready?

Then let's begin...!

Part 2

Finding a Profitable Niche

There are only three markets that exist on the web and they are:

- ✓ **Wealth**
- ✓ **Health**
- ✓ **Lifestyle**

Your web business will be within one of these markets.

Within each of these markets are smaller markets called niches.

Because a 'market' is just too big to position yourself in – you will need to get into a more specific area of that market. This specific area is called a niche.

Let's take for example - somebody asks you what you do for a living and you turn to them and say, "I'm in the Health market."

The person who asked you the question more than likely will appear confused by your answer.

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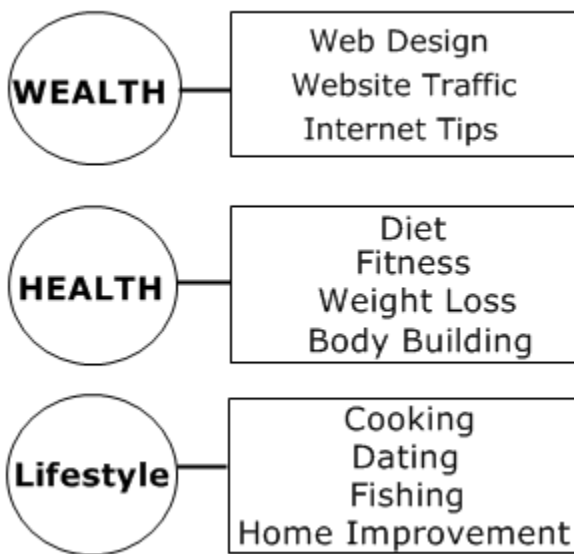
Why? – Because you need a more specific area of the Health market to give a better answer - such as – “I’m in the Losing Weight market” or, “I’m in the Eating Healthy market” or, “I’m in the Migraine Headache market”.

Do you see what I mean here?

So let’s continue...

What is a Niche Anyway...?

A niche is a smaller – but just as profitable – segment of a market.



Cooking – is a niche of the Lifestyle market.

Weight Loss is a niche in the Health market and...

Website Traffic is a niche in the Wealth market.

What we are going to do next is research a list of profitable niches.

Doing this will help give you ideas of what subject matter – your specific area – your niche - that you would like your website to be about.

You will then need to find a super niche which will be the subject matter of your free gift. You will understand this in a moment.

When you see how easy this really is - it will only take you about ten minutes or so of your time to do.

If you have no idea of what you want your niche to be – that’s okay. You soon will.

And don’t worry if you know nothing about the subject matter at this point.

That comes later.

Alright then - let’s keep moving forward...

There are many sources on the web where you can find ideas for what subject matter or niche you want your business to be in.



I am going to reveal to you only a couple of sources for now that I use all the time to find profitable niches and to be honest here – hardly anyone ever uses these.

In fact – **finding a profitable niche is a necessary step** that many people do not do.

They create a website first without even doing profitable niche research first.

Their website then makes no money.

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