



BUSINESS MODELS



CHECKLIST

Checklist

Have you dreamed of becoming a successful online marketer and earning your living via the web?

Well good news - here's nothing stopping you! We've gone over all the most lucrative business models in the full eBook but now it's time to recap with a simple checklist that will help you to take action and to start earning. Let's go.

Blogging

To make money as a blogger:

- ☐ Build a blog in WordPress
- ☐ Find a hosting provider and URL
- ☐ Fill it with high quality content
- ☐ Promote that content via social media
- ☐ Build a large audience and gain their trust
- ☐ Monetize via your own products or by adding adverts

A blog will turn out to be a highly useful tool that you can use to help succeed with many of the other models on this list. Regardless of your ultimate plan, you should build one!

Selling Digital Products

An information product is something like an eBook or a course. It will have zero overheads and will have zero overheads.

Common examples include:

- ☐ eBooks

- ☐ Online courses
- ☐ Email courses
- ☐ Video series
- ☐ Seminars

To sell this, you'll want to create a persuasive sales page.

Selling Affiliate Products

Alternatively, you can sell an affiliate product. This means promoting someone else's product and getting the commission - up to 100%.

- ☐ First join an affiliate network such as:
 - ☐ ClickBank
 - ☐ Commission Junction
 - ☐ JVZoo
 - ☐ Warrior Special Offers
- ☐ Next, find the product and get the URL. You can then place this on your site/sales page.

Affiliate products have the advantage of costing nothing to start selling and of being 'tried and tested' because they're already being sold.

CPA

- A CPA network is a Cost Per Action network.
 - You place these ads on your site and get paid when someone takes action by buying a product or signing a mailing list.
 - They pay more than PPC ads but are easier to manage than affiliate products.
- ☐ Get started by joining some CPA networks:
- ☐ MaxBounty
 - ☐ PeerFly
 - ☐ Nerblue
 - ☐ Clickbooth

Membership Model

You can use a simple subscription plugin on WordPress to put some of your content behind a pay wall and thus create a subscription site. This has several advantages:

- You earn recurring income
- You don't need to create anything new
- You can build a lot of loyalty within your community

Software

Compared with eBooks, software is a type of digital product that has several advantages:

- Unlike an eBook, people can't find the same information elsewhere online for free
- Software has clear value
- Software can be turned into a subscription business too (Software As A Service)

Creating software though means learning to code or outsourcing the coding process ñ both options are unfortunately wrought with difficulties. The solution is to start with something very simple and easy and then to eventually build up to a more ambitious creation. Starting with an app often makes sense. This also gives you different monetization options:

- Paid downloads
- In-app purchases
- Advertising

eBay

eBay makes it very easy to sell any product which you can develop into a full business. One option is to sell your own arts and crafts! Popular options include:

- Jewelry

- Artwork
- Furniture
- Sculptures
- Ornaments

Alternatively, you can also buy and sell products. To do this, you need to buy items wholesale and then sell them off individually at a profit. The model is simple:

- ☐ Make an initial small investment within your budget
- ☐ Buy wholesale goods
- ☐ Sell those items at 100% mark-up (called keystone pricing)
- ☐ Take some of the profit for your pay and reinvest the rest into a bigger order of inventory
- ☐ Eventually create a website and promote your products that way

Drop Shipping

Finally, you can also use drop shipping. This means that you sell a product on behalf of a manufacturer or wholesaler. You simply pass on the details to them so there's no need to worry about fulfilment or storage.

To sell more items you can also create your own eCommerce store using:

- ☐ WooCommerce
- ☐ Shopify
- ☐ Magento

So there you go: simple steps you can take to set up 8 different internet marketing business models! Some final tips:

- ☐ Learn SEO and use this to promote your platforms
- ☐ Build a mailing list
- ☐ Start with something small and easy and add more businesses as you gather momentum
- ☐ If you have a successful business model ñ repeat it and milk it for all its worth!