

Starting An Online Business PDF

Back in the early 2000's I never thought about starting an "online business" as such.

I just wanted to make a bit of extra cash from the internet. I tried many strategies including Forex marketing, buying and selling, eBay and blogging. I eventually found a simple business model known as affiliate marketing was working the best for me.

With affiliate marketing you don't need your own products because you can promote existing products through your own marketing efforts. All you need to learn is an online marketing strategy to promote the products of your choice.

There is *huge choice* as an affiliate marketer, which can be a problem. For example, your choice of affiliate products can either help or hinder you. There's thousands of affiliate products to choose from online and some pay much more than others. So your product choice is an important one.

Similarly there's a huge choice in advertising methods. You can use paid marketing, email marketing, SEO (search engine optimisation), blogging, social media, video marketing and so on.

So again, you can get swamped in choice and stuck in procrastination mode. That's why you need a guide and ideally a *mentor*.

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In 2014 I found a mentor who taught me a different way of doing things. Up to then I was really struggling with my marketing strategy and making money.

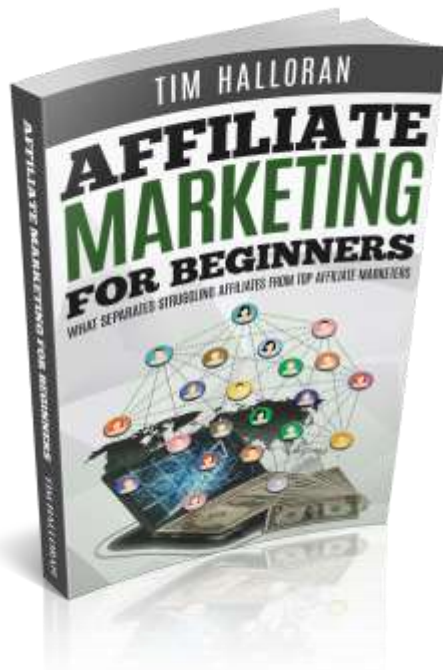
I had chosen poor paying products that I myself had bought off Amazon and eBay. I assumed that because I was skint, everyone else was! This was my first mistake.

My mentor taught me to find high cost items as an affiliate which pay a lot more. So for the same amount of work you can earn ten or twenty times the amount of a low value product sale.

It sounds obvious now, but when I first started out, I didn't know any better and got carried away with my own enthusiasm.

I didn't know the best way to do things, so I wasted a lot of time trying stuff out and failing a lot!

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I built an email list, which I hadn't done before this point. An email list is one of the best investments you can make as an affiliate. It lets you collect subscribers through a website and deliver value driven messages to them via email.

It gives you greater control of your traffic, which can take time to obtain through either paid means or by building content. It also allows you to build trust with people through automation by delivering value. It's much easier to sell someone a product (especially online) when they are already thinking well of you.

Starting An Online Business PDF – Products

I also learned to choose digital products to sell over physical products. With a physical product you can only earn once per sale. Plus, physical products pay much less than digital ones. A typical physical product will tend to pay 1-10% commission compared to 30-40% for a digital product.

Added to that a digital product can carry a subscription service. With subscription sales you can earn a recurring income from each customer. These add up and give you a regular income quite quickly once you learn how to sell them.

With a physical product you only get paid once and you need to sell in bulk to make the business viable.

Plus, you're handing your hard earned marketing efforts over to the product owner, *who can benefit from repeat custom after your referrals* has bought through your affiliate link. With subscriptions you can *continue earning for the lifetime of a customer*.

A product range is even better, especially if it contains both subscription products and high ticket items. [High ticket affiliate products](#) give you much more commission **per sale**, since they are worth much more than the typical affiliate product.

Join My Email List

If you've read this far you're probably keen to get started building your own online business from scratch. You can [join my email list](#) by signing up on this website. Follow the email links to the free video series to get going.

You'll get access to the same free video series which I found several years ago (back in 2014). It led me to an online business community and gave me a step by step setup process which was easy to follow. Once you're set up the next step is to choose a marketing strategy.

I tried a few strategies but settled on blogging quite early on, although I've used some paid strategies too.

Paid marketing is the fastest way to build an online business and if you choose a number of high ticket items for your sales funnel, it makes this much more viable.

With a high ticket product range you can recoup advertising budget and become profitable much more quickly. Once you are, you can easily scale up with paid advertising.

With content marketing it's much more difficult to scale up, although your traffic comes in for free, so you're not spending a marketing budget.

[Jump on my email list here](#) and access my ebook "Affiliate Marketing For Beginners". You'll get my ebook and access to the free video series.