



Introduction

There is a proven sequence of steps you can follow to guarantee your success when you're starting a small business online. I've seen thousands of people start and grow successful businesses by doing the following:

1. Find a market needs and fill it.
2. Write copy that sells.
3. Design and build an easy-to-use website.
4. Use paid or free traffic sources to drive visitors to your site.
5. Establish an expert reputation for yourself.
6. Follow up with your customers and subscribers with email.
7. Increase your income through back-end sales and upselling.

Anyone, from newbie to seasoned online entrepreneur, can benefit from this simple 7 steps process and start an online business.

Step 1: Find a market need and fill it

Most people who are just starting out make the mistake of looking for a product first, and a market second.

To boost your chances of success, start with a market. The trick is to find a group of people who are searching for a solution to a problem, but not finding many results. The internet makes this kind of market research easy:

- Visit online forums to see what questions people ask and what problems they're trying to solve.
- Do keyword research to find keywords that a lot of people are searching, but for which not many sites are competing.
- Check out your potential competitors by visiting their sites and taking note of what they're doing to fill the demand. Then you can use what you've learned and create a product for a market that already exists--and do it better than the competition.
- One of the on demand need will be selling the digital products (ebooks, videos, etc) for making money online niceh. You could either sign up as affiliate to promote other people products from marketplace like JVZoo or WarriorPlus, or create own products

- If you would like to save your time and efforts creating own digital products, PLR products (ready made) could be a good alternative

→ PLR Video Courses with Full Resale Right ←

Ready Made Video Courses You Could Upload To Your Website & Start Making Sales



GET INSTANT ACCESS!

Step 2: Write copy that sells.

There's a proven sales copy formula that takes visitors through the selling process from the moment they arrive to the moment they make a purchase:

1. Arouse interest with a compelling headline.
2. Describe the problem your product solves.
3. Establish your credibility as a solver of this problem.
4. Add testimonials from people who have used your product.
5. Talk about the product and how it benefits the user.
6. Make an offer.
7. Make a strong guarantee.
8. Create urgency.
9. Ask for the sale.

Throughout your copy, you need to focus on how your product or service is uniquely able solve people's problems or make their lives better. Think like a customer and ask "What's in it for me?"

Step 3: Design and build your website.

Once you've got your market and product, and you've nailed down your selling process, now you're ready for your small-business web design. Remember to keep it simple. You have fewer than five seconds to grab someone's attention--otherwise they're gone, never to be seen again. Some important tips to keep in mind:

- Choose one or two plain fonts on a white background.
- Make your navigation clear and simple, and the same on every page.
- Only use graphics, audio or video if they enhance your message.
- Include an opt-in offer so you can collect e-mail addresses.
- Make it easy to buy--no more than two clicks between potential customer and checkout.
- Your website is your online storefront, so make it customer-friendly.

- If you looking for low cost but good service domain/hosting company, [NameCheap](#) could be your preferred one. You could get registered domain name for as low as \$3.98 yearly !

→ Recommended Domain & Hosting Company ←



- If you hate doing all the technical hassle of registering domain, setting up websites, doing wordpress/plugin installation, creating sales page, etc. You may consider going for ready made all in one service – [ClickFunnel](#)

→ Recommended Sale Funnel/Sale Page Service ←

THE ONLY WEBSITE BUILDER THAT BUILDS ENTIRE SALES FUNNELS!

The image shows a central graphic of a laptop displaying a website with an 'Add To Cart' button. To the left, there are two callout boxes with arrows pointing to the website: 'Get Traffic To Your Site Now' and 'Get Traffic To Your Site Now'. To the right, there is a green coin icon. The background features gears and a play button icon over the laptop screen.

[Watch Video](#)

Take Action!

GET STARTED NOW!

CLICK HERE!

Step 4: Drive targeted buyers to your site.

There are many ways to drive targeted traffic to your website/blog/landing pages

Pay-per-click advertising is the easiest way to get traffic to a brand-new site. It has two advantages over waiting for the traffic to come to you organically.

First, PPC ads show up on the search pages immediately, and second, PPC ads allow you to test different keywords, as well as headlines, prices and selling approaches. Not only do you get immediate traffic, but you can also use PPC ads to discover your best, highest-converting keywords.

Then you can distribute the keywords throughout your site in your copy and code, which will help your rankings in the organic search results. You could use Google Adword or Bing Ads for PPC campaign. Other method to consider will be using FB paid ads. All these 3 methods will require you to get familiar with the setting up steps and understand the process how it works.

For paid advertising, I would recommend you to go for soloads which is considered the easiest PPC campaign. You just need to pay for the number of clicks you intend to buy to the traffic soloads vendor, provide the vendor your website/affiliate/blog links, and they will manage the traffic driving campaign for you. By the end of the campaign, they will provide and stat report on how many clicks have been sent, to which countries, etc. You may get come opt-in or sales from the campaign

I recommend [Udimi](#) if you intend to get the solo ads traffic service. You could choose your best vendor based on the testimonial in the website

→ Recommended Solo ads Traffic Service ←



Udimi

**Want More
Quality Traffic?**

**JOIN NOW
FOR FREE**

Take Action!

GET STARTED NOW!
CLICK HERE!

The advertisement features a blue gradient background. At the top left is the Udimi logo, consisting of three slanted parallel lines followed by the word 'Udimi' in a stylized, italicized font. Below the logo, the text 'Want More Quality Traffic?' is displayed, with 'Quality' in red and 'Traffic?' in black. A black button with white text 'JOIN NOW FOR FREE' is positioned to the right. At the bottom, the phrase 'Take Action!' is written in red, flanked by two red curved arrows pointing towards a blue button that says 'GET STARTED NOW!' in white, with 'CLICK HERE!' in smaller white text below it.

Step 5: Establish an expert reputation for yourself.

People use the internet to find information. Provide that information for free to other sites, and you'll see more traffic and better search engine rankings. The secret is to always include a link to your site with each tidbit of information.

- Give away free, expert content. Create articles, videos or any other content that people will find useful. Distribute that content through online article directories or social media sites.
- Include "send to a friend" links on valuable content on your website.
- Become an active expert in industry forums and social networking sites where your target market hangs out.

You'll reach new readers. But even better, every site that posts your content will link back to yours. Search engines love links from relevant sites and will reward you in the rankings.

Step 6: Use the power of email marketing to turn visitors into buyers.

When you build an opt-in list, you're creating one of the most valuable assets of your online business. Your customers and subscribers have given you permission to send them email. That means:

- You're giving them something they've asked for.
- You're developing lifetime relationships with them.
- The response is 100 percent measurable.
- Email marketing is cheaper and more effective than print, TV or radio because it's highly targeted.

Anyone who visits your site and opts in to your list is a very hot lead. And there's no better tool than email for following up with those leads.

For email marketing service provider, I would recommend [Aweber](#) as it is reliable in term of deliverability and has good reputation

→ Recommended Email Marketing Service ←



The graphic features a blue background with the text "Email Marketing Made Easy" in white. Below this is the Aweber logo, which consists of a stylized white icon of three curved lines followed by the word "AWeber" in white. At the bottom of the blue section is a row of colorful, diverse cartoon avatars. Below the blue section is a white banner with the text "Take Action!" in red, flanked by two red curved arrows pointing towards the text. Below the white banner is a blue button with the text "GET STARTED NOW!" in white, and "CLICK HERE!" in smaller white text below it.

Step 7: Increase your income through back-end sales and upselling.

One of the most important internet marketing strategies is to develop every customer's lifetime value. At least 36 percent of people who have purchased from you once will buy from you again if you follow up with them. Closing that first sale is by far the most difficult part--not to mention the most expensive. So use back-end selling and upselling to get them to buy again:

- Offer products that complement their original purchase.
- Send out electronic loyalty coupons they can redeem on their next visit.
- Offer related products on your "Thank You" page after they purchase.

Reward your customers for their loyalty and they'll become even more loyal.

Creating front end, upsell and backend products to complete whole sale funnel require very tedious efforts and is time consuming, especially for the newbies. It require certain skills and knowledge in IM to create a saleable digital products.

There is a coaching program by famous internet millionaire which I highly recommend for you here as it provide you the following benefits :

→ Watch Free Video Below To Learn More About This Program ←

You're About To Get...



Coaching

- ✓ A Done-For-You Business System
- ✓ Weekly Live Coaching
- ✓ Step By Step Training
- ✓ Private Community Group
- ✓ On-going Daily Support



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**Watch The
Free Video and
Start Now!**

Conclusion

The internet changes so fast that one year online equals about five years in the real world. But the principles of how to start and grow a successful online business haven't changed at all. If you're just starting a small business online, stick to this sequence.

If you've been online awhile, do a quick review and see if there's a step you're neglecting, or never got around to doing in the first place. You can't go wrong with the basics.

If you need any further assistance or would like to contact me, you could reach me at allaxegan@gmail.com

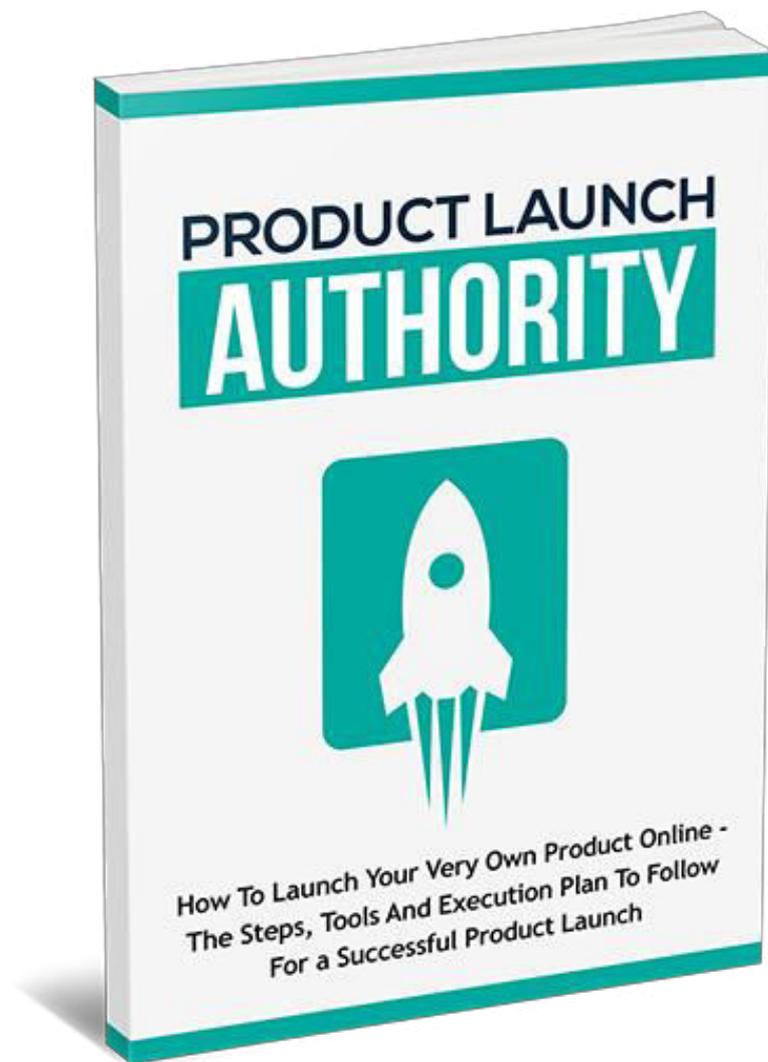
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As my appreciation for your interest in learning my 7 steps to build online business, I am giving away my eBook on “**Product Launch Authority**” for FREE



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