

How To Make Money Online

In 3 Simple Steps



How to Make Money Online -- In 3 Simple Steps



Making Money Online is a skill. But like ANY skill - it can be learned.

When all is said and done - Making Money Online comes down to SELLING.

It doesn't matter if you call it marketing - networking - or any-other-name....at the end of the day - it's selling.

That's how you will make money online. Selling something.

Want to hear the good news?

The good news is you can sell anything online.

Want to hear the great news?

The great news about an online business - is you can stand on the shoulders of giants. There are tools - free tools - that allow you to see **actual** numbers of what people are searching for.

Think about this for a second. We can actually see what people are searching for! Already this is extremely powerful information that we have at our fingertips! Ten years ago this information alone would have taken months of research. And money. Now we can do it in seconds - and for free.

All we then do - is position ourselves in front of these hungry crowds - and as we know ALREADY what they are looking for - we identify a related product and tell them 'here it is!'

But how do we do this? Please let me explain...

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The 3 Steps to Making Money Online

There are 3 steps to making money online.

Step 1 is positioning yourself in a profitable area online. This means we identify a niche in which people are already spending money.

Step 2 - once we have identified a profitable niche - we create a one page website to capture email addresses of visitors who are interested in this subject matter.

Step 3 - once we have a list (and it does not have to be a large list) - through email marketing we nurture a relationship with those on our list while recommending them products that they may be interested in.

That's pretty much all it comes down to.

But - many newcomers almost instantly make a very common mistake.

Most newcomers are so impatient to make a quick buck - they try and SELL immediately.

Most newcomers will find a **PRODUCT** - and try to sell it.

Wrong. Wrong. Wrong. Wrong. Wrong.

The process should be reversed.



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Find a profitable niche first (not a product) - and then finally introduce this niche to a product. Online success STARTS - with the niche.

In other words - you must first identify an area online where individuals are already spending money.

To put it simply:

To make money online - you must first position yourself in a profitable niche.

The biggest mistake newcomers make online is trying to sell something straight away.

Smart marketers know the key to online riches - is to discover a profitable niche first - and then and only then - try and sell.



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How To Discover A Profitable Niche

A quick word of warning!

You may have heard the expression -'do something you love and the money will follow'.

This is the worst advice you can be given. Now -- if you do something you love **THAT IS PROFITABLE** then yes the money may well follow.

But choosing a niche just because you like it - is letting your heart rule your head - and in business terms - that is very foolish.



Choosing a niche that you are passionate about is fine if your web intentions are to have a hobby online.... And there is nothing wrong with that. If you are going to dabble online, maybe spend a few hours at the weekend, then sure - have a niche that you are passionate about.

But if you want to harness the web to create an online BUSINESS - a business that will allow you to increase your income and improve your financial situation then you must identify a profitable niche.

****POWERTIP****

Before you choose a niche - it is VERY important that you understand how you will monetize your business.

Most newcomers do NOT do this. The excitement of getting started online takes over -- and they do not actually have a **plan** of how they will really make PROPER money.

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A lot of people think "I'll sell this great eBook". Let me tell you something - if you get involved with a product that is a \$27 eBook - as great as this eBook maybe - you are never going to get rich. Sure you may make a bit of money - maybe even a few thousand. But this is not going to allow you to be financially independent.

So how do you make good money??

Let me tell you.

You will make GOOD MONEY **on the back end**. What does that mean? It means - you need to know if there are BIG TICKET products in your niche.

Now it is absolutely fine to **start** with a \$27 eBook (in fact I encourage it) SO LONG AS THERE IS A BACK END.

So instead - you should be looking for a \$27 eBook - that also has a \$97 video series - and that also has a \$497 training course - and that also has a \$1997 weekend seminar - you get the idea.

In some niches there just are no big ticket items. Spending some time before you start looking at the Big Ticket Products - is time very well spent.

Do your research. Are there big ticket items in the niche you are looking at? If not - walk away.

The only exception to this is if you felt comfortable CREATING a big ticket item - which is a very viable option. Particularly if the niche is something you have a certain expertise in.

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Despite what you may currently be thinking - creating products is not all that difficult. The biggest seller online is information - and if you have information about something that others want to know - you can package this and sell it...

-- OR --

...you can simply position yourself in a niche that is evergreen and that has a ton of interest - and has a lot of Big Ticket Products - and stand in the way of this traffic. This is by far the easiest and simplest way to start (and when you get more confident you can experiment with creating your own products if you so desire)

The niches that are always popular are as follows:

- Personal Finance
- Home Improvement
- Health
- Diet and Nutrition
- Business Opportunities
- Internet Marketing
- Real Estate
- Appliances and Gadgets
- Investing
- Retirement Planning
- Computer and Internet



A good place to start looking for niches - is Dummies.com

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Go to Dummies.com and look at their Bookstore.

Their Bookstore is broken down into Categories. And within these categories - are individual niches.

This alone is a great place to glean information.

Now true -- this is a simplistic approach - but to START in this business and get you in the habit of identifying profitable niches - this is a very solid way to begin.

Another great resource is amazon.com. Think about it - the majority of people that visit amazon.com - are BUYERS!

The challenge with Amazon however - is that they only sell physical products (no downloads or digital products - except for their Kindle products) - so the results will be slightly skewed for the most popular physical products.



That said though - Amazon does account for a third of ALL online sales - so you should pay attention to what is selling at Amazon - as that will easily and effortlessly help to identify existing profitable niches.

Once you have identified a profitable niche - then the fun really begins. The next step is to create a one page website that allows you to collect visitor's details. Now - despite what you may be thinking - it is possible to create a one page website - that looks great and that is something you would be proud of - within one day.

In fact - please look out for an email from me over the next few days - where I will be sharing with you exactly how you can accomplish this.

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Once you start to have a collection of email addresses - you can now communicate directly with those that have expressed an interest in your original profitable niche.

****POWERTIP****

You need to develop a relationship with those that have joined your list.

This is the **GOLDEN TIP** to online success! You must develop a relationship with those that have joined your list.

In fact, I would venture to say that Making Money Online is a lot like a Country Love Song.

Now - before you think I've gone completely crazy - hear me out...

If you look closely - music has a few hidden marketing lessons.

You'll find that the song's that reach it to the top of the Billboard Charts are the ones that successfully tap into human emotion.

They describe our experiences better than we can describe them to ourselves.

And the same is true for making money online....

The most successful marketers online are connecting with conversations that are ALREADY going on in the minds of those on their list.

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If you can successfully tap into the human emotion of your particular market - you'll be ahead of 99% of your competition.

Best of all - in today's world of technology - it's easier than ever to find out what your target market is actively talking about. Facebook for example - allows you to instantly tap into the conversations that your target market is having at this very moment.

Never before in human history has this type of real-time market research been available to us.

You'll be able to create emails that fit perfectly with your prospect's wants and desires.

They'll soon wonder if you've been reading their mind!



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Closing Thoughts

Nothing good is ever handed to anyone on a plate.

Here's a little maxim that has always served me well.

Effort In = Rewards Out.

Making Money Online - or Internet Marketing as its also known - is first and foremost a BUSINESS.

That means - you have to treat it as a BUSINESS.

For many - this may be the first business you have ever owned. And that's fine. But with anything new - a new way of thinking is often required.

The following is probably the one defining element that will make the difference between failure and success online.

ADOPTING THE CORRECT MINDSET.

Did you know - the average millionaire failed 17 times before they struck it rich. Isn't that incredible?

Do you think they kept failing until they got lucky?
No - they learned from their failures and adopted the correct mindset.

To achieve your goals and fulfill your potential - we need to make sure you have the correct mindset.



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It's been proven that only 3% of people have this correct mindset.

3% of people - so the eminent minds of our day say - fulfill their potential.

3%. That's all. However 3% of the world's population is still over 200 million people.

Are you going to be one of these 200 million?

Woody Allen said "*...the world is run by people who show up. When you talk to any successful person, they all say that in life, there are either results or excuses.*"

Which will be you - 6 months from now?

If you would like some step by step help and hand holding - as to what you need to do next to start a successful web business - my advice is to [click here](#).

You will be introduced to a free 5 part video course from a man who has been Voted the #1 Internet Marketing Coach for the last 3 years.

I hope you have enjoyed this short eReport - and I wish you every success in creating your own successful online business.

My best to you,
Candace Williams
www.internetmarketigwisdom.com

PS - Don't forget - you can access this free video course by [clicking here](#).

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