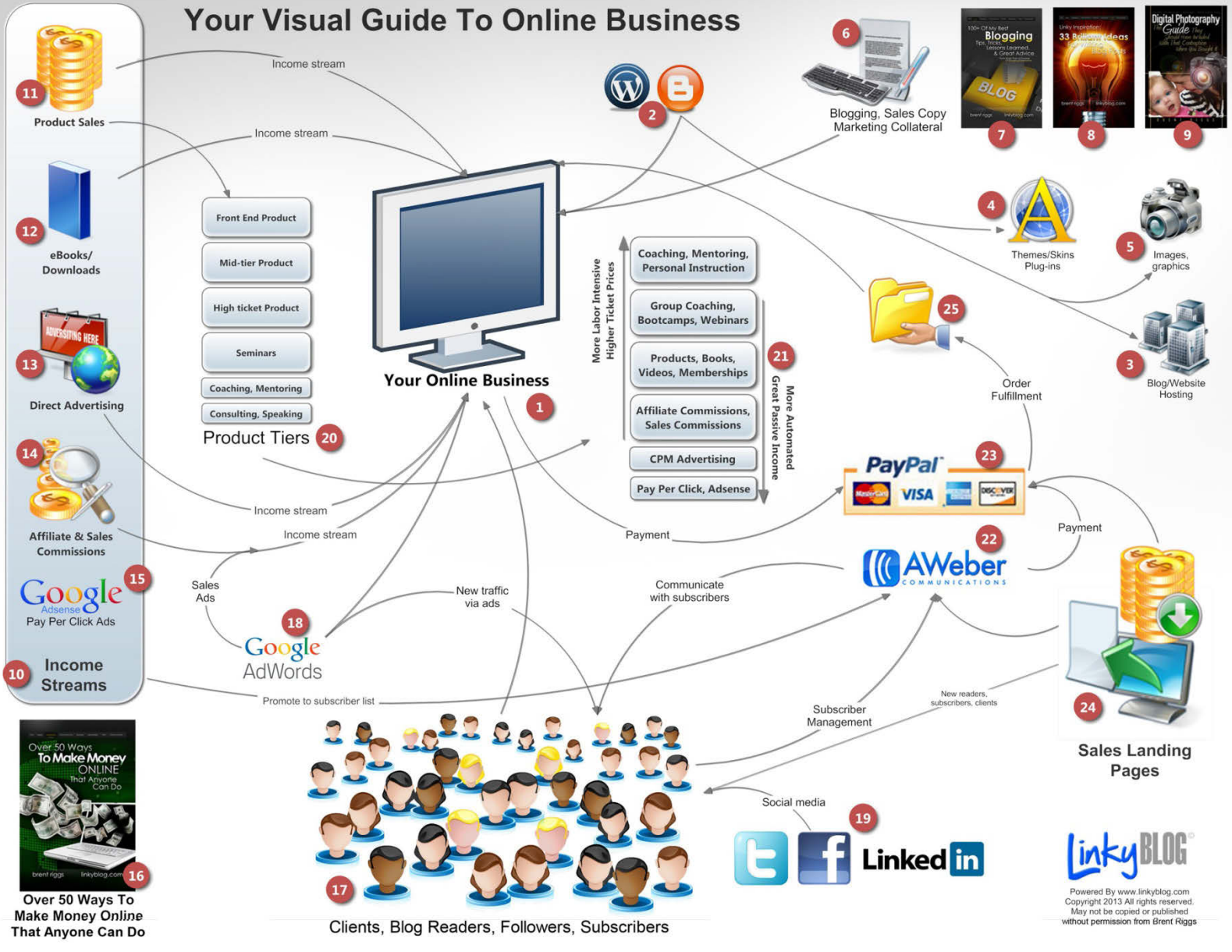
Your Visual Guide To Online Business



You can find all my books and resources here:
http://www.brentriggs.com/stuff

Check out my sites and blogs:
Linky Tools | Linky Followers | Linky Blog
BrentRiggs.com | RiggsDesignWorks

I have used Arvixe hosting for years,
and recommend them to all my clients and
subscribers for website and blog hosting:

Powered by:

Your Visual Guide to a Profitable Online Business

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Here's all the legal stuff I have to say because we live in a lawsuit happy world:

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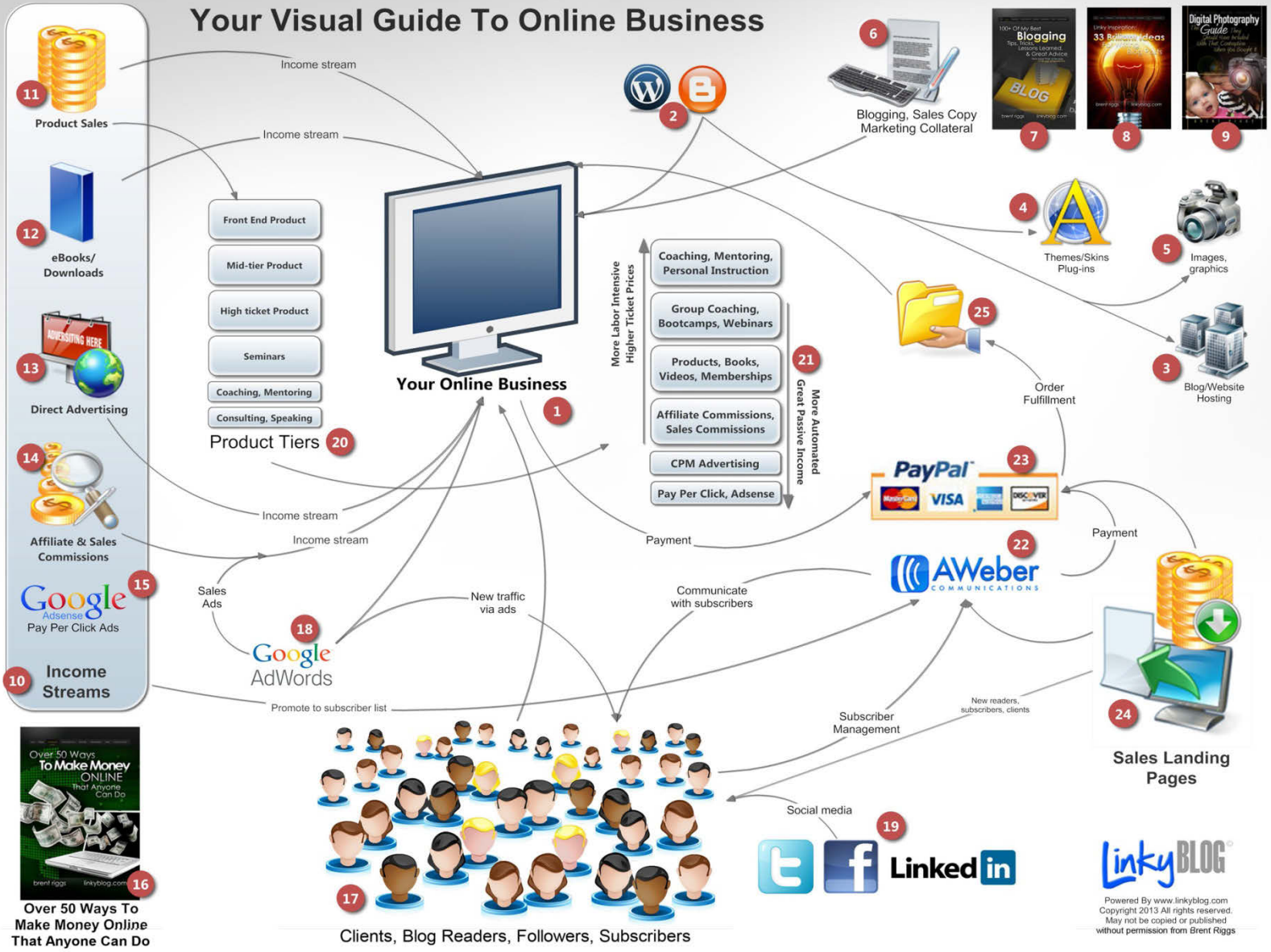


A Personal Note

We live in a new business era built on technology. We live in a time when economic and political philosophies are causing it to be harder to make income and secure wealth.

But we also have the greatest opportunity for passive or supplemental income we've ever dreamed about: the Internet. "Online business" is the frontier of home-based business, side business, and the self-employed. The ENTIRE WORLD is literally your buying audience, accessible from a keyboard sitting at your kitchen table. It's mind boggling.

I started on the Internet primarily as a writer before it was called "internet." A couple of years ago, I turned my attention to "online business" and have learned how to generate income from a wide variety of revenue streams. My "side" income from passive 24/7 online business projects now exceeds my income as an employee.

I'm just an average Joe. I did it, so can you, and I'm going to teach you how. It's too much to squeeze into one small book so you need to make sure you are signed up at **www.linkyblog.com** where you'll find tons of great information about online business, passive income, blogging, and personal finance in general.

I know you've seen (or will see eventually) lots of folks out there offering wild claims and schemes about making money online. 99% of them have one thing in common: the only money they have ever made online is selling you "how to make money online" products. There are a handful of us who have actually built online businesses that produce income from a wide variety of projects, products, and techniques, with our "how to make money online" information simply being a byproduct of that success. Even if it's not me, find someone who has TRULY been successful making online income in many different ways, and learn from them. Ignore the rest. You're just a sucker to them, perpetuating the cycle.

Because I genuinely want people to succeed… because I genuinely believe "online business" is doable for everyone… because I believe that the Internet is big enough to let us all play together… and because I believe we are living in a time politically and culturally that demands we bring in income from multiple sources and not just depend on a job, **I have dedicated this year to teaching anyone who wants to learn, all my secrets, lessons learned, and ideas about how to make good money with an online business.** The center of activity will be: www.linkyblog.com.

Blessings,

brent@brentriggs.com | www.linkyblog.com

Your Visual Guide to a Profitable Online Business

Setting up an online business or turning your blog into a business can seem daunting when you are all of a sudden confronted with so many new terms: hosting, e-commerce, marketing, landing pages, subscribers, advertising, pay per click, affiliates, etc. It is pretty easy to go find the definition and some information about any single one of those terms but how they all fit together?

Over the past 20 years, I have taught and trained literally thousands of people in a variety of capacities. I was a drill sergeant in the Army, I worked for Lockheed and NASA, I taught network administration as a Microsoft certified engineer, I was a senior instructor in a large technology training company, and I've created countless demonstrations and e-learning modules. I tell you that only to give you confidence in my experience with regards to taking multifaceted complex topics and being able to present an overview and explanation that allows the learner to see how everything fits together as a cohesive whole.

The one thread that runs through the last 25 years of my experience has been that I have always done graphic design. This visual guide combines that graphic-design experience with my teaching and training experience to give you a visual overview and explanation of the entire online business model. I have taken the most common aspects and put them into this info graphic for you. While there may be other services or elements that I have not mentioned here, I am presenting you with the most common and proven - in my opinion.

"Online business" can take many forms and is only limited by the creativity of the business mind. What I'm showing you in this visual guide are the standard, common ways these well-known elements interact together; but, this guide is by no means comprehensive or constraining. It is meant to give you a general overview and understanding of how all the pieces work together so that you do not feel overwhelmed or undereducated about your online business.

Note: you'll often hear me either state "online business or blog" phrased together. The reason is this… It is very common to have a blog as the central focus of an online business. Many people start with a blog and after they build up some traffic (popularity) they begin to monetize it and turn it into a business. A blog does not have to be an online business, but an online business does not have to be a blog either. An online business may consist of a simple brochure-type website or a storefront that may not have a blog. I often hear other writers assume that a

blog is your online business and your online business is a blog, but this is inaccurate. While I don't want to wear out readers by always having to state "online business or blog," I did want to explain this to you before we get going so that throughout this visual guide whether I say blog or online business you understand the context in which it is presented.

Also, you will find links to services and sites that I recommend throughout this guide. Many of those are affiliate links that I make a few bucks from (one of the online business techniques I teach you). I never recommend a site that I don't use or put my 100% confidence behind. In other words, I do not just recommend them so I can make money. I recommend them because I believe in them.

Send Me Your Requests and Questions and I Will Continually Update This Guide

Email me (**Brent@BrentRiggs.com**) with your requests to add content to this guide or with your questions and I will continually update it. Of course you will get the newest version anytime you request it. You can find the online interactive version of this guide here: **http://www.brentriggs.com/visual_guide**.

1. YOUR ONLINE BUSINESS

The term "online business" means a lot of things to a lot of people. Most of the time, their definitions are wrapped around their own personal experience or the way they do things. For the

purpose of this visual guide, what I mean by "online business" is any method or model used to generate income via the Internet.

For a lot of people that starts with a blog. They set up a blog, create content, generate traffic, and then figure out a way to monetize the whole thing. It might be through advertising, selling products, or providing a service to their blog readers. While a blog is often the central focus of an online business, it is not by any means the only way.

Other forms of online business include storefronts, business websites, "landing pages" (these are single-page websites that basically are an advertisement for a product or service), membership sites, and services and products sites (Linky Tools is a good example of a service site). There are really no constraints other than your imagination as to how you can do business online. Any repeatable way that you can create value for others (for which they will exchange money) is a legitimate online business.

The Internet provides a remarkable new opportunity that has never existed before. First of all, you have a worldwide market. You literally have every customer across the entire globe that can access the Internet. In the past, traditional businesses would start out usually building up local clientele, then regional, and then successfully moving to a national or international presence. All of this required vast amounts of money and time. The Internet has made the global market available to you instantly via keyboard. It's mind-boggling.

It used to require a large capital investment to get even a modest business off the ground. The Internet has removed the investment barrier. It is simply amazing that you can start up a real global business with such a very small amount of initial financial risk. The amounts vary depending on the type of business you are considering; but, taken as a whole, the startup cost of an online business is a tiny fraction of what it used to be for traditional business.

Another amazing development that has come with the Internet is the idea of branding and image. The Internet is the great equalizer between the small guy and the big established companies. The Internet allows you to create an established image and an appearance of being "big" regardless of how new your company is or if you run it from your kitchen table still dressed in your pajamas. It used to require truckloads of money, advertising, and

public relations to build up this kind of credibility and image.

The sum total of all this is that you can now start an online business quickly, inexpensively, and have an entire global market at your fingertips. It is an unprecedented and jaw-dropping opportunity to create supplemental income or even a full-time career. Given the minuscule risk and the monumental potential, the only thing that surprises me is the number of people who still have not taken advantage of this first-time-in- history opportunity.

It is not a get-rich-quick scheme, and it is not for the lazy or unmotivated… The business arena never has been. But if you are willing to work hard, persevere, overcome obstacles, and push through difficulties, an "online business" can most certainly be a very profitable and rewarding adventure.

One book I highly recommend is "**100+ Of My Best Blogging Tips, Tricks, Lessons Learned, & Advice**" which gives you a decade of my experience at your fingertips. Each of the 100 things I present to you in this book come with an explanation that will allow you to methodically improve every aspect of your blog or website. I consider it my most valuable educational tool that I offer to my audience.

2. WORDPRESS & BLOGGER

If you're going to use a blog as the central part of your online business, there are many blog platforms available. The two most commonly used are Blogger.com and WordPress.com.

Generally speaking, Blogger.com is used by more people for personal blogs and casual blogging. That is not to say that Blogger.com is a bad choice for a business blog, but as a whole most professional bloggers recommend WordPress. One reason is that Blogger.com does not have as many features and add-on extensions as WordPress.

WordPress is far and away the most popular choice for professional bloggers and online business. The WordPress platform is not just for blogging. Many complete business websites are built using the WordPress software, even if they do not include blogging on the site. There is a huge amount of additional software and plug-ins available to extend the capability of WordPress. WordPress seamlessly integrates with most of the

popular e-commerce software and payment systems as well as many affiliate and other income-producing techniques such as Google AdSense.

WordPress.com offers a free WordPress blog and hosting, but it comes with limitations that you do not want to be constrained by if you are going to start an online business. Go ahead and get good WordPress hosting (I recommend **Arvixe.com**, a great company, **get it here**) so that you will be in total control of your blog and have no limitations imposed on you such as those you will find on the free WordPress.com hosting.

While this visual guide is not intended as a step-by-step tutorial or instruction in WordPress, I will share with you the basic steps to setting up a WordPress blog and hosting so that you can get your online business off the ground if you have not started yet.

- Go to **Arvixe.com**, sign up for WordPress hosting account, and register your domain name. You can do both of these things in the same initial sign-up process.

  A domain name should be something related to your online business or however you want to brand your business. My blog domain is www.linkyblog.com because it is the blog for all of my Linky sites. Your domain name might be something like "fantastichomecrafts.com" or "myworldclassrecipes.com"... Whatever fits your business.
- Once you have signed up for your hosting, follow the instructions on how to install WordPress. It's very easy and you just follow a step-by-step wizard.
- After you have installed WordPress, choose a theme. You will have received instructions on how to log into your WordPress administration area. Inside your WordPress dashboard, you will find a place to choose themes. (It is beyond this visual guide to teach you everything about using WordPress. There is a lot of great help and tutorials available inside of WordPress on your dashboard. To learn how to use WordPress, read through the help information and watch the basic tutorials.)
- Now that you have installed WordPress and chosen your domain name, go to the plug-ins page in your WordPress dashboard, and install some of the more common and useful plug-ins.

  Here are a few of my favorites: WordPress jet

pack, opt-in skin, SEO Smart Links, CodeGuard, Print Friendly and PDF, and Premise. You don't need to run out and get all of those immediately, but I have found in my experience that those are some of the more useful plug-ins that you want to investigate to help you with managing your blog and expanding your online business.

Those are just the basics of how to get your WordPress blog set up. The other things you will do with your blog related to online business are discussed in other parts of the visual guide.

3. BLOG & WEBSITE HOSTING

Your business blog or website will need hosting. Yes, you can get a free blog at Blogger.com or WordPress.com but these come with limitations you don't want to mess with as you get your business off the ground. While you always want to save money wherever possible, being a cheapskate in some areas will come back to bite you. Hosting is not very expensive, usually only a few dollars a month, so don't cut corners on hosting.

I recommend **Arvixe.com** to all my clients and readers. I have been using them for years and spend thousands of dollars a year on servers, hosting, and other services they offer. You will find great hosting at a great price; and even better, their customer service is responsive and always there to help. Their customer service is what won me over as a lifetime customer. When you need help, there are several ways to contact them and I have never had a problem they have not jumped on and solved very quickly.

Arvixe.com is a high-quality, reliable, and great hosting company. I cannot give you a higher recommendation for hosting.

I also cannot urge you enough to make sure you avoid the temptation of free hosting because you will regret it.

Find a reliable hosting company and invest a few bucks a month. **Arvixe.com** is a great choice.

4. THEMES, SKINS, & PLUG-INS

There is no excuse for an ugly or amateur-looking website that does not work well visually. Blogging software has become very mature and feature-rich over the past decade. For very little investment, often free, you can get a world-class design, complete functionality, and a dizzying array of additional capability through the use of themes, skins, and plug-ins.

A "skin" is usually referring only to the visual aspect of the blogger website. Much like the human skin, it is what you see on the outside and does not refer to what is going on underneath it. So when you hear the word "skin" with regards to a blogger website, it is normally talking about graphics, templates, and visual elements. There are lots of "skins" available for any type of blog, along with an army of graphic designers who will inexpensively create a skin for you. As I said, there is no excuse for an amateur or ugly blog or website these days. There are just too many products and designers available at very inexpensive prices.

When you are talking about WordPress.com or Blogger.com, the "skin" is wrapped up in the term "theme." A theme involves both the graphic design and the internal functionality of the blog. When you choose a theme or have a theme designed, it will take into account both the visual design and all of the features and functionality built into the blog (additional features and functionality can be added by using gadgets, widgets, or plug-ins, whichever term applies to your particular blog platform). So keep in mind that a theme is both functionality and design when you are choosing one.

There are many companies out there that develop themes. Two of my favorites are **WPZoom.com** and **ElegantThemes.com**. They offer a wide variety of feature-rich functionality and world-class design. Choosing one of these themes can give you an instant head start with your blog; themes like these used to take weeks or months to develop. You simply buy the theme, install it, and it is all set up ready to go. Amazing.

Plug-ins are items that you install to add new functionality to your blog (Blogger.com calls these

gadgets and other blogs platforms might refer to them as widgets). WordPress.com by far has the most available plug-ins and there are thousands of them to choose from. Each plug-in adds a new feature or capability to your blog. Caution: because plug-ins are developed by individual programmers, you want to be sure and test each plug-in one at a time as you install them rather than installing several without testing. Make sure they are compatible with your existing plug-ins and do not cause any unforeseen effects or bugs. Of course you can always uninstall any plug-in that causes you problems. For the most part, plug-ins work really well and are a great feature for extending the capability of your blog. Some of my favorite WordPress plug-ins include: WordPress jet pack, opt-in skin, SEO Smart Links, CodeGuard, Print Friendly and PDF, and Premise.

5. IMAGES & GRAPHICS

Similar to themes, with the availability of inexpensive images, graphics, and easy-to-use photography equipment, there is no need to have an ugly or amateur-looking blog or website today. There is no faster way to destroy the visual appeal of your site than to use cheesy clipart (as opposed to great high-quality clipart) or crummy images. Crummy images can come from low resolutions, bad lighting, poor cropping, and many other photographic mistakes.

There are less expensive services like clipart.com that have decent images and graphics but not world-class. A service like **istock.com** is more expensive but their images and clipart are nothing short of stunning.

We live in an age where visual design and imagery has reached a high level of quality. You may not be able to produce these images or artwork yourself, but that is no excuse to junk up your blog with visuals that send a clear message that either you are not serious about your business, or you refuse to invest in your own business by getting quality images. Either of those clear signals make a statement about your credibility and will absolutely influence people considering spending their money with you.

Make use of the many inexpensive and high-quality image and clipart services that are

available so that you can present yourself in the most appealing and professional way possible on your blog or website.

Caution: be careful about copyright issues. Many new bloggers think that every image or piece of artwork they can find on Google is available for them to use. That is a myth that can cost you a lot of money and legal costs. When you use an image and clipart service, you can feel safe that you are not in copyright violation. When you simply grab an image from someone else's site or Google, most likely you are violating copyrights. When in doubt, contact the owner of the image or artwork and get permission to use it.

6. BLOGGING, SALES COPY, & MARKETING COLLATERAL

Whether you blog or not, having an online business requires a lot of writing. You will write sales copy, marketing material, customer service replies, as well as emails and other correspondence.

It is to your benefit to either hire a professional writer or continually work to educate yourself and improve your own writing skills. Writing is like lifting weights, the more you use your writing muscles the better you will get at it.

Don't try to reinvent the wheel every time you need to write something. If you need inspiration or ideas about blog posts, check out books like my "**33 Brilliant Ideas for Writing Blog Posts.**" If you need guidelines or creative motivation for writing sales material, then look around at other online businesses that are involved in the same market as you.

Find out what they are writing and how they write it. There is a lot to be learned from your competition.

Always have someone proofread your business material before it goes public. There is never quite so loud a message as the one sent by poor grammar, typos, and misspelled words.

7. 100+ OF MY BEST BLOGGING TIPS, TRICKS, LESSONS LEARNED, AND GREAT ADVICE

Over a decade of experience and advice in one book! **Purchase here…**

In this book, you will find a compilation of my best tips, tricks, lessons learned, and advice about blogging specifically, and indirectly about doing "business on-line." Each item is explained and discussed.

I have been blogging and running websites for almost 20 years. It has been amazing to watch the internet evolve. What is even more amazing is that anyone, INCLUDING YOU, can blog and make some real income from it.

It has become my joy and passion to share the lessons I have learned with the next generation of individuals, professionals, moms and dads, and friends, so that they can tap the immense and nearly incomprehensible opportunities that the internet represents.

The individual "tips" in this book are meant as both a compilation and as standalone tips. They can be read all together, or one at a time as you implement them.

Over 100 quality mini-blog posts... plus some bonus tips at the end! **Purchase here…**

8. 33 BRILLIANT IDEAS FOR WRITING BLOG POSTS

Tips and instruction on how to brainstorm blog post ideas and a list of 33 brilliant blog topics. **Purchase here…**

Never Get Blogger-Block Again!

Bloggers and writers get stuck. And tired. And sick. And bored. It is often hard to come up with something fresh and original. It is. Trust me. It is.

In order to have a successful blog, you are going to have to routinely dream up new, high-quality content. Every blogger is going to battle writer's block at some point. I have been there and continue to have days where I sit down at the computer to share some of

my fresh and unique thoughts . . . but there are not any.

The techniques, methods, and list of inspiring ideas I am going to share with you in this book have been helpful to me, and I know they will get your creative juices flowing on the days you need a little brainstorming boost. **Purchase here…**

9. DIGITAL PHOTOGRAPHY GUIDE

The Guide They Should Have Included with that Contraption When You Bought It

Whether you have got a pocket digital or a DSLR you still have not figured out... this is the digital photography guide you have been waiting for. **Purchase here…**

In this fun and extremely useful guide:

- I explain digital photography in a way you can actually remember and use.
- I give you JUST what you really need to know.
- I tell you the basics RIGHT NOW so you can start shooting better photos by lunch time… probably amazingly better.
- I help you save money by giving you the skills to do family portraits, senior pictures, baby photos, and event shooting.

Here is a taste of what you get:

- A Quickstart Guide so you can try something besides Full Auto before lunchtime.
- Clearly communicated, simple definitions for all those fancy $12 technical terms you want to understand.
- Tips, tricks, and plain instruction for taking GREAT photos.
- How software can make your photos even better.
- All sorts of stuff you wish someone would have told you when you bought your camera (but did not).

Lots of images, visuals, and graphics for you to learn from. **Purchase here…**

10. INCOME STREAMS

An income stream is simply defined as any technique or method you are using to generate income. It is well beyond the scope of this visual guide to cover the entire topic of income streams or the dozens of ways that you can generate income from an online business. Be sure to check out my book "**50+ Ways You Can Make Money Online**" for a more detailed look at this topic.

This is not attempt to simply tease you into buying something else and not giving you good information. It's just too big of a topic to cover in this guide. Here are some topics I cover in that book that will give you some general direction:

- A List of 50 Ways to Make Money Online
- CPC Ad Networks
- Affiliate-Product Sales
- Direct-Ad Sales
- Product Sales
- Donations
- Downloads
- Membership Packages
- Sell Your Services
- Reviews
- Consulting and Coaching

Those are all "income streams" that virtually anyone can set up and build into a business. In my opinion, the real secret is to have MANY income streams. That way you have more sources of profits coming in, and you are not relying on one single source that could dry up.

11. PRODUCT SALES

Product sales include any type of tangible goods or services that you sell online. It does not matter whether you create them, keep an inventory, drop-ship from a supplier, or are a distributor for another company; any tangible item or service that ends up in the buyer's hands is considered a product for your online business. In a sense, your electronic items such as e-books or videos would be considered products as well although I will touch on

them separately. When you read about multi-tiered products or passive income, please keep in mind that when I mention "products" I am including your electronic items as well.

There is really no way to define specifically what a product is. It can be anything your client is willing to exchange money for; whether tangible, electronic, or something in the service arena. Sometimes your expertise or involvement is your product. Whatever someone online is willing to send you money for is your "product."

12. EBOOKS & ELECTRONIC DOWNLOADS

Your electronic products are anything that can be delivered via download or email. It might be e-books, audio, video, or other types of electronic information that the buyer can retrieve via a link, webpage, or email message you send them.

E-books have become an extremely popular online business product because they do not involve the high costs of printing or carrying an inventory. E-books can be informational, entertainment, business oriented, or for training purposes. There really are no limitations on what an e-book can contain. If you can write something or display something in electronic form that someone is willing to pay you for, then that becomes an electronic product.

More and more I am seeing audio and video products that are taking the place of e-books. Someone buys access to the multimedia item and you send them a link to view it online. Electronic products are easy to create, inexpensive to store or deliver, and usually require virtually no upfront capital investment other than blood, sweat, and tears. If you have expertise or experience in a given area, an electronic product could be the start of your online business.

This visual guide is an example of an electronic product.

13. DIRECT ADVERTISING

There are many forms of advertising in online business. Direct advertising is the display of advertising on your blog or website where you have directly secured the advertising and payment from the client (as opposed to dynamic advertising

where you have no involvement with the advertisers - such as Google AdSense).

Direct advertising can take the form of text links, badges, banners, or even advertorials. It is your blog or website so the only rules that apply to displaying direct advertising are the rules you make up. You can decide on any arrangement or agreement with an advertiser who is willing to pay for real estate on your blog and for exposure to your audience.

The upside to direct advertising is that you get to control the pricing and keep all the profits. The downside to direct advertising is that you have to go out and sell the advertising yourself or pay someone to do it for you. You also have to deal with the formatting and displaying of the advertising material (whereas a dynamic advertising system like AdSense simply involves putting a line of code on your site and they control everything else).

14. AFFILIATE SALES & COMMISSIONS

Affiliate sales and sales commissions are when you sell someone else's product or service and they pay you for doing so. Sometimes they pay a flat fee, and sometimes they pay you a percentage. Sometimes they will pay a higher percentage if you are a higher volume seller. Each affiliate or sales-commission program has its own rules and payment structures, so be sure you are familiar with each different program you sign up for.

If you are unfamiliar with affiliate programs, here are some conceptual examples:

- Blog hosting companies pay you a commission to recommend and link to their service.
- An author who has an e-book offers you an affiliate commission to display his book on your blog or for you to review it to your readers.
- A tax-preparation service pays you a flat fee each time someone clicks on their banner on your blog, and signs up for a

service the tax preparer offers (typically they must get paid by the new client before you get paid).

For each site, service, or product that you buy (and that you are comfortable recommending), go to their blog or website and look to see if they have an affiliate program. Most of the time this involves signing up for the affiliate program and then displaying some sort of advertisement, link, or marketing material in order to drive customers to their product via your affiliate link.

If you are not capable or motivated to create your own products, affiliate products and sales commissions are great ways to generate income online.

15. GOOGLE ADSENSE

If you are looking for a flexible, hassle-free way to show relevant and engaging ads alongside your online content and make money, Google AdSense makes perfect sense. You can easily show AdSense ads on your website, mobile sites, and site search results.

You will see the term "CPC" which stands for Cost Per Click. This is probably the most popular way to start monetizing on your blog. One of the most-used CPC ad networks is the Google AdSense Program.

It basically works this way: Google puts ads on your blog and whenever someone clicks on those ads, you get some money. Cool, right?

Let's take a look at the benefits of signing up with Google AdSense. The program only puts relevant and engaging ads on your website so you don't have to worry about them cluttering up your workspace. Also, since the ads have a lot to do with your content, you are actually helping out your readers by providing relevant resources for them in a convenient manner.

For example: your blog is about training and taking care of dogs. The ads that Google will place will be those that are in line with your blog entry for the day. Let's say your blog post is about giving dogs a bath. Google will put ads for dog shampoo or dog soaps on your page. This will be of great help to your customers who no longer

need to search out where to find supplies for bathing their dogs. It's a win-win situation.

Google AdSense works with millions of advertisers. This means that they have the ability to hook up only the right kind of ads for your blog. There is a greater chance for revenue because you are already driving the right audience to your blog. There is a higher probability of them clicking on those ads. Here's another cool thing: you have a good amount of control over which ads go into your website. You are not helpless to an onslaught of irrelevant Google Ads. You get some ability to decide which types of ads can go on your site and which cannot (but it's not 100% control).

You also get detailed metrics and analytics reports in order to fully maximize your ads. When you get started, you may find that you are making only a few cents per week. By incorporating a few tips and techniques, you will see that you can greatly increase your profits.

Caution: keep in mind that when you display ads on your blog, you are implying your approval or recommendation of those ads. The downside to Google AdSense is that you are not always in TOTAL control of what ads appear. If something is displayed in a Google AdSense block that offends your readers or contradicts the message of your online business or blog, then obviously that is a concern. Only you can decide whether not AdSense makes sense for your business.

16. OVER 50 WAYS TO MAKE MONEY ONLINE

We live in a new business era built on technology. We live in a time when economic and political philosophies are causing it to be harder to make income and secure wealth.

But we also have the greatest opportunity for passive or supplemental income we've ever dreamed about: the Internet. "Online business" is the frontier of home-based business, side businesses, and the self-employed. The ENTIRE WORLD is literally your buying audience, accessible from a keyboard sitting at your kitchen table. It's mind boggling.

I started on the Internet primarily as a writer before it was called "internet." A couple of years

ago, I turned my attention to "online business" and have learned how to generate income from a wide variety of revenue streams. My "side" income from passive 24/7 online business projects now exceeds my income as an employee.

I'm just an average Joe. I did it, so can you, and I'm going to teach you how. It's too much to squeeze into one small book so you need to make sure you are signed up at www.linkyblog.com where you'll find tons of great information about online business, passive income, blogging, and personal finance in general.

Because I genuinely want people to succeed… because I genuinely believe "online business" is doable for everyone… because I believe that the Internet is big enough to let us all play together… and because I believe we are living in a time politically and culturally that demands we bring in income from multiple sources and not just depend on a job, I have dedicated this year to teaching anyone who wants to learn, all my secrets, lessons learned, and ideas about how to make good money with an online business.

I start by going over a reference list of 50+ ways you can make money online; then follow with a more detailed look at ten of the more popular options. **Purchase here…**

17. CLIENTS, BLOG READERS, FOLLOWERS, AND SUBSCRIBERS

Clients, Blog Readers, Followers, Subscribers

For most online businesses (especially those that center around a blog), each person who becomes involved with your blog is usually one of these things: client, reader, follower, or subscriber.

Clients are those people who open their wallets to you and purchase a product or service. Readers are the folks who come to your blog to consume the content and information you create. Followers are typically those who also link up with you on social-networking sites such as Facebook and Twitter.

Subscribers are the ones who give you their email address so that you can communicate with them with their permission; typically, this involves sending out an email notification when you have posted new content on your blog or an occasional email about a new product or service you are offering.

If you're creating an online business or monetizing your blog, obviously you understand the importance of having people not only find you but become loyal and repeat visitors. This is your market, your target.

You never want to take your readers/clients/followers/subscribers for granted, scam them, or in any way take advantage of or abuse their loyalty. There are 40,000 bazillion blogs and Internet sites screaming for their attention; if, at any moment they do not feel appreciated or taken care of they will rightfully move on and find someone else.

When growing your online business, avoid the temptation to make a few bucks by offering junk to your crowd. It is not worth it. Also avoid the temptation of constantly soliciting them. No matter how good your content is, if you are bombarding your subscriber list with a constant flow of solicitations, you will wear them out and run them off.

Based on my personal experience and gut feeling (without any official supporting statistics), my advice is to have at least 10 communications of high-quality, valuable, useful, and free content for your readers for every one solicitation you put in front of them (a 10-to-1 ratio). When you do solicit, make sure that it is for an equally high-quality and useful product or service. The goal is to leave each person feeling like they are actually glad you made them aware of that product or service.

If you can build this kind of loyalty and trust with your audience, you will come to find them opening up their wallets as soon as they see any type of offer from you because they rightly have the expectation that everything you present to them will help them, profit them, or in some way be an advantage to them. They will know that if you recommend something, it is worth every penny they spend.

18. GOOGLE ADWORDS

Where Google AdSense involves advertisements you place on your blog and get paid for each time they are clicked, Google AdWords is just the opposite. You are creating ads for your own products and services to appear within Google AdSense. You pay Google each time your advertisement is clicked.

Your advertisements will be linked to your products, blog, or landing pages depending on how you set up your business model. Here is some information from the Google AdWords site:

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Your ad appears beside relevant search results.

You create ads and choose keywords, which are words or phrases related to your business. Get keyword ideas.

Your ads appear on Google… when people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers… People can simply click your ad to make a purchase or learn more about you.

Expand your reach through the Display Network

With hundreds of thousands of high-quality websites, news pages, and blogs that partner with Google to display AdWords ads, the Google Display Network can reach users all over the web to help you drive conversions. Choose from text, image, and video formats to communicate your message.

Target the right user in the right context

Using your keywords, Google's contextual targeting technology can automatically match your ads to webpages in our Display Network that are most relevant to your business. For example, an ad for a digital camera may show up next to an article reviewing the latest digital cameras. If you want greater control, use

placement targeting to hand-pick specific sites or sections of sites you want your ads to appear on.

Measure and optimize your results

With the Placement Performance Report, you have visibility into where all your ads appear. Review your ad's performance on a site-by-site basis to see impression, click, cost, and conversion data, and use this data to identify well-performing sites to target more aggressively and low-value placements that require content optimization or exclusion.

19. SOCIAL MEDIA

If you have been on the Internet for more than 10 seconds, you are familiar with social media such as Facebook, Twitter, and LinkedIn. Social media allows you to connect with millions of people on the Internet in a variety of ways. It might be family or friend relationships. It could be hobbies, life experiences, or professional interests.

Social media brings a new aspect and great advantage to online business and blogging. You can promote your business and blog via your social media and in return those who find you with social media can end up following your blog and patronizing your online business.

I always warn people not to abuse or wear out their social media contacts with constant solicitations. If your social-media content is a steady stream of "gimme gimme gimme," you will rightfully discover that multitudes of people will dump you, block you, and un-follow you. Just like you would not abuse a traditional face-to-face friendship by throwing sales pitches at a friend every time you saw them, do not abuse your social-media online contacts with constant advertisements, sales pitches, and self-serving announcements. We have all probably had a friend who tried every multi-level marketing program out there and pitched us every single “join now” speech; do not be that friend with your social-media contacts.

LinkedIn is a social-media network more geared towards professional circles. Twitter is all the rage now, while Facebook seems to be losing steam every day. There is no magic to social media; do not make the mistake of neglecting your blog or business to concentrate on social media instead. If you have a great online business, people will find you whether or not you use social media. But if you drive people to a neglected or poor-quality online business via social media, you will lose them immediately and they will return to their social circles and destroy your reputation.

20. PRODUCT TIERS

Product tiers are simply a way of creating a logical succession of products for your client to purchase. Typically it starts with a smaller lower-priced (or free) item that allows you to build up trust and reputation with the new customer. Then you begin to introduce them to your higher ticket or more involved products and services. That is one way to look at multi-tiered products.

The other view of multi-tiered products is not so much that you try to start a customer at one end, the lower-priced end, and lead them towards purchasing higher-priced items; but it is more of a way to categorize your products and services ranging from the lower-priced more impulsive purchases to the higher-priced more complex and involved products or services.

For example, people might be introduced to your online business through a simple and low-priced product such as an e-book. After they have seen the high quality and value of your products, you may then introduce them to something more extensive like an entire course or set of e-books or informational products. Then you might invite them to a seminar or workshop which could progress into your most lucrative activity: coaching or consulting.

That is just an example. It may not fit your business model or topic so just keep in mind the concept: lower-priced introductory items make it easy for someone to buy something from you so that they will become familiar with your business; if your

products are worth their time and money, you will gain their loyalty. After you have earned their trust, you can introduce them to your more long-term and higher priced items. Unless you are selling items that are mostly of equal value and have roughly the same amount of customer involvement, you have product tiers whether you realize it or not. If you have them by accident, you can evaluate what you are doing and strategize your product tiers with purpose and a plan. This will maximize the loyalty and amount of investment each new client will make with your online business.

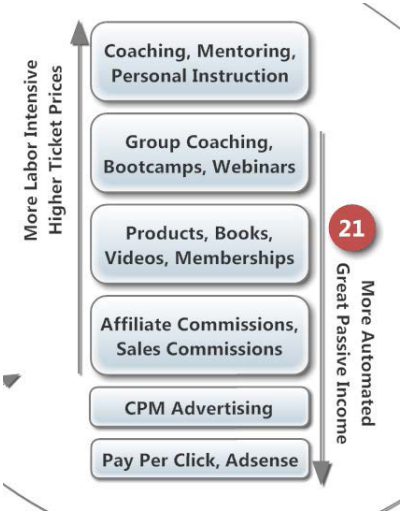
21. PRODUCT ARCHITECTURE

It is important for you to understand how much time and effort is involved with each of your products and services:

- What does it cost?
- How much interaction is involved with the sale of each item?
- How much support should you expect to give each client?
- How likely are you to have refunds and returns?
- Can the sale and delivery of the product be automated?
- Can the product or service generate truly passive income (which means it sells itself with no interaction on your part other than watching the money going to your bank account)?

You have to analyze all these aspects and decide what works for you. Is it worth selling a six-dollar item that is going to cost you three dollars to fulfill, probably result in a fair amount of returns, and a lot of time dealing with the customer?

Do you want a product or service that keeps you tied to a computer 24 hours a day, seven days a week? I have subscriber sites with tens of thousands of members. Before I was able to afford some



administrative help, I was literally tied to email and the Internet 24/7. You cannot ask a person to subscribe to your membership site or service and then expect them to only need help from you on hours that are convenient. It is part of the price you pay for that type of site so you will have to evaluate your priorities and ask yourself if you are willing to make the necessary time commitment.

The ideal type of product or service, the "holy Grail" if you will, is something that is completely automated and involves no interaction on your part. This is truly passive income. It might be the sale of electronic items that are automatically delivered to the client, access to a membership site, or maybe a system where tangible products are purchased and then automatically fulfilled without any effort on your part. The ultimate online business would be one that generates large amounts of 100% passive income - this is absolutely an achievable goal but it takes a lot of hard work and ingenuity.

For most people getting an online business started up, there will be a trade-off between generating the income and needing to spend some of your time supporting your business activity. Some general areas that are likely to consume your time include order fulfillment, customer service, blogging, and continually striving to improve the quality of your online business.

More labor-intensive but typically higher-priced products and services include consulting, coaching, workshops, webinars, video products, and certain types of subscription and membership sites. More passive-type income (typically in much smaller amounts) comes from products such as pay-per-click advertising, affiliate commissions, and electronically delivered products.

One of the great advantages of online business is the ability to do it in addition to your "day job" and create truly passive income. The more successful your business is, the more you will have the resources available to you to automate your business and create even more passive income.

22. AWEBER

Aweber is an email-list subscriber service, and an email-campaign management system. It will automatically take care of people subscribing and unsubscribing to

your email list, send out notifications of new blog posts, automate a campaign of emails to each new subscriber, and allow you to send a broadcast email to one or more of your lists. Here is some helpful information from their website:

Email Marketing Software

Create profitable customer relationships for your business! **Aweber's** email marketing tools like professional email signup forms & autoresponder services make it easy for you to build your email list and stay in touch with prospects.

Find out why over 115,000+ businesses trust our email marketing software to deliver the best results for any size email marketing campaign.

Manage Subscribers

Collecting, managing, and segmenting your subscribers is a snap with **Aweber**.

Autoresponder

Use email autoresponders to deliver a sequence of messages automatically.

HTML Email Templates

Over 150 ready-to-use templates make it easy to create great-looking emails.

Email Newsletters

Create and send professional email marketing newsletters in minutes. Planning ahead? Schedule them for later!

RSS to Email

Our RSS to email tool turns your latest blog posts into an email newsletter.

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I have used **Aweber** for over a decade and it remains the number one choice for serious bloggers and online businesses. **Visit Aweber here…**

23. PAYPAL

PayPal is the most popular payment system on the Internet, one of the easiest to set up, and can have you accepting credit cards and payments within days. You can find fees and rates a little lower, but it is hard to beat the convenience, acceptance,

and features of Paypal. I think it is worth the fees you pay. Here is some helpful information from their website:

Seriously, who knows their credit card number by heart? You can link your bank account, debit and credit cards to your PayPal account so you never have to enter them again.

Pay however you want. You can link your bank account, debit and credit cards to PayPal. Then simply choose which one to use when you pay for something.

Pay anywhere. Choose PayPal at all the places you love to shop... online at millions of sites, on your phone or tablet, and now in-store at a growing number of retailers.

Pay simpler. Instead of taking out a card every time you pay, choose PayPal and be done in a few clicks.

Pay safer. Shop with confidence, knowing that PayPal keeps your financial information private and protected when you shop. You never have to give out your card details because they are secure inside PayPal.

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Paypal is easy to use, trustworthy, and widely accepted. If you are new to online business, I would highly recommend that you work with Paypal.

24. LANDING PAGES

In the online business world, you will hear the term "landing pages" thrown about often. It is really just your sales page or your advertisement online. It is called a landing page because your potential customers "land" there, usually after they have clicked a link you have placed somewhere.

A landing page is simply an advertisement or a sales page for your product. Treat it like you would any advertisement meant to influence a customer into buying your service or product. Make sure there is a very clear method for them to complete a purchase. With the millions of choices people have on the Internet, if you make your landing page boring, hard to figure out, or difficult to use, you will lose your customers before you ever had a chance to get them.

Some online businesses consist of nothing but landing pages. They have no blog or website, they just have products and one or more landing page for each product. Typically these types of businesses will use search engines and other advertising methods to drive traffic to the landing pages.

A blog-centered online business may or may not use landing pages. You may sell your products within the scope of the posts that you write for your blog. Or you may sell them with links and advertising on your blog. If your product is not fairly self-explanatory or directly sold as part of your blogging effort, then a landing page may be necessary in order to get your sales pitch across to your potential customers.

However you decide to use or not use landing pages, just keep in mind that they are sales information and advertising for your products. When you hear the term used on the Internet, it typically means a single-page advertising and purchase website.

25. ORDER FULFILLMENT

Order fulfillment is simply the process of making sure your product (whether physical or electronic) gets to the customer who has paid for it, in the condition that they expect, within the timeframe you have promised.

With electronic products such as e-books, videos, and downloads, the order fulfillment is usually automated and immediate. As soon as the customer makes payment, they are redirected to a page where they can download or view their electronic items.

Physical items have to be prepared for shipping and then shipped out. Be sure you have clear-cut

guidelines for product returns and refunds. When you are dealing with physical products, you may have to consider whether or not you want to deal with the hassle of international shipping and/or some of the scams and crime from certain countries.

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Send Me Your Requests and Questions and I Will Continually Update This Guide

Email me (**Brent@BrentRiggs.com**) with your requests to add content to this guide or with your questions. I will continually update this guide. Of course to you will get the newest version anytime you request it. You can find the online interactive version of this guide here: **http://www.brentriggs.com/visual_guide**.