



BUSINESS MODELS



RESOURCE CHEAT SHEET

Ready to start earning money online and to become a successful internet marketer?

This resource cheat sheet gathers all the most useful and important tips into one place, along with all the different tools and resources you'll need. It's conveniently split into 8 sections for you too, which correspond to 8 different simple business models.

Building Your Blog

A blog will be useful no matter what type of business model you eventually decide on – but stick adverts on it and it can also be a money maker in its own right.

To create your blog, you'll need two main resources:

WordPress (www.wordpress.com)

And a hosting platform like **BlueHost** (www.bluehost.com).

Use WordPress to create a simple website quickly and easily and then start adding content to it.

To promote your site you'll use:

- SEO – Which means using keywords through about 1-2% of your content and then building external 'backlinks'
- Social Media Marketing
- Influencer Marketing
- Content Marketing

Creating a Digital Product

This means selling something like an eBook or a course. You can do this by writing them yourself or by outsourcing their creation via a site like:

UpWork (www.upwork.com)

or **Elance** (www.elance.com)

You can also find writers through webmaster forums.

Once you've done this, you should create a sales page for your website and add persuasive copy to encourage people to buy. You can build a sales page very easily with the excellent **OptimizePress** (www.optimizepress.com) theme for WordPress. This is the reason we used WordPress – it keeps everything simple.

Affiliate Marketing

This means selling *someone else's* information product and keeping commission. Often up to **100%** of the full price!

To start doing this you need to join an affiliate network and find a product you want to promote. Popular affiliate networks include:

JVZoo (www.jvzoo.com), **Commission Junction** (www.cj.com), **ClickBank** (www.clickbank.com), **WSOPro** (www.warriorforum.com/warrior-special-offers/).

From here, you then get an affiliate link which will send people to the checkout and leave a cookie on their computer showing that you sent them.

Now you can add that link to your posts, your sales page or even to physical flyers and generate income! Choose wisely though when selecting a product!

Note that you can also sell physical products as an affiliate and the best way to do that is through the **Amazon Associates Program** (<https://affiliate-program.amazon.co.uk/>).

CPA

CPA stands for 'Cost Per Action' and is a system that works very similarly to affiliate products. Basically, you publish adverts on your website and those adverts pay out when someone clicks on them and then goes on to 'take action' by buying a product or signing up to a mailing list.

Once again, you need to join up to a CPA network to get started. The popular choices this time include:

Max Bounty (www.maxbounty.com), **PeerFly** (www.peerfly.com), or **Clickbooth** (www.clickbooth.com).

The hardest part here is going to be getting accepted by the network. To do this, just make sure you have a professional looking website.

Software

Instead of selling a book, you can also sell software. This is more difficult to develop but is more inherently able to offer value.

One way to do this is to create an app. Keeping this simple is a great way of ensuring maximum success. Making an Android App is easiest. Visit **Android Developers** (<http://developer.android.com/index.html>) to get started.

Alternatively, you may want to create a SaaS business model – Software As A Service.

Examples of companies that have done this well include: **Match.com** (www.match.com), **Dropbox** (www.dropbox.com) and **Evernote** (www.evernote.com). This is a big undertaking however.

Membership Site

What's easier is to create a membership site. Here, you will earn money by putting some of your best content behind a paywall and getting people to sign up.

You can do this by simply installing WordPress plugins. Good ones are:

AMember (www.amember.com)

And **MembershipMouse** (www.membershipmouse.com).

Membership sites provide recurring and predictable income and help you to make more money for the lifetime of a customer. However, you also don't need to worry about developing complex web apps – win-win!

Good examples include **Longecity** (www.longecity.org) and **Lynda** (www.lynda.com).

You can also create paid content for **YouTube** (<https://support.google.com/youtube/answer/3249127?hl=en-GB>) which nicely handles all the complex parts for you!

eBay

You can make money simply by selling products on **eBay** (www.ebay.com) and one way to do this is by selling things you make if you have any skills in DIY. You can sell anything from jewelry, to woodwork, to stuffed toys. A site particularly geared to this that is similar to eBay is Etsy (www.etsy.com).

Another option is to buy products in bulk from wholesalers and then to increase the price as you sell them off individually!

Drop Shipping

Finally, drop shipping allows you to sell physical products without having to stock them or deliver them.

You don't have to let your customers know this is what you're doing, so you seem like other online store. Meanwhile, you can sell anything you like with none of the usual challenges involved!

To do this, you'll need to find a wholesale directory. Two good examples are:

Alibaba (www.alibaba.com)

And **Worldwide Brands** (www.worldwidebrands.com)

Choose Alibaba for preference as that one is free!

Another tip is to create an ecommerce store. This is a digital shop that you can use to list your items, show your stock and automate sales.

One good example is **WooCommerce** (www.woothemes.com/woocommerce/) which has the advantage of being a WordPress plugin, thereby enabling fast and easy installation (we told you WordPress was useful!).

Another option is **Magento** (www.magento.com) which you need to create as a separate standalone site. The advantage of Magento though is that it's capable of stocking more items – up to 50,000 to be precise!

Finally, you can also pick **Shopify** (www.shopify.com) which is hosted – meaning you set up an account and then just link to that from your website.

And there you have it! This list will have walked you through all the resources and steps needed to set up eight different, highly lucrative business models. What are you waiting for?