

# EVERGREEN

## INTERNET PROFITS



RESOURCE CHEAT SHEET

Building an evergreen business is akin to building a house you're going to be living in for years. You need to have a solid foundation in place before you start building your business. You need to invest a lot of time and money if you want your business to start generating profits for you. And you need all the help you can get. Follow the links on this cheat sheet to get a head start on building your business.

## Courses

- **Build A Six-Figure Online Business Selling Online Courses**

<https://www.udemy.com/create-and-sell-your-own-online-course>

Grab Eli Natoli's course if you want a hands-on course on creating and selling your own online course. She will guide you through all the stages of course creation. From envisioning your course – *identifying what you're good at and what the market wants* – to positioning and packaging your course, to targeting and converting your target audience! She leaves no stone unturned in this course so if you want to fast-track your evergreen business, sign up for this course ASAP!

- **Create Your First Profitable Online Business**

<https://www.udemy.com/create-your-first-profitable-online-business>

Getting started is always the hardest. One of the most popular instructors on Udemy, KC Tan's course is geared towards beginners needing to learn the fundamentals and tools to start a profitable online business. He shares various techniques and platforms you can try using as well as mistakes you need to avoid if you want to generate a healthy income stream. When you finish the course, you'll be ready to go in the direction you want to take for your online business.

- **65 Actionable Branding Strategies: 3x Your Traffic**  
<https://www.udemy.com/branding>

Branding is very important nowadays. There's just no getting around it. If you want to establish your brand as an authority and be a trusted name in your niche, then you need to employ different branding strategies. iMarketXL's branding course will not only help put your brand on the map, but you'll also learn different ways to expand your reach and increase sales!

## Websites

- **ThriveHive's Blog**  
<https://thrivehive.com/category/content>

ThriveHive's blog is full of golden nuggets. Go through it for practical and actionable tips on growing your online business. You'll learn different strategies for blogging, marketing your content, branding, advertising, video marketing, social media marketing, and so much more!

- **Sell Courses Online Blog**  
<https://sellcoursesonline.com/blog>

This blog puts all selling-courses related information in one place. Things you'll learn include how to choose the right course platform, how to create a website for your online course, how to build a sales funnel, and how to market your online course. The author creates epic content on the subject, and you will learn a ton of new information – all for free!

# Podcasts

- **Pat Flynn's Smart Passive Income Podcast**  
<https://www.smartpassiveincome.com/podcasts>

Pat Flynn is one of the biggest names in the Internet Marketing industry. His podcast is a top-ranking and award-winning business podcast that has been featured in the New York Times. He's interviewed the biggest names in the industry such as Tim Ferris, Ramit Sethi, Chalene Johnson, Amy Porterfield, Michael Hyatt and Gary Vaynerchuk. You'll learn everything you need to know about choosing the best evergreen business, how to grow it, how to market it and get excellent conversion rates. If you only have time to listen to one podcast in your busy day, make sure you pick Pat Flynn's podcast. You won't regret it!

- **Active Growth Podcast**  
<https://activegrowth.com/category/podcast>

Shane Melaugh, the founder of Thrive Themes and Active Growth, gives plenty of valuable tips in this podcast. Some of the most popular episodes include teaching people how to become more effective entrepreneurs, how to see untapped business opportunities in the environment around you, copywriting, how to make irresistible offers, improving your productivity and motivation, self-development, and so much more. Listen to this podcast to become a better entrepreneur in no time!

- **The Online Course Coach Podcast**  
<https://onlinecoursecoach.com/category/podcast>

Jeff Long's popular online course podcast has helped many people create and sell their first course online. He gives plenty of value to his

listeners, and even his blog is a goldmine, too. He shares valuable tips on how eLearning works, WordPress, marketing, video, and web design. He also interviews other industry experts in his podcast. In past episodes, he's interviewed the Facebook Ads expert Jon Loomer, Cory Miller of iThemes, LearnDash Founder Justin Ferriman, and many more!

## Videos

- **RamitSethi's YouTube Channel**

<https://www.youtube.com/user/ramitsethi>

Best-selling author and marketer, RamitSethi, shares his knowledge on how to grow your online business from zero to launch! His brand actually focuses on teaching people how to be rich, so if you're interested in succeeding like Ramit or his students, then subscribe to his channel. His videos also include teaching people how to become well-rounded entrepreneurs by improving their social skills and changing their behaviors. Self-improvement plays a critical role in your success so check out the playlists on his channel as well.

- **Ask Gary VeeShow**

<https://www.facebook.com/AskGaryVee>

Gary Vaynerchuk is one of the most well-known names in the marketing space. He is a prime example of an entrepreneur engaging with his followers on many different platforms. Originally on YouTube, he has now made this show exclusive on Facebook. He answers people's questions about entrepreneurship, marketing, social media, and many more. If you want to ask something, follow his page and send him a message!

# Book

- **Chris Ducker's Rise Of The YouPreneur**  
<https://www.amazon.com/Rise-Youpreneur-Definitive-Go-Future-Proof-ebook/dp/B079NL1MKN/>

A bestselling author and serial entrepreneur, Chris Ducker knows what it's like to build a business from scratch, grow it to 7 figures, and build a community around it. Chris shows detailed action steps to guide you on your entrepreneurial journey. The book has 3 sections: Building, Marketing, Monetizing. You'll learn how to figure out what to sell and how to position yourself as an authority so people will listen to every word you say. His book will help guide you to becoming the go-to leader in your niche or industry and build an evergreen business that will last for many years.