

The First 7 Days of a Successful Online Business

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The First 7 Days of a Successful Online Business

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Introduction

So you want to start your online business? Well, I think you have made a good choice to learn more. If started and maintained properly, an online business can be very prosperous and rewarding. With an online business, you can determine how much money you earn, which hours you work, and when you take time off. You won't have to deal with a boss, with traffic, or with project deadlines. In short, starting your own online business is a great idea!

However, hundreds and hundreds of people start an online business each day. And most of those people fail. Why? Because they did not learn the basics of how to start their online business successfully.

How do I know this? I know from experience. You see, as a beginner, I started several online businesses over a course of 6 months. And you know what? They all failed! That's right. Every one of them. They failed because I did not know what I was doing. I was too cheap and arrogant to ask for help or pay for any instruction, so my businesses flopped over and over again.

Not until I began learning and practicing successful online business principles from people with experience did my own business began to flourish. Now I have focus. Now I have direction. Now I have a plan. Now I am seeing success. But the problem is that I wasted 6 months of my time. If I would have just learned these business principles that I am going to teach you, I would have saved myself a lot of heartache.

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That is why I started my website – www.YourOnlineBusinessTutor.com. I want to help you through the beginning struggles of starting your Internet business. I don't want you to fail. I want you to succeed. I don't want you to struggle for 6 months like I did. I want you to succeed today.

So in this book, you will learn from my first-hand experience what you need to do in the next 7 days to start your own successful online business.

Day 1

Set Your Goals (And Write Them Down!)

OK. So maybe this is not the ground breaking step that you were expecting. But you know what? The steps to starting your successful online business may not be “sexy”, but they are absolutely necessary. You were smart enough not to fall for the “Million Dollars in Two Weeks” or “\$33,000 In One Day” hype. That is why you are reading this book. And it takes a wise person to understand that the foundation for any success, whether business related or not, is not usually “sexy”. That is why most people fail when starting their online business – they really don't want to do what works, they want to do what is easy and fun.

Let me tell you now, if you *really* want to build your successful business online, you must have goals. Now goals don't necessarily have to be money oriented. But when most people start their online business, their goal is to make money. That was my goal when I started. So for the purposes of this book, I will assume that your goal is to make money from your online business.

So before you begin, look down the road and determine how much money you want to be making. For example, when I started, my goal was to be earning \$2,500 each month in six months. Now your goal may not be my goal. Your goal may be smaller or your goal may be larger. But you should set goals and aim for them daily.

To get started on making goals, you first need to set an overall goal – a big picture goal. Once you have set your overall goal, break that goal down into smaller parts. Maybe break your overall goal down into a 6 month goal, and then further down into a 3 month goal, and then go all the way down to monthly and weekly goals. Eventually, you need to get to the point where you have daily goals. These daily goals will help you achieve your weekly goals which help you achieve your monthly goals.

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Once you have set your goals, write them down and review them daily. It has been proven that people that write down and review their goals often usually achieve those goals. On the other hand, those that keep their goals only in their mind usually get distracted and don't complete what they started. So write down your goals and keep them somewhere where you will see them every single day.

Day 2 Determine Your Niche

A niche is a segment of information or a product that you have determined to know inside and out. Out of the billions and billions of subjects on the Internet, you need to choose a specific one that you can make your own. You certainly cannot focus on everything, so to be successful, you must take something you are interested in and become an expert.

So what exactly should your niche be? Well, tons and tons of material have been written on finding your own niche. People suggest you do market research, keyword research, analyze latest trends, search for niches that have not been discovered, etc. And there is nothing wrong with any of these steps. Once you become more advanced with your online business, you can start to practice some of those suggestions. But to start your successful online business in 7 days, you need to stay basic and grow from there.

So to help you quickly find your niche options, let me give you a couple of simple steps to finding a niche for your own successful online business.

1. Determine what you are interested in

Whatever subject you decide to build your business on, you will need to be or become an expert. And to become an expert, you will need to study and learn about your chosen subject. Of course, studying and learning is much easier when you are interested in the subject. That is why I say your niche needs to be something you are interested in.

If you do not consider yourself to be an expert on anything in particular, that is fine. I am sure there is something that you know more about than the average reader. If you enjoy that subject, then make that your niche. Your ultimate goal should be to not only know more than the average reader, but to become known for your in-depth knowledge on that subject. Once you are recognized as an expert, you won't have to find people on the Internet. They will find you!

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2. See if there is a need for your product or service

It does no good to be an expert on something that no one cares about. For example, you might be an expert on repairing transmissions on 1948 Ford Woodie Wagons, but not that many people care about transmissions on 1948 Ford Woodie Wagons. But you could take that interest and broaden it to mechanical repairs on antique cars. Choosing a broader subject like this will allow you to attract a larger customer base. And, generally speaking, a larger customer base will make you more money. But be careful that you don't make your niche so large that you can't focus on the specific needs of your customers.

3. Ask yourself if your niche can make you money

Since the ultimate goal of finding or creating your own niche is to make money, you need to make sure that your chosen niche can be profitable. How do you determine if your niche can make you money? Look and see if other people are making money in your niche.

Have you ever noticed that you rarely see a fast-food restaurant by itself? Usually where there is one fast-food restaurant, there are several. Why? Because one restaurant does the market research and determines that they will build a new store at the location. Then all of the other restaurants assume that it must be a good location since the first restaurant built there, so they all follow. You need to do the same in your niche. Are other people making money with a similar niche to yours? Then you should be fine.

Day 3

Focus On What Makes You Money

So now we get to talk about making money. To make money on the Internet, you not only have to work hard, but you have to work smart. In fact, you can work hard – you can even work harder than anyone else - and still not have any online income. I know this because I worked very hard for months and months and only made \$300. My problem was that I was working very hard on the wrong things.

When you start your online business, there are so many things you need to do. As you read and listen to people about the best way to start your online business, you will be told hundreds and hundreds of things to do. And most of the suggestions you read are great suggestions – in time. But until you gain enough experience to separate the good from the bad, you must focus on the things that you *know* will make you money. Let me give you an example.

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When I first started my online businesses, I focused on getting my website perfect. I saw all of these other great websites that were making great money, and I thought my website had to be just as good as theirs. So I changed, tweaked, and updated my website constantly. I got to the point where I was more focused on my website than I was on making money. I wasn't making any money, but I was working very, very hard. It was not until I began working hard on actually making money that my online business became successful.

In my estimation, working on the wrong things is one of the great obstacles you must overcome before you can make money online. To be competitive with limited resources, you must spend your energy on activities that directly increase your cash flow. To help you out, here are some lists that may further explain what I mean.

Things That Do Not Directly Affect Your Bottom Line

1. Continuously updating your website
2. Sporadic advertising
3. Browsing the Internet
4. Searching for the next big thing

Things That Do Directly Affect Your Bottom Line

1. Building your list
2. Communicating with your list
3. Promoting your website with a plan
4. Creating products that meet specific customer needs

Now I want to be clear about something. There is nothing necessarily wrong with working on the items on the first list. There is a time for updating your website and performing Internet research. But you should not do those things until you have completed the activities that will directly affect your bottom line.

Each day, I have a list of things that I do that will directly help me make more money. I have not completed my work for the day until I have done everything on my list. Then, and only then, I might work on some other activities that don't directly make me money. There are times when I do need to update my website or research some new information, but that is what I call "extra work". It is work that I put in after my daily goals are met.

Also make sure that your daily work and your extra work is not split 50/50. That is giving too much priority to things that are not going to help you meet your income goals. You should spend *at least* 80% of your time working on things that will make you money. 80% is a minimum. Anything less means that your priorities are wrong.

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Day 4

Create Your Squeeze Page

Once you have determined the niche you are going to pursue for your successful online business, you need to prepare your website. Now there are all types of money-making websites out there. But the problem that most beginners have when starting their own online business is trying to get their website to look like others. You need to have a nice basic website, but it does not need to win any best website awards to make you money.

So to keep you from wasting time on your website, I suggest you create a website with only one page – a squeeze page. A squeeze page is a very simple webpage that focuses only on getting your visitor to sign-up to your website. Why do you care about sign-ups, you may ask. I have a very simple answer.

Did you know that studies show that you have to contact a customer on average at least 7 times before they will buy anything from you? That means that no matter how nice your website is, how much you know, or how good your product is, chances that someone will buy something from you the first time they visit your website are pretty much 0.

That is why you want people to sign-up to your website with their name and email address. Once visitors have signed up, you are able to begin building a trusting relationship with them. That is exactly how you got this book. You came to my website and signed up, and I sent you this. Why? Because I want to build a relationship with you that helps both of us. If you visited my website and all I did was promote my products, you might have left and never come back. That is because I did not have a relationship with you, and people usually don't buy things from those they don't trust.

So getting back to a squeeze page. Your only goal in creating a squeeze page is to get people to sign up. Once someone signs up, then you begin to promote other parts of your website and its products. And the great thing about a squeeze page is that it is very, very simple to create. I was able to create my squeeze page and get it on the web in about an hour. And I probably did it the hard way. There are free squeeze page templates you can find online that will help you get your squeeze page up and running in no time.

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Day 5 Signup for an Autoresponder

Once visitors have begun to sign up to your website, you need to stay in constant contact with them so that you can build a relationship. You need to send out introduction emails, follow-up emails, survey emails, and promotional emails. You need to keep your subscribers separate. You don't want to send the same email to people that just signed up that you sent to those who have been on your list for months. And with each email, it is an absolute requirement that you include unsubscribe links so people can unsubscribe to your list.

Sounds like a handful, doesn't it? Well, good news. There is a way that you can automate most of this, and it will only cost you about \$20 a month to get started. How? Just use an autoresponder.

An autoresponder allows you to immediately contact your visitor once they sign up through your squeeze page. You have seen how this works – it is probably how you got this book. You signed up and immediately this book was sent to you through an autoresponder.

Now an autoresponder has many, many benefits. You can use an autoresponder to setup emails that are automatically sent to your subscribers. By sending out these regular messages, you provide them with information they can use. As they read this information and begin applying what you wrote, they will begin to trust you more and more. Eventually, if they need your product and they trust that you can help them, they will buy your product.

After people subscribe to your list through your squeeze page, an autoresponder will send them a confirmation email. After they confirm this email, their email address will be added to your autoresponder list. From that point on, your autoresponder will send emails to that subscriber on a schedule that you setup. For example, the person that signed up today will not get the same email as the person who signed up last month. For each subscriber that signs up, the email schedule will start new. Also, the autoresponder will provide a link on the bottom for the subscriber to unsubscribe. This makes sure that you are in compliance with no-spam policies.

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The good news about autoresponders is that they are fairly inexpensive and easy to setup. An autoresponder will cost around \$20 a month to begin with. The price will increase with the number of subscribers you have, but until you get more than 5,000 subscribers, you should not pay more than \$50 a month for an autoresponder. That is really a small price to pay to allow you to concentrate on selling instead of keeping up with the email detail.

Now an autoresponder will not take you completely out of the picture. Customer service is very, very important, and when your subscribers write you an email, you should take the time to personally write them back. Don't send them some piped message that you hope will answer their question. No. When customers write you, you write them back. You will be amazed at how much your profits will increase when you personally reply to emails.

*** QUICK TIP ***

If you want to use the leading autoresponder today, use the autoresponder I use – AWeber. To learn more about AWeber, visit <http://www.youronlinebusinesstutor.com/aweber.html>.

Day 6 Activate Your Website

Now that you have created your squeeze page and have signed up for an autoresponder, it is time to get your website up and running so people can find you on the Internet. Some people may think that setting up a website is difficult, but with a small learning curve and a couple hours of work, you can have visitors coming to your very own website.

1. Choose a domain name.

To me, choosing a domain name is one of the more enjoyable parts of creating a successful online business. The domain name (also called a URL) is what people will type into their browsers when they go to your website. When you choose a domain name, you are choosing the calling card for your business. Whenever people need to find you on the Internet, they will do so using your domain name. So have fun finding and creating your domain name – it is how people will find you and your products.

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Once you have determined the domain name you want to use and have found that it is available, all you must do is reserve the domain name for a small fee. You should be able to reserve your domain name for a year for less than \$10. It will normally take about 24 hours from the time you purchase your domain name until you can use it. After about 24 hours, you should be able to type your new URL into your browser and see that it has been activated.

2. Find a hosting company

After you have chosen your domain name, you need to find a hosting company to host your website. The primary purpose of a hosting company is to supply a place to hold or host your webpage so people can get to it on the Internet. Every website that exists must have their website hosted somewhere.

Thankfully, finding a hosting company is fairly easy and inexpensive. You can probably use the same company that you used to reserve your domain name. Hosting your website should only cost you around \$10 a month.

3. Place your squeeze page online

All that is left now before you have your very own website is to make your website available to the millions and millions of people online. To do this, just place your squeeze page onto the server of your hosting company. This process just takes a few seconds, and your hosting company should be able to give you directions on how to do this.

*** QUICK TIP ***

Do you want to use one of the easiest and most reliable web hosting companies? Then I suggest you use Host Gator. Host Gator will have your website up and running in no time. You can find more information about Host Gator at <http://www.youronlinebusinesstutor.com/hostgator.html>.

Once you have completed these 3 items, you can get to your website from anywhere in the world that there is an Internet connection. That is pretty exciting! It is always a thrill to see your very first website and realize that millions of people throughout the world have access to your website and to your products. Now all you need to do is get traffic to your website. Without traffic, you can't make any money. But you are in luck. That is exactly what we will focus on next.

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Day 7

Determine Your Marketing Plan

By the time you have reached Day 7, you have done much of the work to get your online business up and running. You have set your goals, you have chosen your niche, and you now have your very own website that you can begin to promote. But you know what? None of this matters until you get traffic coming to your site.

Getting traffic is one of the more difficult aspects of starting your online business. There are millions and millions of websites that you are competing with, and somehow you have to stand out among the others. And for every website you are competing with, there are almost that many ways to promote your website.

You might think that having so many methods to promote your website is good. You can promote your website by focusing on search engines, buying pay-per-click ads, writing in forums, writing a blog, buying Google AdWords, using classified ads, creating videos, using link exchanges, etc. And in time, you might find that using a combination of these methods helps you out.

But having so many website promotion tools will kill the beginner's chance of creating their successful online business. Why? Because the beginner reads so much and is told so many different things that they lose focus. They try writing in forums until they read how somebody made thousands through a blog. So they try a blog until they see someone making money on YouTube. Then they try YouTube until they hear that someone advertises using classified ads and they went from \$0 to \$15,000 per month in 3 months. It can get crazy! And I know. That is exactly what I did for many, many months.

So as you create your marketing plan, you need to investigate your options. Take a look at the different methods of advertising and choose one that works for you. Remember, choose *one*. Not two, and certainly not three or more. Just one. Learn that method of advertising. Stick with that method of advertising. Make money with that method of advertising.

As I have mentioned before, you will not get people to buy your product until they trust you. And how can they trust you if they only see your website every couple of weeks? They won't. People need to see your website over and over and over again to get used to you.

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I don't know how advertising works in your case, but this is how it usually works for me. I will be on the Internet and see a website. If I go to the website, chances are I will stay just for a few seconds. It might not even register in my mind what I am looking at. I will probably just move on. Then the next day or two later, I may see the website again. But since I have already clicked on it once, my subconscious mind pays no attention to it. I might see it each day for the next two weeks and never think twice about it.

But there will be that one day, for some unexplained reason, that it registers with me. It hits me square between the eyes that the website that I have been passing over for the past three weeks is exactly what I have been looking for. So this time, I am ready to learn more, I click on the website, find the product I have been looking for, and I buy it.

Because we must see advertising over and over again before we are moved to buy, that is why you need to choose one method of advertising and stick to it. You won't see results at first. It will take consistency. But each time someone sees your website, they will become more familiar with you and they will trust you a little more. Then there will be that one day when everything comes together. They realize you are the one they have been looking for, and they buy your product. This would not have happened if you were advertising sporadically through 6 different advertising methods.

So learn from my experience. Please don't waste your time like I did. It will cost you, and you may become so discouraged that you never reach your dream of creating your successful online business.

*** QUICK TIP ***

Learn all you need to know about marketing your website from Marlon Sanders. You can get a discount on his product "Marlon Sanders' Marketing Dashboard" here:
<http://www.youronlinebusinesstutor.com/marketingdashboard.html>.