

Handbook for trainers and lecturers

# e-Commerce

*menuet*  
Mobile E-Novative Use  
of E-learning Technologies

# A Quick Guide to E-Business

## 8 Easy Steps to Profitable Online Business

- Step 1 - Decide on a business model
- Step 2 – Finding your niche market
- Step 3 - Keyword research
- Step 4 – Setting up your website
- Step 5 – Find a killing product
- Step 6 – Build a list
- Step 7 – Drive traffic
- Step 8 - Repeat and build more websites

### Step #1

#### Decide on a business model: Choosing a business model that suits you

It is important to stick to just one model to start your business. Newbie is usually faced with information overload. Many Internet Marketers are using different ways to make money online and you will get confused and information overload. My advice is find one model that suits you, stick to one and be good at doing it.

## 2 Profitable Online Business Models

### Information Sites

Sites which provide something extremely valuable for free can often take their traffic counters into the thousands literally overnight... then they can start charging people for placing banners and other types of advertising on their site, sell other peoples products through affiliate programs, or, even sell the site for a fat profit. You can find blogger on blogs such as problogger.com stevepavlina.com earning thousands of dollar a month just by providing valuable information.

*Advantages:* You never have to pay to advertise this site. If your free service is extremely valuable and unique, word of mouth and press releases will be all of the marketing you need for it.

*Disadvantages:* The hard part is coming up with the winning idea. And you have to build up traffic before you see any income. It will cost you at least a couple of months.

These sites don't sell anything, at least on the surface, right at the sites. No shopping cart, no "Order Now" button. All you will find there is free information or services. Normally, lots of information and valuable services.

This type of business could be created in any niche market or area of interest. You could create a theme site or Internet hub in gardening, motorcycles, dolls, puppies, etc. Anything that you have as an interest or hobby could usually be turned into a theme for your web site.

The key to this type of business is to become the place that everyone wants to go in your area of interest. In other words, you would want to be a portal or starting point for people searching for information or products on your subject.

Then, start searching for products they are interested in. Pick up magazines and search through the ads for potential products you could sell online. Offer to joint venture with the owners of these products and endorse them to your visitors.

Search for products online they may be interested in. Sign up for the sites' affiliate programs and market the products to your visitors.

You can charge other businesses for advertising at your site as well.

In other words, design a site that is the only one they need to visit online in your subject. Once your traffic soars, so will your profits. If you can attract millions of visitors to your site, you will absolutely make a comfortable living on the Internet!

### Sales Sites

Now comes to the easier way: **direct sale sites**.

A direct sale site is where you sell products right at the site. You have to develop a product by yourself, own the resell right to it or selling affiliate products.

The most obvious example is online stores.

Another exciting trend in this category is mini sites with several simple pages selling a single product. More and more online info products sellers are using this method to market niche products.

With direct sale sites you can target at a niche market and make money even with a couple of visitors per day. The key to the success of direct sale sites is to figure out a niche market and sell the right products to it.

*Advantages:* Once established the right way, you can put these site to run autopilot. *Disadvantages:* You may need to spend advertising money to bring in traffic.

## **Step #2**

### **Finding your Niche Market: Where to find the hungry market**

#### **What is a niche market?**

A niche market is a focused, targetable portion of a market. You can't sell to the whole world! The market is too big, too wide, too general and too many competition.

#### **The Ideal Niche Market should be:**

##### **1. You already have a lot of knowledge of that market.**

While you can succeed in a market by learning about it while marketing to it, it is very difficult and will slow you down greatly. An "ideal" market will be one that you are already an expert in.

##### **2. There is some good competition in the market.**

If there is no competition then there is most likely no demand (99.99999% of the time). That means you will have a very hard time even getting the attention of those in that market.

##### **3. The market is not too large.**

If your market includes every North American, or every male, or every golf player, then it is probably too large. You need to make it small enough so that the really big companies will not even bother.

Later on once you have "conquered" that market you can expand into others, eventually growing into a multi-million dollar organization.

##### **4. The market is not too small.**

Make sure there are enough people in the market to sustain your efforts!

If you are marketing to left-handed red-headed women golfers who have problems with using their sand wedge you are probably thinking too small!

##### **5. You should have PASSION for the market.**

You must have a passion for the market you are going into. When you show passion others that you are marketing to will feel that and will trust you far easier.

A market of your passion also means that you should know where this group of people will go to look for the information or products that they want. These means it is easier for you to target them and also means you will not be running out of topics to write about.

Once you pick a targeted market, you need to take time to find out what is it that they are looking for.

The way to do this type of market research for free is to read in forums and newsgroups. You won't even have to be involved in the discussion. Just pay attention to the posts people make on what types of things they want.

Then, when you see that something keeps coming up time and time again, you've got it. That's the product a reachable niche market want. (You should have a solution if you love this subject. Or, at least you enjoy surfing around for the answer.)

Then give them what they want by developing or finding it.

### **Step #3**

#### **Keyword Research: The importance of keyword research**

Keyword research is enormously important for ranking a site higher in the search engine. One can never underestimate the power of having the right keywords to drive traffic to ones website. It can often mean the difference between success and failure. The best keywords are usually the right combination of words to create a phrase. And this is usually the term people search most often. Why is having the right set of keywords crucial? Because it is what is going to determine the influx of targeted traffic to your website. Therefore it increases chances of sales and also better search engine ranking.

There are some keywords research tools that you can use for your research such as:

- [Google Keyword Suggestion Tool](#)
- [WordTracker](#)
- [Keyword Elite](#)

[Google Keyword suggestion tool](#) can give you keywords, related to your website (if you select the appropriate tab) and offers you a wide selection of phrases real people have typed in.

[WordTracker](#) gives you a list of keyword phrases with your keyword and also give you some estimation of their popularity. You can purchase a monthly subscription for about \$30-50 to get full access to their data.

[Keyword Elite](#) generate massive keyword research lists AND show you how websites are ranking high in the search engines. The beauty of the Keyword Elite is that it runs faster than ANY other keyword research tool. It can use without any huge learning curve to get their heads around.

### **Step #4**

#### **Setting up your website: How to build your website**

##### **Register a Domain name**

The domain name is the address of your web site on the Internet. By having a domain name will gain a lot of respect from your visitors and potential customers. Having your own domain name indicates you are a serious Internet player. Would you buy anything from someone who can't afford a domain name?

Once you register a domain name, it's yours, as long as you pay the annual fee. That name goes with you – wherever you host it.

A good name should describe exactly what the site is about so that surfers can easily make a decision when they see your site name at search engines. Having a keyword-rich name is also much easier to get higher positions at search engines.

##### **Get a Reliable Hosting Service Provider**

So, you've registered your own domain name and now it's time to pick a hosting service. Most hosting companies provide a range of services, starting with low-budget packages and moving up to more advanced, expensive features. Obviously, when you pick a hosting plan, you need to make sure it provides enough disk space for your site at a price within your budget.

[HostGator](#) offers amazing value for the money combined with some of the most feature rich hosting packages available. No matter is your new to web hosting or just tired of poor quality hosts HostGator will be more the adequate to fulfill your needs and more then likely surpass your expectations.

### **Step #5**

## **Find a killer product: Where to find products**

### **Sell Affiliate Products**

You can find tons of digital products on popular affiliate directory such as [associatedprograms](#), [clickbank](#) and [commission junction](#). Go to these sites and register yourself with them and you will receive your affiliate ID link. Whoever click on your affiliate link will be directed to the affiliate website and if a sale is made, you will earn a percentage of the sales. Some commission can be as high as 75%.

Note that you are NOT going to promote all the products listed that. Many newbies make this mistake, they go to these directories and they are so overwhelm by the number of products and they attempt to sell all the products.

It is recommended that you find atleast 5 products RELATED to your niche market. Remember, you are not going to sell to the whole world. Find 5 products that suit your niche market and FOCUS on promoting them to your market.

You have to focus all your marketing effort on promoting the top 5 products of your choice to your targeted market to see results. Without focus, you will not see the results that you wanted.

### **Creating Own Products**

Being a member of an affiliate program is a good business to be involved with. It can earn you a lot of money online. It can also let you do some market testing before developing your own products or services. Start by promoting affiliate products and see which one is most popular.

Overtime you might want to develop similar product of your own. There are a lot of products that you can create, ranging from digital ebook to software or you can also create services. Alternatively, you can buy the resell right of a quality product and offer it at your site.

## **Step #6**

### **Build a list: The importance of building a list**

I want to impress upon you how important it is for you to focus on building your list. Your list is the life-blood of your business. Without it you will spend more time generating traffic than you will making money.

Think of it this way – do you want to work extremely hard to get somebody to buy your product, and then do that over and over again?

Or would you rather work extremely hard to get somebody on your list, and then sell them multiple products?

The truth is, more than 95% of visitors will not buy on their first visit to your web site. In order to make money online, you have to keep in mind of this: Real Money Comes From your email List.

Many people believe that their main marketing tool is their web site. In fact, your main marketing tool is your opt-in mailing list. A web site is just a way of building your mailing list – by collecting the email addresses of your visitors.

### **Your first goal with any visitor MUST be to get them on your email list**

Whether you are running affiliate sites, Adsense sites, product sites, or any other type of site, your first goal should be to get visitors to subscribe to your email list.

The easiest way to manage a mailing list is to use an online service. You don't have to install any script or learn the technical stuff. All you have to do is signing up for an account and inserting several lines of html code into your subscription pages. Everything can be then nicely done via your web browser.

You can log into your account and view subscribers, add subscribers manually, export or download subscribers list, and of course, send messages. Autoresponder such as [Aweber Autoresponder](#) offers feature-packed sequential autoresponders and mailing list management with reasonable monthly payment plans.

## **Step #7**

### **Drive Traffic: Ways to drive traffic**

#### **Pay per click methodology**

The first source of traffic is my least favorite, but is usually the best when you are just starting. It is Pay-Per-Click (PPC). The name says it all – you pay for every click-through to your website.

The biggest providers of this service are [Google](#) and [Yahoo](#).

If used correctly, it could bring you huge amount of traffic in a short time. However, there are also many people who can spend a lot of money on pay per click but not getting the results they wanted. The cost per lead for this method can be high if used wrongly.

### **Article marketing**

Article marketing is a effective form of driving traffic to your website. The trick to article marketing is the resource box of the article. You can put your author name and website link so that the reader can click on your link and find you.

There are many article directories on the web. The major ones like ezinearticles.com can bring you lots of traffic if you do it right. You need to put in some effort to consistently submit at least 1-2 articles related to your niche and submit to as many articles as you can. That way, you have cast your net all over the web and make sure your target market can find you.

### **Social media and social bookmarking sites**

Many online communities have formed because of the ease of communication on the Internet. Social media such as MySpace, Facebook and Youtube has quickly become the fastest growing network online. Some of these social media sites receive thousands of visitors every day, some even more than that. You can tap into this immense amount of traffic in such a way that greatly benefits your business.

Another way you can drive traffic is through social booking sites such as digg.com and stumbleupon.com. If you submit useful information that will benefits the communities, it can bring in huge amount of traffic to you sites in no time.

### **Search engine placement**

Search engines keep changing their ranking algorithms to serve their clients better (and to keep us from catching up with them as well), it becomes almost a full-time job just to figure out which techniques work on which engines today

The first step in search engine placement is to pick the right keywords that people will be searching for. Just as when you identify your niche market, don't try to be everything to everyone. Focus on 5-8 words for each page.

Search engines, especially Google, place high emphasis on links to your site in assigning a good ranking. Simply put, other things remaining the same, more inbound links means higher ranking.

What is important is not only the number of links to your site, but also the types of sites which are linking to you. A link from a site which is related to yours is more valuable than a link from an unrelated site.

### **Forum and newsgroup**

One of my favorite online marketing vehicles is to participate in targeted newsgroups and forums on my subject.

Once you have a good web site with high quality content in place, you start visiting the newsgroups and forums regularly and then after you know your way around it, you should start answering questions and becoming an all around helpful individual.

You will be able to build up relationships in these newsgroups and forums, and build up your traffic at the same time without having to spend a penny.

Do NOT post direct ads in newsgroups or forums or you will be banned. You should focus on giving good advice and make reference to your website.

Get involved in the conversations, post honest and useful opinions, be consistent, and become a trusted information source, or at least an online friend to other members. Interestingly enough, people are so curious that they want to know who you are as long as you give something helpful.

### **Step #8**

**Repeat and build more websites: Build multiple stream of income**

**Repeat process of driving traffic**

**Setup another website**

**Repeat process of driving traffic....**

**Setup another website .....**

It can go on and on. The important thing for you to do is get it started. Once you get it started, keep learning, keep improving. Then repeat the process again and again until you are satisfied with the income. Assuming that you are looking to earn \$3000 per month. If one website can bring you \$100 per month, then all you need is to build 30 such websites and make sure they earn you \$100 each month.

### **Conclusion**

Earning money on the web is not as difficult if you know the process. This starter kit has provided you just with the necessary information and the basic tools that can help you kickstart your e-business.

For more resources on e-business go to:  
<http://www.beginner-internet-business.com/>