

5 STEPS TO YOUR OWN ONLINE BUSINESS

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Picking A Niche – How Deep Should You Go?

The first thing we need to discuss is what niche you are going to target with your online business.

Your goal is to pick YOUR niche! No going back and forth with this. Just get your niche picked.

Now there are about a million different ways to find a niche. I'm not going to discuss all the ways you can find a niche, but I am going to give you some advice on picking one.

My first piece of advice... **don't make picking a niche any more difficult than it needs to be.** Pick a niche you know something about or would really like to know about, and don't give it a second thought. People make this way too hard and then get stuck here and never move forward.

What Is A Niche?

A niche has several different definitions, but what we're talking about is finding a topic that **a big group of people have an interest in and most importantly spend their money on.**

For example, my four niches are...

- Making Money Online
- Internet marketing
- Healthy living
- Personal development

I recommend you pick one big niche for what we're doing here. You can narrow it down and talk to a target audience in that niche (example weight loss for moms), but you need a BIG niche to start. On that note I want to explain niche lingo here quickly...

Broad Niches

These are the big general topics. Here are 6 examples of broad niches:

- Health
- Wealth
- Relationships
- Hobbies
- Self help
- Lifestyle

Sub-Niches

Here are example sub-niches of the niches I just mentioned:

- Weight loss
- Online business development
- Online dating
- Photography
- Stress management
- Gardening

Micro-Niches

Here are example micro-niches from the sub-niches I just mentioned:

- Weight loss smoothies
- Picking a niche for an online business
- Writing an online dating profile
- Photography backgrounds
- Getting rid of stress while traveling
- How to grow potatoes

Micro-niches are too small for what we're going to be doing. You want to stay in sub-niches that talk to a specific group.

So, for our sub niche examples you would do something like this...

- Weight loss – Weight loss for women (or even better women over 40)
- Online business development – Online business development for beginners
- Online dating – Online dating over 30
- Photography – Travel photography for newbies

- Stress management – Managing stress for kids
- Gardening – Gardening for busy people

See how I am targeting a certain group of people? That's what you need to do...

Let's say I am going into the weight loss niche and I'm going to be targeting people 40+. I could do even better and target women who are 40+, but I don't want to get locked into an all women market because I wouldn't enjoy that.

So, what you need to do is start looking at niches and writing down ones that you find that you like. If you stick with niches related to health, wealth, and relationships it's really hard to go wrong.

If you can stick to things that are targeted like that, then **you'll have people who want to buy things** and that's our whole goal here. Get people to buy or click on things that make us money. Anything related to money, anything related to health, and anything related to relationships is a safe bet.

Two other broad niches would be Lifestyle (which is hobbies and interests) and self-help. But as I said you need to make sure you're talking about a big specific sub-niche to a specific audience.

Picking A Niche From Scratch

Now I want to go over picking a niche from scratch. First you need to make a list of sub-niches you might like to go into.

Here's my list...

- Off grid living
- World travel
- Low risk investing
- Writing a book
- Making money with FBA

Where did I get these from? These are things I'm interested in. If you follow my guidelines, and actually have an interest in the niche you choose you're pretty safe. If you want to create an online business you've got to be interested in SOMETHING though.

Interested doesn't mean you have to know everything about it. Heck even if you want to go in the creating an online business niche. That's a HUGELY profitable niche. You obviously have an interest in at least that.

But you need to take some time and think about things that you are interested in and write them down. You don't have to have a bunch of them, but you need enough that you can have at least one that will meet all the qualifications of being a good PROFITABLE niche. **Remember we're talking sub-niches here.** Not micro niches and not the super big general niches.

I want to quickly show you how to make a list of niches if you're struggling with coming up with them. As I said you can and should absolutely start with YOUR interests. Start by listing those out. What problems do you have? List those out. Niches with problems can be super profitable. Don't just pick a niche based on that though. Remember you need to be at least interested in your niche.

Now once you've done that and you feel like you need to add more niches to your list then you can use these resources for some more niche ideas:

[Amazon](#)
[ClickBank](#)
[Flippa](#)

Alright, you now have the information needed to come up with a list of niches you might want to pursue so what's next... create your list!

Here's a resource I recommend if you [need additional help discovering and researching niche markets?](#)



Is Your Niche Profitable?

Now that you have your list of sub niche ideas, we need to do two things...

Make sure it's profitable and pick a target audience. This usually happens for me simultaneously.

How to See if Any of Your Niches are Profitable

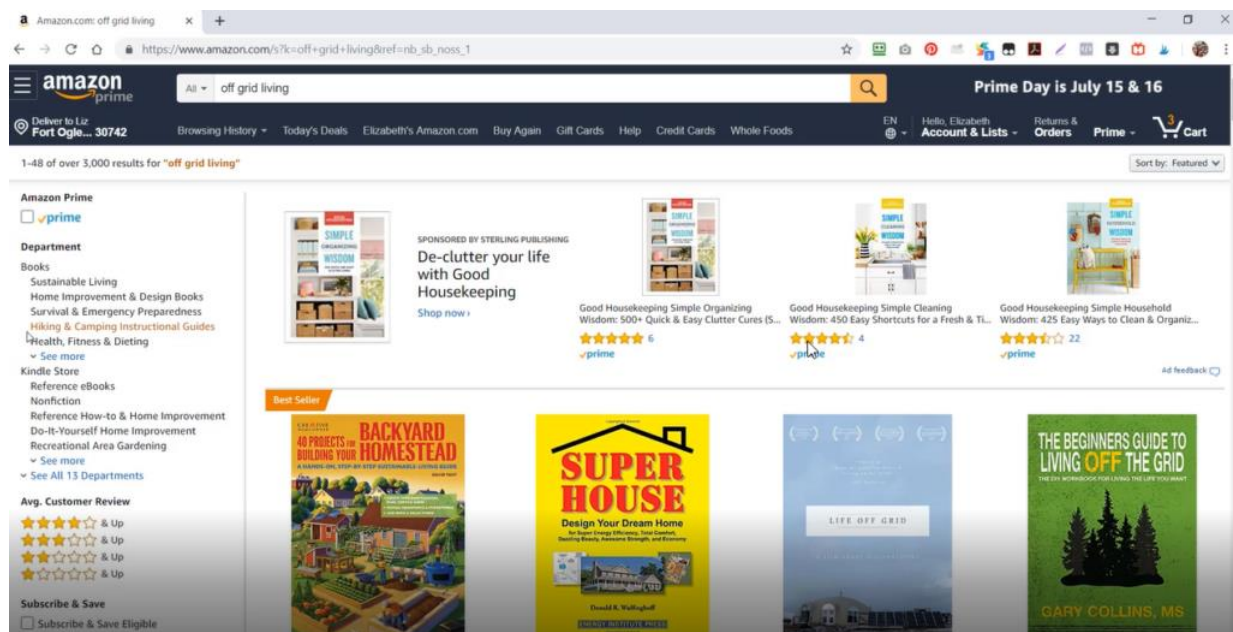
You simply see if there are products being sold in it online. Being sold online is the key here.

Lots of niches are profitable, but some people make the purchases offline. If your monetization method is going to be ads on content sites then you're just getting paid for ads and it doesn't matter, but if you want to sell your own products or services or as an affiliate then you have to make sure people are buying online.

So, let's take a look at the first niche on my list...

Off Grid Living...

The first place I go to see if there are products being sold in my niche is... [Amazon](https://www.amazon.com/s?k=off+grid+living&ref=nb_sb_noss_1) of course!



Notice on the left-hand side there are 13 different departments selling products in the Off Grid Living niche on Amazon so that is one indicator that this is an active niche.

Now the next place I go is [ClickBank](#)...

The screenshot shows the ClickBank affiliate marketplace interface. On the left, there's a sidebar with filters and a 'Make Commissions Now!' button. The main area displays search results for various products. Red arrows highlight specific elements: the 'Make Commissions Now!' button, the 'Promote' button for 'Simon's Simple Survival Greenhouse Plans', the 'Promote' button for 'New Vsi Portable Solar Energy System!', and the 'Promote' button for 'Nine Meals Away From Anarchy'.

Filters:

- Gravity: 0 to 100+
- Avg \$/sale: \$0 to \$150+
- Initial \$/sale: \$0 to \$100+
- Avg Rebill Total: \$0 to \$200+
- Avg %/sale: 1% to 75%
- Avg %/rebill: 1% to 75%
- Date added to marketplace: 2019-4-29 to 2019-8-27
- Timeframe for my stats: 2019-4-29 to 2019-8-27

Results:

- Simon's Simple Survival Greenhouse Plans**
Gardening, Cooking And Survival Websites! This Is A Moneymaker. Highest Priced Item Does Not Mean Highest Income For You. This Superb 233 Page Manual To Build Greenhouse, Hydro Systems And An Aquaponic Setup. See Pitch Page & Ask For A Free Copy
Avg \$/sale: N/A*
Stats: Initial \$/sale: \$0.00 | Avg %/sale: 65.0% | Avg Rebill Total: \$0.00 | Avg %/rebill: 0.0% | Grav: 0
Cat: Home & Garden : Gardening & Horticulture
- New Vsi Portable Solar Energy System! Off The Chart Conversion Rates!**
Full PDF And Video Guide On Building A Compact Solar Panel System With A Survival Angled Vsi. Conversion Rates Between 5% And 15%. Works On Survival, Energy, Health, Home & Garden & Many More! Affiliate Tools: <http://www.smartpower4all.org/affiliates>
Avg \$/sale: \$56.49
Stats: Initial \$/sale: \$30.00 | Avg %/sale: 75.0% | Avg Rebill Total: \$102.82 | Avg %/rebill: 75.0% | Grav: 25.57
Cat: Green Products : Alternative Energy
- Nine Meals Away From Anarchy**
Updated, New Vsi Is Crushing It. With 40% Converts Like Crazy On All Prepper And Conservative Lists. 70% Comm, higher Comms Available If You Are Sending Serious Visitors.
Affiliate Page: http://ninemealsaway.com/affiliate_tools
Affiliate Support Contact: matthew@ninemealsaway.com
Avg \$/sale: \$23.25
Stats: Initial \$/sale: \$23.25 | Avg %/sale: 70.0% | Avg Rebill Total: \$0.00 | Avg %/rebill: 0.0% | Grav: 0.05
Cat: Self-Help : Survival

As you can see Clickbank is also selling products related to the Off Grid Living Niche.

There are many other affiliate networks out there too that you can search. [ShareASale](#) is one of my favorites.

And then we go check out social media... Facebook, YouTube, Instagram, and Pinterest to see if people are talking about the niche on social media.

Now if there are products selling in your niche, AND there are people talking about it on social media you've probably got a profitable niche on your hands. If there's affiliate programs for it, you can basically bank on it.

If you find little or nothing that probably means you've picked a bad niche and you need to research a different one. Just start this process over for the next niche on your list.

For instance, if I found nothing on Off Grid Living, I would simply move on to the next niche on my list. Now you're going to do this until you find a niche that you KNOW you're going to enjoy, and you KNOW is profitable.

We haven't gotten to monetization strategies yet, but there are many things you can do to make money with your niche.

As I said earlier...

You can sell your own products, services, OR be an affiliate for other people's products and services.

And of course, you can make money with ads on your site either from a third party like Google Adsense or Media Vine and/or sell advertising straight from your site.

Right now, though, all we are concerned about is finding a good niche that you're going to love and has big money-making indicators.

Proven Profitable Niches

Now I promised you guys that I would give you niches that I KNOW to be profitable that you can take and just use. [**You can download that list by clicking here.**](#)

Of course, I'm going to tell you the Make Money Online and the Internet Marketing niche because those two are great, and no matter what anyone says there's still room for you in these niches if you do it correctly.

If you go into the make money online niche, I'd go into it as you talking about your journey. Pick one way to make money online, document it all via

a blog, and monetize it. You could also talk about making money online and specialize in ONE of the many ways to make money online.

For example, how to make money with affiliate marketing, how to make money with digital products, how to make money with content sites, etc.

You could also go into the make money online niche and talk to a specific audience. Like making money online for baby boomers, or making money online for busy moms, or making money online when you have a 9 to 5 job, etc.

Same thing with the Internet Marketing Niche...

You could start with one Internet marketing tactic and document your journey with it, and then move on to the next topic and on and on and on.

You could also specialize in ONE big topic like list building, or social marketing, or email marketing, etc.

And again, you could also go into the Internet marketing niche and talk about it all to a specific audience. Like Internet marketing for newbies, or Internet marketing for millennials, or Internet marketing for a certain type of business owner. There are so many options with these two niches.

Okay... It's go time. **It's time for you to pick your niche.**

Go make up a list and go through the process I showed you to make sure it has a big chance to make you money or pick one from the list I provided.

As long as you stay within my guidelines and pick a niche related to the big broad niches and don't try and do something in some crazy little niche you'll be just fine.

The biggest problem most people have is paralysis by analysis, so just make a micro-commitment to pick a niche and DO what I've shown you to do so that IF this niche doesn't work out you at least will be able to replicate what I'm teaching you in another niche.

The process is going to be the same no matter what niche you choose.

Like I said though... I'd love to see you pick a forever niche that you'll go on to make a killing with, but my main focus is just to get you DOING and

showing you the right way to build an online business no matter what niche you decide on.

Here's a resource I recommend if you [need additional help discovering and researching niche markets?](#)



Your Content Hub

At this point you should have picked your niche and be ready to start building the business foundation for your niche.

Your business foundation is going to consists of two things...

1. **A page to build your list.** We call this a squeeze page.
2. **A content hub.** This is where you keep content that you will use to get traffic into your business and use to educate people into buying from you.

Depending on how you plan to monetize your business will depend on what kind of content you will create, but for now, we're just going to get our initial foundation setup.

I use a blog as my content hub, and it's what I recommend you use too.

Here is an excellent tutorial you can follow if you need help setting up your blog... [How To Set Up A Blog](#)

So, first things first...

We have a niche and we need to get a domain name for our niche that we can build our business foundation on.

You can either get a domain name that fits your niche or get a domain name for a brand you plan on creating for this niche.

For example, I could create a brand called The McFatty Battle. Since I gained weight after I had my surgery, I've called myself a Mcfatty. Yes, it has a negative connotation to it, but I'm trying to attract people just like me. People who are okay with NOT being totally PC.

When you're creating a brand, you want to create a following of people who are very similar to you. That's why I'm going with this.

If I wanted to go with creating a niche specific domain, I'd find something directly related to my niche. Like WeightLossOver40.com or something like that.

See where I'm going here?

So where to get a domain name. I've used [Namecheap](#) for the last 15+ years and it's where I get most of my domain names from. I've never had a problem with them.

I recommend you get all of your domain names from ONE place. I see people all the time that are like I have a domain name here and there and over there and I don't remember where this domain name is, and blah blah blah. Don't do that. Who cares if you can save a buck or two on this registrar or that registrar? Stick to one registrar so you can stay organized.

Once you have your domain name you need to get hosting. I am currently using [A2 Hosting](#) and have had nothing, but a good experience with them so far. They offer very reasonable prices and a free SSL certificate as well. I've used HostGator in the past as well but ran into problems with them and they weren't very helpful, so I moved to A2.

After you get your domain and hosting situated, the first thing I recommend that you do is setup your content hub, and as I said I use a blog to do that. Your hosting provider can help you install WordPress for your blog if you don't know how to or you can reach out to me.

Now there are a couple of important pages you want to setup for your blog.

The most important one being your About page. This page doesn't need to be your life story. It just needs to be a page about WHY you've created the site. Basically, what benefit will people get by reading. If you can weave this in with a story even better.

You're also going to need a contact page. This is easy to create. You can look at both of my About and Contact pages for ideas on how to create yours.

Okay so that gets you setup with a content hub.

We're going to talk later about using this and adding more content to it, but for now just get it setup, get some content in there, and be done. Your content hub will be used for a multitude of strategies. But like I said... for now... Just go ahead and get it setup.

Time To Build That Squeeze Page

Now it's time to just get you something to start building your list. For this we need to create a **squeeze page** (*also known as a Lead Magnet*). Everyone tells you that you need some kind of free offer to talk people into getting on your list.

That is a GREAT strategy, but it takes time, and you need to have a complete plan around this.

For example, If I'm going to offer someone a checklist on using PLR to entice them to get on my list, I want to hit them with an offer to buy something right after they get on my list. Like a course or something on using the checklist.

Then I'll probably have some kind of upsell from that.

Then I will have content on my blog that further educates them about this topic and points to things I'm an affiliate for.

Then I will have emails that point to this content.

Then I will have more emails that sell them other related stuff.

This guys is called a **campaign**.

What you're creating is simply a place where people can get on your list and get the latest info on your niche from you. This is what I call a catch all list. [You email them everything you do in your business.](#)

Have new content you just posted to your blog? Email them.

Just created a new product? Email them.

Have something you found that you can be an affiliate for? Email them.

You get the point here...

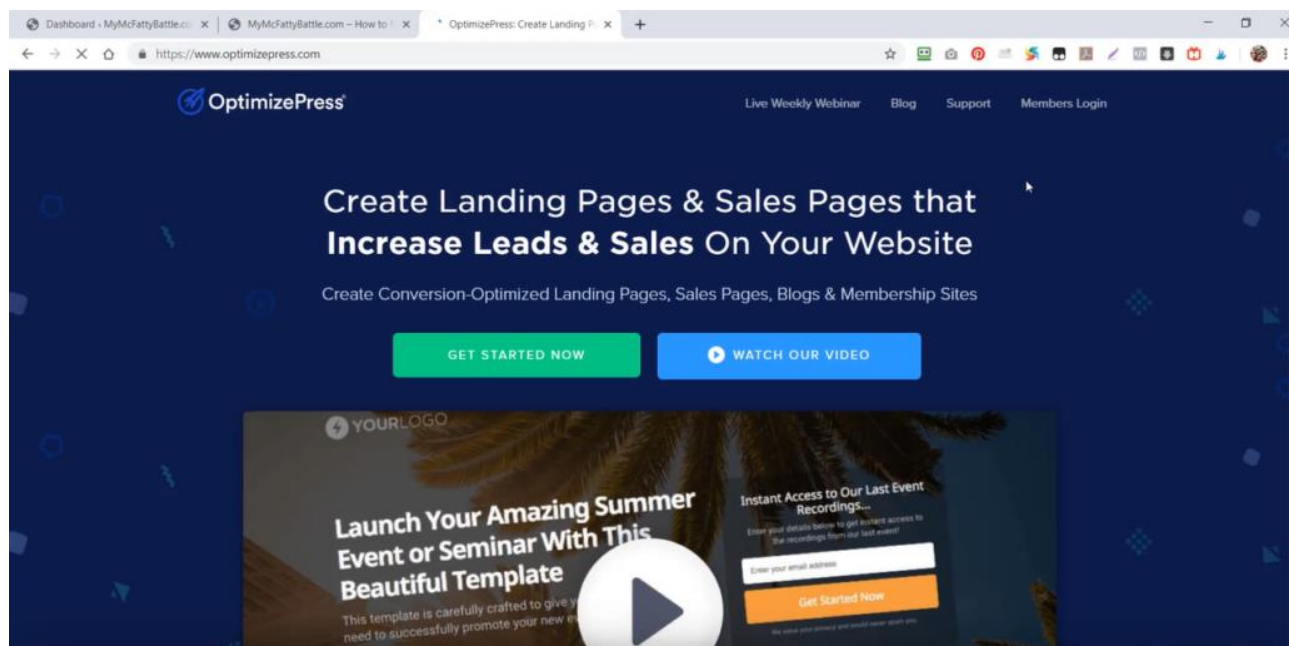
Creating campaigns are great, but you're just getting started with this business, so don't go that route yet. Right now, I just want you to create a very simple squeeze page that gets people on your list.

A little note on tools here. I use [OptimizePress](#) to create all of my marketing pages. Squeeze pages, sales pages, membership pages, download pages, etc.

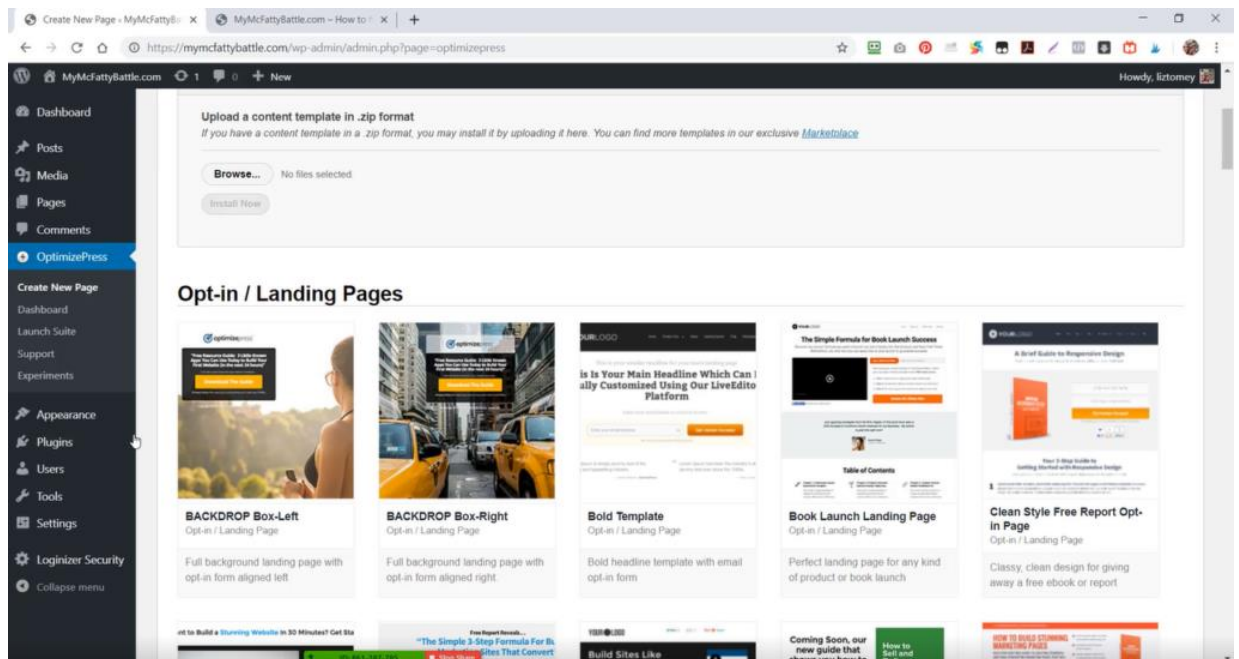
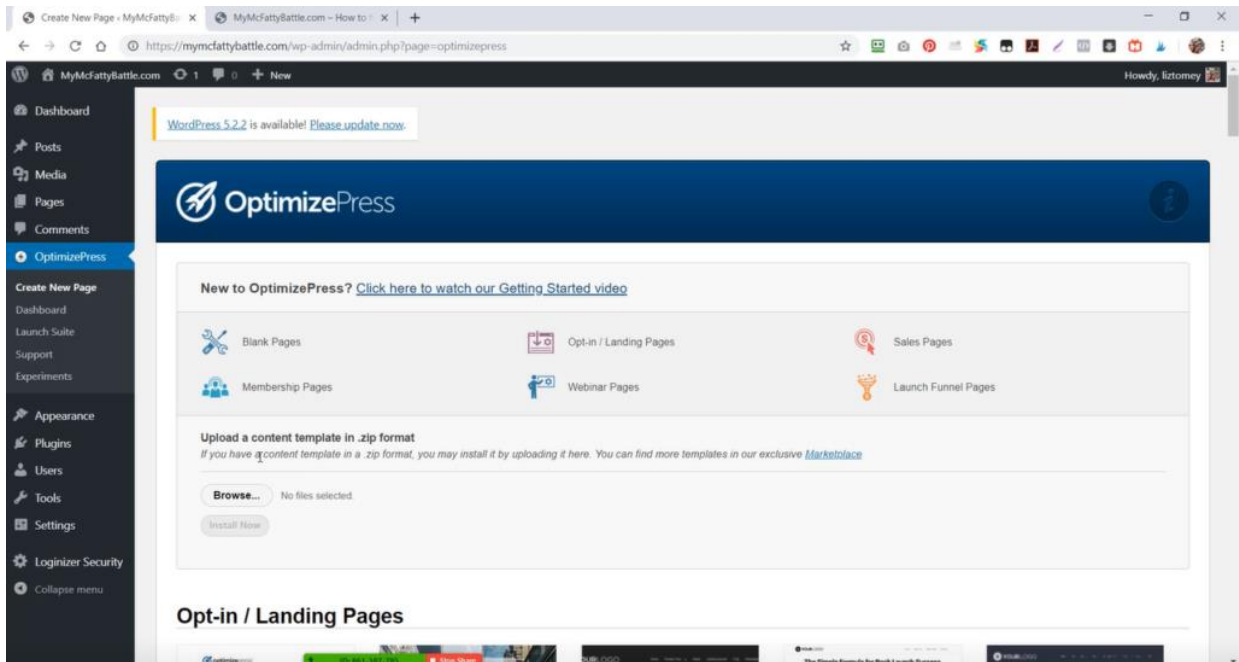
There is no reason for me to use any other tool or research any other tool. I have a tool that works. If you have a tool that works, then use that. I use and teach with [OptimizePress](#) because it's the easiest for me and most of my students.

Chasing tools is one of the biggest time wasting and money wasting things you can do. If you have a tool that does what you need it to do, then use it until you outgrow it, or it no longer works.

This makes life WAAAAAY easier! Okay lecture over.



I like using **OptimizePress** because they provide templates for lots of different marketing pages like squeeze pages, sales pages, membership pages, thank you pages, download pages, etc. It just makes the process of creating these pages that much easier and quicker.



Here's an example of a squeeze page with **OptimizePress**. This is similar to what you need to create for your website. No matter what tool you use go ahead and start building YOUR squeeze page.



Okay at this point our **business foundation** is ready to go... You officially have something you can start driving traffic to, but of course there is more work to be done.

You need to decide on what content you're going to be putting on your **content hub**.

You need to create at least a **welcome email**, so people know who you are and what to expect from you.

You need to be figuring out how to put things in front of your people that **make you money**.

And the list goes on, but right now just celebrate the fact that you have a business foundation setup and ready to go!

We're going to be talking about what to do with all of this over the next several days, but for now... celebrate once you have it all done!

Monetize Your Niche

If you've been following us on our journey we've picked a niche AND [built a business foundation \(squeeze page\)](#) within that niche.

Now we need to decide how we're going to make money with our new business.

First, let me say that there are many ways that you can **monetize your new business**. Many of you already know how you're going to do that, but many of you don't.

Okay so let's dive in...

When it comes to monetizing your business, you've got a few big options here...

- **You can sell your own digital products**
- **You can sell your own physical products**
- **You can sell your own services**

[You can sell all of these things as an affiliate marketer](#). You can find affiliate programs for digital products, physical products, and/or services, then join them and start promoting them to your audience. I put network marketers under the affiliate marketing umbrella too. So, if any of you guys are in MLM programs this is you too.

In addition, you can make-money with **advertising** which would be putting 3rd party ads on your content hub, selling advertising directly from your content hub, and/or selling ads that you send to your email list.

Here's the deal with that last option, and why I don't recommend it...

1. There's so many OTHER ways to make more money
2. Unless you love creating content, you're not going to enjoy this at all
3. You're in constant traffic driving mode
4. There's a lot of laws and regulations

Now you can still go this route. There are many people out there making money just by having ads on their sites and/or selling advertising. For me personally though I would rather make money in other ways.

Now depending on your niche will also depend on how you monetize your business. I'm going to give you guys a look at what I'm going to be doing with my business, and your job will be to create a plan for your own business.

My Monetization Plan

So, let's take a look at what I have planned out for my niche to make money with...

1. Affiliate products (recipe books, systems, etc.)
2. Digital products
3. 30 Day Challenges with audience that people will have to pay to join
4. Physical products like shaker bottle bottles for protein shakes, tee shirts, etc.)
5. Journals
6. Supplements (White Labeling)
7. Membership Site

So, the first thing I'm going to do is **focus for at least 2 weeks on getting content for my content hub created**. I've got a ton of PLR content I can take, edit, and use. I also have my own ideas, and also, I'm constantly stalking others in my niche to see what they are doing. If I see someone getting a lot of traction with some kind of content, I will research it and recreate it for my audience. I've always done this.

Stalking your competition is something you should always be doing. Don't out right rip their ideas off, but there is nothing wrong with getting inspiration from others.

But I need to get some content going in there because that's how I'm going to get my audience to know, like, and trust me, that's where I'm going to be doing a lot of my selling, AND it's also how I'm going to be driving traffic.

Content... So, for the first two weeks that's where my focus is going to be and where your focus should be too.

Content Plan

Let's make a content plan together and look at how to **generate ideas for you to use to come up with ideas for your content...**

One of the first places I go to is [Ubersuggest](#). Ubersuggest is a great tool to help to help you identify things that are related to your niche. Look at their section for Content Ideas after you type in their keyword and you start seeing a bunch of ideas you can start working with.

Another tool I use is [AnswerthePublic.com](#). Type in a keyword and then you can see all of the questions people are asking about this topic. I absolutely love this tool for coming up with content ideas.

Also, let's not forget about keeping an eye on your own competition. How do you keep an eye on your competitors? Simple... visit their blog, and social media accounts... YouTube, Facebook, Pinterest, LinkedIn, etc.) Now I'm not saying steal their content but paying attention to what they're producing content on might be what you want to be producing content on too.

Okay... So that's my plan moving forward... Create content, and [monetize with affiliate marketing to start out](#), and then add in my other monetization methods.

Next time we're going to start talking about traffic, and that's where you're going to start seeing that money come in.



A Getting Started Traffic Strategy

At this point you should have picked your niche, [gotten your business foundation setup \(squeeze page\)](#), and have at least a rough plan of how you're going to monetize your business.

As I said previously, my biggest focus right now will be filling my content hub with great information that I know will help my audience and get them buying from me. Today though we're going to move on and start talking about traffic.

I need for you guys all to basically forget everything you know. Yep... Just forget it. You've been sold on a bunch of things that are probably not working and I need to lay things out for you, so you quit focusing on the wrong things.

Are You Ready For Traffic?

First and foremost...

You need to make sure you're ready for traffic.

If you're not ready for traffic, then there's no reason for you to be thinking about traffic. Stop educating yourself about things you don't even need right now. Focus on the problem at hand.

Being ready for traffic...

So, what do I mean by being ready for traffic?

You have a [squeeze page](#) and it's ready for people to [get on your list](#).



Before I even worry about traffic, I want to make sure I have the best chance to actually get people to sign up. I have a simple get the updates type of squeeze page right now, but even with that I could have a better image there, and have a few benefits listed of them getting on to the list.

When I am doing a [campaign](#)... Like here's my free thing to get on my list I always make sure that I have a great headline, that the benefits of my free thing are listed, and that I have a good call to action.

I don't want to spend a bunch of time driving traffic without making sure that I get the most from that traffic. Why drive traffic to something that isn't going to work?

This is what I mean by being ready for traffic...

Is Your Blog Ready?

Now on to my blog...

I need content on there. I need to have things on there that make me money. I need to have a [pop-up](#) that captures traffic. I need to have an [opt-in](#) in my sidebar.

Stop trying to learn to drive traffic if you're simply not ready for it. You're worrying about something that isn't even relevant right now and it's holding you back.

Get the work done to ensure you get the most results from your traffic and THEN worry about driving traffic.

Okay so we're all clear there...

Traffic Methods

My next point...

There are many different types of ways to drive traffic. Depending on your strategy will depend on what you use.

Are you launching a product? Then your focus will be on getting affiliates and having them drive traffic.

For what we have setup affiliates are not going to drive traffic to you. We have a squeeze page and a blog. At this point.

So do you need to learn about launches? NOPE!

What about paid advertising?

First do you have a bunch of money to put into paid advertising? Do you know that what you have setup will get people doing what you want? In our case signing up for our list? If you can answer YES to both of those things, then move forward with paid advertising.

Here's the thing with paid advertising... While you can easily get traffic from it, you're paying for it, so you want to get your money back. If you don't have a campaign setup that WORKS and makes you money you're just going to be throwing money down the drain.

If you don't have money and don't have something that you know will make you money then why worry about paid advertising?

Well what about SEO?

For those that don't know SEO stands for search engine optimization. You do things on and off your site to get it to rank in Google for when people search for your keywords.

SEO is VERY time consuming and you never know if it's going to work. Yes, there are strategies out there that work, but they don't work all the time. Just part of the game.

SEO does get me quite a bit of traffic to my sub-niche sites, but it takes a while to actually start seeing results from SEO.

I personally DO NOT do this in the Internet marketing and make money online niches because it just too hard to get SEO traffic and traffic that makes me money. I can get traffic, but it's not traffic that makes me money.

What I said there is very important... You can use SEO to get a lot of traffic, but hardly ever is that traffic going to make you money in the IM niche. It truly depends on your sub-niche and the only way to see if you have the right niche is through trial and error.

So, at this point with the business I have affiliates aren't an option. SEO isn't an option. So, what am I going to use?

Organic social media traffic.

Meaning I'm going to build social media profiles, build my following on them, and use that traffic. Why? Because no matter what niche I've used organic social media traffic in, I've been able to get traffic AND make money from that traffic.

How?

With **content marketing**...

I create great content and feed it to my social media profiles.

Let me give you a quick run-down on my social media profiles...

First, it's **Facebook**...

I have my main Facebook account and it's for my Internet marketing and make money online niche. That's where you guys see me at.

I'm building a friends list there and most of them are interested in the IM/MMO niche. So, when I create content I can post it to my news feed and automatically start getting traffic.

There is a certain way to do that to get good results. There are certain things you have to do with your **profile** too.

I will also be having a **Facebook group**. Groups right now are getting better engagement, so I use them more.

So, you start your Facebook group, get people inside of there, and post your content in there.

I'm also part of other people's Facebook groups related to this niche. I'm always posting in there answering questions and being visible. That builds my Facebook friend list by either them requesting me as a friend or me requesting them as a friend so when I push content out, they see it.

Now there's quite a bit that goes into all of this, but I'm going to be doing the same thing for the weight loss niche.

That's an option for you too.

So, Facebook is a nice traffic source for me. I'm always creating new content and sharing it on Facebook and I'm also posting old content. Nothing wrong with that. Have a post on your blog and haven't posted about it in 2-3 months. Post it again...

Now I'm going to replicate what I've done in the IM/MMO niche with in the weight loss niche.

I'll build up my friends list with people who are interested in the weight loss niche, I'll have a group, and I'll build my following. All WHILE sharing my content. Who cares if you only have 5 Facebook friends? **Share and create like you have 5000.**

Now the next social media channel I use and is pretty similar to Facebook is Instagram...

I've used Instagram for years, but only in the last few months have I used it specifically for getting traffic and making money on that traffic, and it's working out REALLY well.

Instagram allows you to have multiple accounts though, so I will be creating an account for my weight loss niche over there.

I will build a following by making posts and using the right hashtags, commenting on posts from leaders in the niche, and following the followers of the leaders in the niche.

There are a lot of strategies you can use with **Instagram**. You need to make sure you have your profile setup correctly, that you're sharing great content that people are actually consuming, and that you're constantly working to build your following.

Okay the next social media channel I use is **Pinterest**. I freakin LOVE Pinterest.

Pinterest is basically a visual search engine. Users come to Pinterest search for things they're interested in and if you've created and optimized your Pins correctly, they're going to click on your Pins and be at YOUR site.

That's it in a nutshell...

Pinterest really isn't about building a following although you DO want a following over there it's more about optimizing your Pins to be found in their search. So, while I hate regular SEO, PSO (Pinterest Search Optimization) I love because it's not hard and it actually works.

You guys get the idea here... Social media is all about building a following to put your content in front of OR optimizing on the specific social media platform to be found.

Facebook and Instagram are all about followers and friends, and Pinterest, and the other social media site I use... YouTube are more about optimizing content to be found with having followers being the second thing you want to focus on.

So those are the four big ones I use, and I also use Twitter too, but it's like my bucket for all my other social media channels. Anything that gets posted to Facebook, Instagram, Pinterest, and YouTube just goes to Twitter. It's like my aggregator for all my other social media channels, and right now I'm not getting a whole lot of traffic with it. I need to step up my game over there.

But these 4 that I just mentioned to you bring me decent traffic, and if you're just getting started, this is where you need to start!

Pick ONE, go use it, measure your results, and see what works for you.

Traffic Plan

Now you just zeroed in your focus on traffic. You don't have an affiliate program, you don't have a lot of money to dump into paid advertising NOR have a campaign setup to make money from that money you'll be dumping into paid advertising, so here you are... At social media marketing.

Do you guys see what I just did there... I brought you to **where your focus needs to be.**

Now of course you've all got different things going on and doing different things in different niches, but if you've followed along and all you have is your squeeze page and your blog you can clear the clutter out of your head and focus your efforts right here.

Now at this point I'm going to split my work time between **creating content for my site and getting setup for traffic.** If I only have 2 hours to spend working on my business. I'm going to spend 1 hour creating content and 1 hour setting up my social media profiles and working them. I will be working Facebook by finding groups to get into related to my niche, adding people as friends, and sharing stuff related to my niche.

I will be doing the same on Instagram. It's a bit different over there so I'm going to be following the big guys and following their followers. Commenting on things and building my following while sharing my content.

I will be setting up my Pinterest account and doing all the Pinteresting things and Pinning my content there.

I will be setting up my YouTube account and creating videos to get ranked for and optimizing my videos to get people to my site and get people to subscribe to my channel.

What is your focus? What are you going to be doing? That's what YOU need to plan out.

So, what you need to do is define exactly what you're going to be doing to get traffic.

Okay guys... I've made this as simple as possible for you. There is no magic buttons as you see. You can save time by outsourcing things, but unless you have money to dump into paid traffic these are your best options.

Internet Business Foundation Wrap-up

So now we're going to be wrap up this little series on setting up your internet business foundation. If you remember, up to this point we have discussed:

- Picking your niche and determining if your niche will be profitable
- Setting up your content hub
- Building your squeeze page
- Monetizing your niche
- Setting up your traffic strategy

I have really enjoyed doing this little series and helping many of you get to the point of having SOMETHING that you can take off and make money with or at the very least have something you can practice with and learn with.

Working Your Business Each Day

Now it's time to talk about what you need to be doing each day in running your business. Now as I've previously said everyone is doing different things. Everyone wants their business to make money in different ways. We're all at different levels. So, I want to show you what my days are going to look like with my business and from that you can define your days.

So basically, each day I will determine how much time I have and split my time between creating content and driving traffic.

Each and every single day. **If you're not working on your business every day then don't expect to get results from it every day.**

Today I'm going to work on finishing my About Page. Here's a great resource by the way for creating a bomb About page...

<https://diythemes.com/thesis/amazing-blog-about-pages/>

So that's the content I will be working on today. The other part of the time I have I will work on traffic. I'm going to start setting up my Facebook account so I can start getting the traffic ball rolling.

Tomorrow I will start creating a few posts for my blog. I need some content on there to get the ball rolling there, as well. Then I will spend the other half of my work time back with traffic. I'll probably start finding some Facebook groups to get involved with.

Be Consistent

Now as my business grows there will be other things added to my to do list. I'll eventually split my work time into 3rds. 1/3 working on content, 1/3 working on traffic, and 1/3 working on MONEY.

Working on money could be...

- Product development
- Developing campaigns to promote my products or products I'm affiliate for
- Spending time looking for more money-making opportunities

But this is something you can't forget about...

So basically, my three BIG things and what I'll work on each and every day is...

1. CONTENT
2. TRAFFIC
3. MONEY

Of course, the more you can outsource the better because you can save time, but outsourcing is a whole other topic in itself.

Okay guys, so that's an example of a day to day running of your business...

Okay now let's wrap things up...

Hopefully, you've learned a lot throughout this series about setting up your business foundation. A LOT. Now you need to go out and do. All the best and don't be afraid to reach out and be sure to follow my business page for more series that are in the works.