

# **The 10 Steps To Making a Living Online**

**This FREE report will give You The building blocks you need too succeed!  
I give you my...**



**This Exclusive report is brought to you by Nicholas Dobson**

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# Forward

Thank you for downloading the “10 Steps to Making a Living Online”. The information contained within this eBook is designed not only to put you in the right mindset but also to give you the blueprint you need to succeed. However you must be prepared to learn new things and not be afraid or disheartened by mistakes, which are all part of the process.

Nobody ever gets any where in life without failing first it is fundamental to success. Be realistic and don't expect to quit your job in a few short weeks, if that is your intention. You can make a nice second income from selling information online even when working full time; the whole process can be automated so your interaction can be minimal.

Don't forget the more time and effort you put into something the more you will be rewarded for that time and effort in the future.

# PART

# 1

# Believe

Everything in life must start with a **belief**. It is paramount that you **believe** your goals are attainable, if you don't have a belief to succeed **YOU wont!**

- Be positive
- Learn from past mistakes
- Learn to forgive yourself and don't let past failures affect future success
- Avoid any negative thought process
- Stick to a proven plan
- Enjoy – love – life – vitality

**“Believe firmly you can do it”**

# PART

## 2

# OPPORTUNATEY

There has never been a **better time in history** for the individual to make money online; the internet is literally **overflowing with billions of pounds** just waiting to be spent on information products. Everybody wants to learn how to lead a happier, healthier more successful life.

There are literally hundreds of market niches overflowing with customers all hungry to buy, the opportunities are literally endless.

All you need to do is meet the overwhelming demand with supply. Give the market what it wants.

In its **simplest form** you need to >

- Find a very popular niche that you know something about, or one you can find out about. Don't forget if you know more about a subject than your prospect you are an expert to them.
- Write a report or short eBook on that subject. Format the information into a PDF file.
- Distribute that report/eBook to as many interested parties as possible for FREE all you should ask in return is an email address. Those emails addresses will grow and you will have a list to promote and sell relevant products too in the future. Doing this will build your credibility and people will trust you in the future.

# PART

## 3

### S. M. A. R. T.

You need to create defined goals, this means writing down what it is that you would like to achieve. Your goals should be...

- S – Specific
- M – Measurable
- A - Achievable
- R - Realistic
- T - Timed

Using **SMART** as a way to assess your goals will make it easier to become successful.

Most people lack confidence and have little faith in their own abilities. This mentality is only a belief which should be discarded. We are all good something. The **way you think** will ultimately affect what you achieve in life, if you **expect nothing** then you will **get nothing**, however **thinking positive** and concentrating on your strengths will give you a more boost, then once in the right frame of mind you can proceed to learn all the skills you need to move on gradually into making money online.

Once you have defined what you want to achieve, then you can start taking the first steps to making it actually happen.

**“Every journey starts with just one small step”**

# PART

# 4

## The Market Always Comes First

In order for any product to be successful it **must have a mass audience**. It's no use creating a product that very few people will be interested in. Before deciding on your products niche you must first do some market research and look at existing products within that field, to see if you can either complement or improve on what is already on offer.

We are not trying to re-invent the wheel here just establish that our knowledge in a particular field will be **valuable and transferable**. The internet is absolutely heaving with eBooks about every kind of subject.

The basic steps too creating a successful product in simple terms are...

1. Find a popular market that has thousands of hungry to buy prospects
2. Give that market exactly what it wants
3. Rinse and repeat

Some of the most Profitable niches on the internet are...

1. Work from home, i.e. eBay, clickbank, internet marketing, MLM etc.
2. Health and fitness, i.e. dieting, exercise, body building etc.
3. How to manuals in every popular topic, i.e. computer skills, getting a better job, education, investment, gambling, etc.

Match your expertise up with one or even more of the above markets. Create products based around those markets. Drive traffic to your website and make sales. Encourage affiliates to help you by offering them a percentage of each sale.

**“Give that market exactly what it wants”**

# PART

# 5

## Develop your idea

**Inspiration is FREE;** however the very best ideas still need developing. A good starting point is to write down your ideas, then go through the list to make sure that...

1. You're knowledgeable on the subject;
2. You're reaching the biggest market audience;
4. People will buy the information.

While improving your product, remember that people will buy your information if it will...

1. Make them money
2. Give them a better lifestyle
3. Provide solutions to a specific problem

Once you decide which idea you are going to work on, the next logical step is to create list of contents to develop that idea. Probably the best way to do this is to break your idea down into progressive sections. Beginning with section one explaining the idea as a brief overview, each section after that should provide more detail and evolve your overall concept.

Research each section and collect important information so that you can develop and understand the topic you are writing about. The whole process should flow through the following steps.

### **Outline Draft**

An outline draft is simply a flow of your ideas. Make sure to include as much information in each section, at this stage editing, spelling and grammar really aren't an issue. If you try to correct grammar and spelling as you write, it will hinder the creative process because your train of thought will be constantly interrupted, therefore editing should always be left till later in the process.

### **Read Review and Edit Content**

At this stage you will need to amend the content, making sure that everything is included, i.e. enough relevant information to explain the subject. It's important to cross check that your information is accurate and up to date do, so extra research will have to be done.

**Second Draft**

The second draft takes into consideration any changes you need to make based on your own analysis of the content, once completed put your book away for a few days. So when you go back to work on it you will be clear headed and spot any mistakes easily...

Once your eBook is ready, you need to get everything organized for your marketing campaign.

# PART

# 6

## Prepare for Marketing

**Properly marketing your product is paramount to its success.** You must be professional in your approach, which means you need [great presentation](#).

The presentation of your product is very important; you must make it the best you possibly can by getting [professional ecovers and graphics done](#). A great looking eBook cover will help to sell your product! Great looking eBook covers increase the perceived value of your products.

The old cliché rings true in this area because potential customers really do **judge a book by its cover**. Unfortunately because your book is not on the shelf at the book store they can't peruse through it before deciding to buy.

The design of your eBook cover is a very important factor for most people when deciding to buy from you. Think about how your customer perceives your product, they will instantly think, if your website and overall graphics are poor then your product may also be of poor quality, remember **“You only get one chance to make a good first impression” So...**

[A real quality eBook cover](#) will often clinch the deal and make that all important sale.

Make sure your sales copy is clean concise, effective and easily understood.

### **Choose A Delivery Format**

Remember you want your work to be accessible to the widest possible audience so choosing the most widely used viewing format is essential. Always go for PDF (portable document format) every time. Virtually every body has **adobe reader** installed on their computer and best of all anyone can download it totally FREE from **adobe.com**

### **Copyright You're Work**

Always protect your work, that means getting it copyright protected, it's too late after your eBook has been pirated. Don't forget if your work also contains any information from third parties you will also need to get permission to include that as well.

### **Web-Site**

You definitely need a Web site to show case and sell your eBooks/software. You'll also need a domain name, usually the name of your project/eBook. That domain then needs [hosting](#) in order for you to have a presence on the internet via a website. Your website should consist of a HOME PAGE, A CONTACT PAGE, AN AFFILAITE PAGE and a payment button so customers can buy and download your product. Paypal offer great easy to use payment buttons that automatically link up with your Paypal account.

### **Create a Free Viral eBook**

A great marketing strategy is to create a FREE viral eBook and distribute it to as many people as you can. In order for an eBook to be truly viral it must contain links back to your products and services. Make sure and encourage people to give your eBook away to any one who might be interested, include a subscription link to your free newsletter and other offers you may have.

This method grows your subscriber list quickly, builds credibility and respect with your customer base and if you also include hyperlinks in the FREE eBook back to your main eBook website you will pick up sales that way because your prospects have already sampled your work for free.

### **Use Review Sites**

Give a review copy of your eBook away to influential review websites. This will not only give you great exposure but also create more sales because potential buyers are more likely to trust independent reviews than just your say so.

**[“Always get professional ecovers and graphics done”](#)**

# PART

# 7

## Evaluate your marketing efforts

Just simply getting an eBook/product on the market **won' be enough**. You have to monitor your marketing strategies on a weekly basis. **Focus on what's working** and making sales, ditch anything that isn't. This is an area where you will have to do some research, don't worry its not as difficult as it sounds.

All **successful products need healthy marketing campaigns**. A good place to start is to use modeling. Modeling is when you clone a successful existing business. Just go to [clickbank.com](http://clickbank.com) or eBay and profile some successful businesses.

This involves...

1. Finding some one who is at the top of there niche.
2. Looking closely at there website and product.
3. Type the name of there product into the search engines and find out which review websites they are listed with. This will help you to see the bigger picture.
4. Buy their eBook /product to see why it is so successful.
5. Model your product and marketing around similar methods which are obviously proven to work.

**Never be afraid to ask for help**. Contact people ask questions, learn and test things out. Another cliché rings true here...

**“If you don't ask you won't get”**

# PART

# 8

## Don't treat your competition as enemies, they are your allies

The more people that know about your product the more likely you will make **regular sales**. A proven way to spread the word is use the competition to promote your product. In order to do this you must **set up an affiliate program**. An affiliate program is a great way to leverage someone else's marketing efforts for your product; in return you offer them a percentage of the price each product sells for.

At this point you might be thinking there's no way I'm giving up 50 to 60% of my profits to someone else. "I've done all the hard work why should I give up my profits". This is a natural way of thinking in the beginning, but **it is wrong** and flawed in many ways.

Imagine having a silent workforce working for you on autopilot day and night around the world, generating sales and doing marketing for you what price would you put on that. These **affiliates are your allies** and they will **make you a ton of money if** you offer them good incentives. To put it into perspective lets look at an example...

***Product A** sells for \$40 it is very good, has a great website and 800 mailing list subscribers. The seller of product A makes 10 sales a week = **\$400**.*

*He/she has no re-sellers or affiliate program set up. So visitors to his site only have the option to buy not re-sell the product. Visitors to his site are generated purely from his own marketing efforts.*

***Product B** sells for \$40 it is very good, has a great website and 800 mailing list subscribers. The seller of product B makes 10 sales a week himself = **\$400***

*However he also has **10 re-sellers** and an affiliate program set up offering 50% commission on each sale. His re-sellers make between 10 and 20 extra sales a week on top of his 10 sales which = **\$600 +***

*Visitors to his site have the option to buy and re-sell his product so his business is expanding all the time. He is getting a lot more traffic to his site than seller of **product A** because his affiliates are sending their traffic and subscribers over. So in effect seller B is getting **10 times more traffic than seller A.***

The best and **most reliable affiliate handler is clickbank.com**. Clickbank are probably the largest retailer of digital downloadable products on the internet. They always pay out on time and are very professional. Most important of all they have 100,000 affiliates – **Yes you read that correct 100,000 affiliates.**

For a small one off fee you can list your product on their site, which gets a **massive amount of targeted traffic** in tons of niches. Affiliates (resellers) can then pick up a code, called a (HOP LINK) relating to your product and make you money. Or if you wish you can sell other people's products as well as your own.

This can be a **very successful strategy to employ** if someone else's product compliments yours, for example you sell an eBook on how to make money on eBay, and they sell a book on where to source the cheapest goods to sell on eBay.

To find out more details about selling your products and services through clickbank visit their website at **clickbank.com**. Remember...

**“50% of something is far better than 100% of nothing”**

# PART

# 9

## Putting It All Together

In this part we are going to summarize the steps 1 to 9 of this eBook, it helps to understand the overall concept seeing everything defined in a list.

1. Believe. **“Believe firmly you can do it”**
2. Opportunity **“The opportunities are literally endless”**
3. S.M.A.R.T **“Every journey starts with just one small step”**
4. The Market Always Comes First **“Give the market exactly what it wants”**
5. Develop your idea **“Create list of contents to develop that idea”**
6. Prepare for marketing **“Always get professional graphics and ecovers done”**
7. Evaluate your marketing efforts **“Monitor your marketing strategies weekly**
8. Don't treat your competition as enemies they are your allies. **“Use to promote your product”**
9. Putting it all together **“Everything defined in a list”**
10. Stop procrastinating. **“Take action now”**

# PART

## 10

### **Stop Procrastinating**

Now you know what to do there is just no excuse so, what are YOU waiting for? Putting things off means you will never even get close to making a start. Making excuses or setting specific dates to start like the beginning of the New Year won't get YOU anywhere. We all live in the here and now, so begin straight away.

Making a start doesn't necessarily mean jumping straight into a venture without planning. It means taking the first but **significant step** to making YOUR desire become a reality.

Life can be hectic for most of us. Work and family commitments can sometimes leave us feeling helpless and not in control. It really isn't difficult to change YOUR course and sense of direction. Small subtle changes are like ripples on the water, once they begin the effects will multiply.

Making a start can be something as simple as just putting a basic plan together this will give you **structure and sense of purpose**. If YOU just do one simple task a day within a week you will have made **7 steps forward**.

**“Take action NOW”**

# 11: Resources

Listed below are some very useful websites to help you market your products.

[Blogger](#) - Create your own blog with Google and use it to upload videos and helpful info about your products and services.

[Bulldog Hosting](#) - Here you will get cheap domain names and very reasonable hosting packages.

[Clickbank](#) - Digital products site.

[Ecover-pro.com](#) – Professionally designed ecover and website graphics to help sell your product.

[Elance](#) - A great place to find writers and software programmers, if you want to pay someone else to create your products for you.

[EBay](#) – A great place to sell your products in their information services category.

[Sure fire wealth](#) – Here you can give away your viral eBooks and products to generate leads back to your products and services.

## **And finally**

Never lose site of your main goal, which is to make consistent profit developing your own product or service. Don't let past failures hinder future success, be intuitive, ask questions and learn to have faith in your own ability

I wish YOU all the best on **YOUR** journey to success, have a profitable life.

Nicholas Dobson. <http://www.ecover-pro.com>

**P.S.** We are always interested in hearing from you, no matter what the inquiry. Please feel free to let us know what you think about our products and services.

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