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# **GETTING STARTED ONLINE**

**THE ENTREPRENEURS  
GUIDE TO MAKING  
MONEY ONLINE**

**MICHAEL EZEANAKA**

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## Introduction

Hi there.

You may be wondering who I am and what qualifies me to give my opinion on the subject of making money online. That's expected

### Who is Michael Ezeanaka?

My name is Michael and I currently reside in London, UK. Growing up I wasn't always interested in business. My parents, like most other African parents wanted me to study medicine, something I didn't quite fancy doing).

Like most teenagers, I wasn't sure what I wanted to do with my life prior to going to University. Nevertheless, I was good at science and mathematics so I figured I would give Engineering a go. I got admitted to Imperial College London where I majored in Chemical Engineering.

However, a very strange thing happened to me during my time at Imperial. In the university's effort to produce well-rounded Engineers, we were given the option to study (as part of our core Engineering course) other non-technical subjects like business, finance etc. I decided to study business as a backup plan should Engineering not work out.

To my great surprise, I performed a LOT better in business than I did in Engineering. After graduating, I had spells with an Engineering company, an Investment bank and a software-consulting firm before I decided to retire at the age of 28 to focus exclusively on building my side business



### **What gave me the courage to retire at such a young age?**

I had a great time working with these companies. That being said, I knew early on that I didn't want to lead the 9-to-5 lifestyle for long. I didn't want to be restricted to just 25 days of holiday in a year, or asking for permission whenever I wanted to travel or spend time with my family.

More importantly, I wanted to take charge of my finances so that I wouldn't have to rely on a pension when I'm no longer able to work. Being an avid reader, I went to Amazon and started searching for books on personal finance

- I wanted to learn how to save money and invest my savings. This was when I came across the two books that changed my life forever:

- Rich Dad Poor Dad by Robert Kiyosaki and
- The Richest Man In Babylon by George Clayson

Both books literally opened my eyes, changed my mindset and taught me the value of paying myself first, saving, investing and creating a business in order to truly achieve financial freedom.

This was when I began to think about a business that I could start on the side. After pondering over a number of options, I started Self Publishing with Amazon because it didn't require a lot of start-up capital (I started with as little as \$500) and it was fairly passive.

It wasn't all smooth sailing at first and it took me roughly 7 months and a lot of expensive mistakes before I made my first \$1000 online - owing to the fact I didn't work with a mentor. A month later, I made a little over \$2000. Three months after that, I crossed the \$3000 mark and that later grew to over \$5000.

Below are screenshot of some of my royalty payments:

## Royalties Earned [\(What's this?\)](#) ▾

Marketplace	Currency	eBook Royalty	Paperback Royalty	Total Royalty
Amazon.com	USD	1,818.86	0.00	1,818.86
Amazon.co.uk	GBP	60.60	0.00	60.60
Amazon.de	EUR	6.95	0.00	6.95
Amazon.fr	EUR	0.00	0.00	0.00
Amazon.es	EUR	0.00	0.00	0.00
Amazon.it	EUR	0.00	0.00	0.00
Amazon.nl	EUR	0.00	0.00	0.00
Amazon.co.jp	JPY	0.00	0.00	0.00
Amazon.in	INR	223.55	0.00	223.55
Amazon.ca	CAD	23.74	0.00	23.74
Amazon.com.br	BRL	1.15	0.00	1.15
Amazon.com.mx	MXN	65.58	0.00	65.58
Amazon.com.au	AUD	19.53	0.00	19.53

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Site ▾


🔍

### Royalty Balance [Details](#)

Show: **Total** | October


\$5,858.71	£41.12	€0.00
USD	GBP	EUR


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**Royalty Balance** [Details](#) Show: **Total** | November

\$4,743.02 USD	£6.28 GBP	€4.55 EUR
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**Royalty Balance** [Details](#) Show: **Total** | December

\$7,418.59 USD	£18.56 GBP	€9.10 EUR
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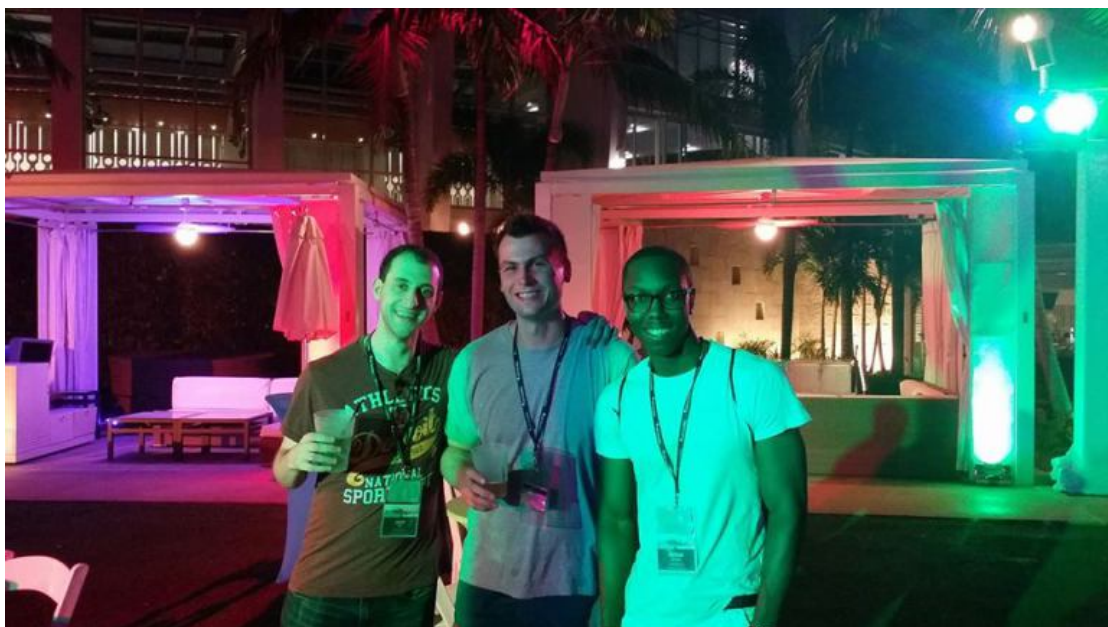
This income level was good but, in order to retire, I wanted something that would allow me to scale up to 6 figures as well as help me diversify my income sources so I didn't have to rely solely on Self Publishing. This was when Internet Marketing came to mind.

After researching Internet Marketing, I realized it had a LOT of potential, a lot more scope to earn more money than Self Publishing.

However, I also realized that in order to reduce my learning curve and hit success faster without spending too much money on expensive mistakes, I needed a mentor to guide me.

This desire to set up an Internet Marketing business and have a mentor by my side to guide me led me to a company that offered a proprietary training program tailored to entrepreneurs looking to start making money online with Internet Marketing – an guess what? The training program came with a 1-on-1 personal coach and mentor. I took advantage of the opportunity!

I used the money I was making from my publishing business to start a very successful Internet Marketing business. Eventually, the combination of my earnings from my publishing and Internet Marketing business allowed me to retire early.







I decided to create this guide to show you the possibilities online and to equip you with the basic skills, knowledge and confidence you need to get started with your own profitable online business TODAY.

I remember when I first got started, I was overwhelmed with all the information that was being thrown at me and I made a lot of expensive mistakes – you don't have to do the same.

The information in this book will help you shorten the learning curve. I can tell you that once you figure it out, your life changes dramatically. If I can do it, I believe you can.

Let's get started!

## **Learning to Earn**

Everyone wants to make money online. They dream of sitting at home and raking in the millions. While it's not quite that easy because it does take a lot of work, you actually can sit at home and create a truly profitable business. The key is to find the right educational resources that will point you towards your dreams.

The biggest obstacle with this, however, is the sheer amount of information on the web. The internet was created to share information, so it should come as no surprise that there are mountains of text to sift through. Some information is simply better than others while a small percentage is absolute garbage.

Knowing who to listen to and who to ignore is the key:

### **Good: Books**

Books are always a great place to start learning something new. Sometimes you may have no idea where to start. You know you want to make money online but you just don't know what to start learning about first. Books are great because you can flip through a few of them and get a better understanding of the subject without having to scavenge for information piecemeal.

After a bit of research, you'll know exactly what books to track down and what subjects to focus on. Once you pay for a book, it's yours forever so they

can also be great investments. With the rise of e-readers, books are now cheaper and more portable than ever.

### **Better: Videos**

Books are good, but some people are visual learners. They need videos and demonstrations to really be able to wrap their minds around something. Fortunately, there are tons of videos on the web that cover nearly every subject imaginable. Some videos are made by professionals while others are created by amateurs.

There is a big difference in quality between these two different types of videos. Professionals will be able to describe the intricacies of a subject while amateurs can only give a basic overview. Keep in mind, as well, that many videos only show one person's way of doing things. They might not teach you a different method.

### **Best: Mentors**

Mentors are, without a doubt, the absolute best way to learn something. When you have a mentor you actually have a dedicated, professional teacher who can take you through every step of a process at a speed that works for you. Since most mentors have years of experience in a certain subject, they are a treasure trove of information.

The biggest problem people run into, however, is that effective mentoring can often be rather expensive. These are experienced professionals who can make

plenty of money without needing to teach anything. They become mentors because they want to help others, not because they need to.

A good mentor can help you get an online business up and running faster and more successfully than any other option. We will talk more about this later.

But for now, this starter guide is designed to give you the absolute basic foundation on how to make money online with internet marketing. To do this effectively, we need to discuss a number of things, starting with the concept of sales funnels

## What is a Sales Funnel?

If you've been in the internet marketing world for any amount of time, then you've probably heard the term "sales funnel" before. This is a popular concept, but many people still have trouble understanding what exactly a sales funnel is.

It's really just a way of looking at the whole sales *process* from the first contact until the day they stop buying from you. "Funnel" is a good analogy and makes the process easy to tweak and improve by singling out what steps work and what steps don't.

A typical sales funnel has a few different steps. For internet marketing, this process begins by generating traffic and directing it to an opt-in form which generates leads (i.e. people who are *potentially* interested in what you have to offer). Through interaction with your list, these leads get warmed up and become prospects (i.e. people who are interested in what you have to offer). When you present them with a great product or offer, some of these prospects will turn into customers (i.e. people who are willing to pay for what you have to offer).

### Attracting New Leads

The first thing to do is to choose an enticing, niche-specific offer, or reason to come to your website. If you're targeting the weight loss niche, for example, then you will choose an attractive product, service, or website which is targeted to people who want to look and feel better.

Remember that you want to generate traffic that you can turn into leads. You'll need something enticing enough to get people to your website. Once you've picked a lead generation method, the next step is turning this traffic into leads.

### **Landing Pages and Freebies**

The landing page is important because this is what you'll be directing traffic to. A landing page is just a simple, single page website that presents visitors with a free offer. This freebie is usually something small but attractive. It could be a few short videos, an ebook, or even software. You can either create these freebies yourself or use someone else's with permission.

Visitors access this free offer by submitting their email address in a form posted on the page. Once they've done that, they are now on your mass mailing list. This is how traffic is converted into leads. The entire purpose of the landing page is, in fact, to help grow your list of leads.

### **Autoresponders**

When you generate a new lead, it's important to contact this person as soon as possible. Since most of us can't just sit at our computer all day waiting for a new addition to our list, many marketers utilize autoresponders. This is a type of software that will automatically email someone when they sign up, and several times afterward to keep in touch with them.

This email can be used to start building a relationship which turns leads into prospects. The message this software sends can thank the person for signing

up, deliver the free product they wanted, and possibly point them in the direction of something else they might like.

### **Sales page**

The sales page is the end of the funnel (for now). It's where the leads you've generated get turned into paying customers. There are a few different theories on creating sales pages but they generally include an attention-getting headline, some sales copy or a video, information about the product, a call to action, and bonuses to add value to the customer.

The secret to success in internet marketing is creating an effective sales funnel. You can't simply create a product and hope for it to sell. You need to generate traffic, turn them into leads, follow-up multiple times, and then convert leads into customers.

Once you have your sales funnels set up, the next thing to do is to look for profitable products to promote.

## **How to Find Profitable Products**

Making a lot of money on the internet used to be a pipe dream. Many people wished it was possible but the systems simply weren't in place to make it a reality. Things have changed quite a bit over the past few years and many marketers have started earning a consistently high income every month.

Even though we hear stories of people making it big online, many are still skeptical. With the great assortment of different ways to make money on the web, it can be hard to find one that works. The best place to start is also the most traditional method.

If you can find great products then you'll have an easier time selling them. This article will help you find the most profitable products around.

### **Look to yourself**

The easiest way to find products people want to purchase is to look to yourself. We all have hobbies and interests that we spend money on. We also have a few different products that we need to live and these can range from small things like a toothbrush to big things like a refrigerator.

If you're willing to spend money on something, the chances are good that someone else will too. Some hobbies are really popular and can end up being quite expensive. What makes this such a great option is that you'll be promoting something you know very well.



## **Hire Someone**

It's becoming increasingly easier to simply hire someone to make products for you. Books, videos, websites, programs, games, and more can all be outsourced to someone else.

This may require a bit of a financial investment but it's important to remember that it is an investment. You'll be making money with this product so the more you invest in it the more you'll earn later on.

## **Established Products**

Promoting established products is one of the easiest and most profitable routes to take. These products have been around for a while, they were created by a reputable and recognizable company. Since they already have a good reputation, the hardest part about marketing is already done for you.

There are countless different products you can promote. With the right strategy and enough action, you can end up making quite a significant income by promoting other people's products. Finding the right established products can be a bit of an art form itself.

You'll want to find a good balance between a product being well known and one that is over saturated. You also need to uncover products with a good price point, one that isn't too high but not too low either. Most importantly, you need to be sure there is a system set up which allows you to get paid for the work you've done.

Ok. You now have a profitable product to promote. However, you still need to figure out a way to turn this profitable product into a killer offer that will compel people to buy. We will now discuss ways to go about doing exactly that

## **6 Steps to Creating a Killer Offer**

There are tons of offers to promote, but few will ever have the power and uniqueness needed to put a lot of money in your pocket. Creating your own killer offer is the way countless people have managed to build lists, generate revenue, and grow their business. It may seem like a daunting task at first. It was a big step for me too but I've created a number of successful offers myself.

This is how I do it:

### **Know the Target Market**

Your target market is the first thing you need to consider. A killer offer is designed to appeal directly to a specific group of people. You'll need to offer something useful—something they'll want to use or learn from. The key to a successful offer is simply creating something your target market is hungry for.

You can discover what this is by doing a bit of research. Try to find a relevant message board and look at the questions being asked. Investigate offers from other people, keeping an eye on what they're offering and the way their offer is presented. This research phase will often give you all the answers you need.

### **What's in it for them?**

The main selling points of your offer will be the benefits. You'll need to determine what someone will get out of it. Maybe it's a program that makes

their life easier. It could be an educational course that answers a number of questions they have. Perhaps it's simply a new technique or product which will improve what your potential customers are already doing. Before you can create a killer offer, you need to understand what you'll be offering.

## **Features**

Once you've figured out the benefits, you need to come up with the features. These are the nuts and bolts of what they get when they purchase. No matter what you do, there is probably some competition. An impressive set of features (which show HOW a buyer will realize the benefits) will make your offer appear much more valuable. Add features wherever you can to support the benefits.

## **Build value before price**

Far too many people chose a price and try to create an offer around that. The price of a product or service is relative to what it's worth to the buyer. If something is of an extremely high quality, offers a long list of benefits, and has more features than other options, then even a high price will seem low.

The more value you can build the better. Keep adding to the offer. Show them what they can earn, save, or the dollar values of the offer's components.

As the value goes up, the relative size of the price will go down.

## **Guarantees**

People are often reluctant to spend money. They want to be sure they're getting a good deal, and avoid the risk of loss. This is why you need to add a guarantee. This could be as simple as a guarantee to refund anyone who isn't satisfied or as complicated as a warranty with maintenance. Or, offer a free trial and let them use your product or service for a short period of time. This guarantee is often what pushes people over the line and into the realm of paying customers.

## **Call to action**

The call to action is the last and possibly most important thing to include in an offer. At the end of the sales copy, you need to clearly and boldly tell your potential customers what to do. If you want them to buy something, contact you, or submit their email, you need to tell them exactly how to do it, and do it NOW. The call to action is the culmination of everything your sales copy has been building.

With practice you can learn how to create your own killer offers. It does, however, take a lot of time and effort to write, test, and revise until it sells well but there are ways to bypass all this and jump right into promoting killer products and making good money. We will discuss that later.

## **Making the Jump from Traffic to Sales**

One of the biggest blinders that hold people back in online marketing is the focus on traffic numbers alone.

Now obviously, websites need visitors. The more visitors a website gets (or so we're told) the more profitable it will be. What many marketers soon find out, however, is that traffic numbers are not always related to sales numbers.

Visitors are great. Your website needs to get people visiting it and engaging with the information you present. It also needs to convert these visitors into paying customers.

But how do you do that?

### **Two Different Objectives**

Part of the problem comes from the fact that sales and traffic generation have two different objectives. Traffic generation (generally) focuses on getting the greatest number of people on a website as possible. Sales, on the other hand, focuses on your specific target customer.

You can't simply put a million people in front of your sales page and expect to rake in the cash. It just doesn't work that way.

The difference here is that one focuses on capturing anyone while the other focuses on a specific person. Sales certainly doesn't work if visitors aren't targeted, so your advertising efforts absolutely *must be*.

## **Targeting Customers**

Traffic generation is great for creating a long list of leads, qualified as best you can tell. This group of people may contain a few buyers but you'll need to weed out the mass of people who will never buy something from you. This can be done through the material posted on your website.

Each article, video, or audio file you post should be targeted to the specific market you're trying to sell to. When visitors come across an article on weight loss, for example, only those people interested in losing weight will read it. That would be a great place to promote a weight loss product.

## **A Leaky Funnel**

The trick to combining traffic and sales is to weed out the people who aren't customers and sell to those who will spend money. This is done with what we call a "Sales Funnel". Picture the shape of a funnel. It's larger at one end than the other.

We discussed this earlier but generally speaking, a sales funnel works by directing all of your traffic into the sales process. With each progressive step, the audience gets smaller and smaller in number. Eventually, you're left with only those people who will be interested in your product. These are the people to whom you present your sales copy, products, and other offers.

## **Building a Funnel**

The basic blueprint for a sales funnel is pretty simple. You start with a general audience and then begin to shave it down until you're left with a

small group of people who are more likely to spend money. In some cases this can be less than 10% of your overall traffic numbers.

You can tell who they are by their behavior – which they usually take after you *ask* them to do something and see how they respond.

A truly powerful sales funnel can make or break a product and I hope that what you've learned here will set you up for success in your online business.

With the help of this starter guide and my book on Passive Income Ideas, you should have enough information at your disposal to get started with a business that'll help you build a sustainable income stream.

Keep going, do not ever give up and I wish you all the best!

**N/B:** If you learned anything of value, please kindly leave a review for my book on Amazon and let me know what you specifically enjoyed. I'd really appreciate ☺

### **Books by Michael Ezeanaka (Available in Kindle, Paperback and Audio)**

1. [Affiliate Marketing - Learn How to Make \\$10,000+ Each Month on Autopilot](#)
2. [Passive Income Ideas - 50 Ways To Make Money Online Analysed](#)

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