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**A
BASIC GUIDE
TO
E-BUSINESS**

E-BUSINESS IS THE FUTURE

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YOU ARE NOW A PROUD ENTREPRENEUR

A BASIC GUIDE TO E-BUSINESS

This booklet is for you if you are new to online business or an expert on the internet.

WHY YOU SHOULD START AN ONLINE BUSINESS



Online business, also referred to as e-business, is a great investment opportunity to gain financial independence for you and your family. It's the wisest move to take control of your life today.

This trillion-dollar market is growing very fast; by 2021, shopping and doing business on the internet will grow like never before. Millions of People worldwide have their online businesses generating passive to a full-time income, whether they are at home or traveling the world.

To start an online business is inexpensive (compare to a brick and mortar), relatively easy to start, but it will take time, dedication, and consistency for successful growth. Your online credibility

goes a long way, and it won't come overnight if you don't put in the work.

Time is changing, technology is advancing, more people are working from home and many has lost their 9-5 jobs. The wisest move to start earning today is by building an online brand and become an entrepreneur.

Sacrificing your time to build a solid foundation for yourself should not be something to consider but to act on quickly.

Are you in doubt?

If you are in doubt about whether to start, I want you to look around your environment and then ask yourself this question, "how advanced will technology be in 2-5 years from now?" "Will things be the same as today?" I think I know what your answer will be.

Don't worry if you are new to this world; most start not knowing, including myself. Reading this booklet will give you a jump start on moving forward to be a successful online entrepreneur.

Online businesses are all around, and most people don't realize this. Many of those results that come up when you search for that new iPhone you want or anything on the internet are actually making money in one way or another, and here you'll learn how.

So, don't wait too long to start your online business because the feeling of being left behind is not great. Be courageous, leap forward, and execute the steps necessary to change your life abundantly for the future.

EIGHT 8 WAYS TO MAKE MONEY ONLINE



Making money online is nothing new, and it's a very profitable industry. Like any business venture, your online income takes time to grow, but once you are willing to devote your time and energy to get your idea off the ground and stick with it, you'll be surprised at the future gain.

So, if you are serious about starting an online business but aren't sure how to make money, here are eight realistic ways you can consider making money online.

1. Advertising

A good way of earning income online is by hosting ads on the content you've created. Those ads are the same Google ads that you see in the sidebars of blog posts, Youtube videos, or any other website.

If an ad is hosted on a platform that you have created, then you get paid whenever someone clicks on the ad. This though generally don't pay very much (\$0.30 \$5.00) per click, getting people to click can be tricky, and you risk driving visitors away by cluttering up your site with ads, which may not make it worth the potential gain.

That being said, numerous content creators make good money from running ads on videos they've created on Youtube. So, it can be a great option in some situations.

2. Affiliate Marketing



Acting as a salesperson for someone else's product or service is basically affiliate marketing. If your friend Rique offers real estate services, you might act as an affiliate, refer clients to Rique, and get paid a certain percentage whenever someone you referred decides to hire Rique to purchase or sell a property.

As an affiliate marketer, you are only paid when a visitor actually purchases the product or service you are advertising.

There are thousands of affiliate opportunities available for every type of product or service that you can think of. It's relatively easy to find something of interest for your particular audience.

This option is flexible, and it gives you, the creator, control over the appearance of the ads on your site. For information on how to start affiliate marketing, click [here](#).

3. Services & Freelancing



If you have a skill that others would find valuable, this could be a good option to make money faster.

You might be skillful at web design, graphic design, editing, research, writing, marketing, accounting, tax preparation, coaching, or even customer service; the possibilities are endless in this field.

Once you enjoy applying your skills and working closely with customers, then providing freelance services is perfect for you to earn greatly online.

The downside is that you are trading your time for money, and if you stop working or even take a short break, your income will stop unless you have a team.

For more information on freelancing and how to become a freelancer, click [here](#) to learn more.

4. Products and Drop-shipping



Making and selling your own products online can be the simplest way to build and make money online. However, this will absorb higher investment costs to get your business off the ground and take more energy from you to build because it's more hands-on.

Many people, though, have built very successful businesses and become quite wealthy by selling their own products online, so it certainly is a great option to consider.

However, if you don't have the time to go through the process of making your own products, you can find a manufacturer or supplier that does the work for you. From product making to shipping the products directly to the customers, this is called dropshipping.

How does this work?

When a customer purchases a product from a vendor or seller website, the vendor then passes on the sales order to the supplier, who then fills the order and ship it to the customer.

The Vendor usually pays for the items at a discount, then profited from the difference between the initial cost and the price they sell it at.

Choosing this option will free you from storing inventory, requires very little monetary investment, and helps you to focus mostly on marketing, advertising, and managing your business online presence.

The downside, however, is not having control over your product quality and packaging. If the customer receives a faulty product, the vendor would be blamed for the manufacturer's fault. You have no connection to how your product is produced, which may cause your business credibility rate to drop.

There are a lot more pros and cons of starting a dropshipping online business. If you are interested in this type of e-commerce business, visit [here](#) to learn more.

5. SaaS (Software as a Service)



Another amazing opportunity to make money online is by selling Software. Creating a software product generally has a very high

development cost, but once the software is completed, it can be very profitable.

To profit, customers pay a monthly or annual cost to use the software continuously, the scale to serve a large customer base is generally a nonissue since the software can be sold to an infinite amount of people at minimal cost, and not much additional work needs to be done by the creator once the software is completed.

Software like MailChimp, Google Apps, etc., are examples of SaaS. If you come up with an idea that people want and you can execute it well, then selling software is an amazing opportunity for you to earn greatly online. For the best IT training, you can visit [KOENIG](#).

6. Courses and Membership Sites



One of the most profitable ways of making money is by selling courses and memberships online.

E-courses or web courses are specific training products that teach the consumer something, generally, in a series of modules, each filled

with several lessons containing videos, worksheets, guides, checklists, or other types of content. They are similar to what you'd expect from a college course, with a few key differences: anyone can create them, they are online, and they generally promise specific results.

Membership sites can be connected to courses, or they can stand alone. These are niche websites that visitors pay to access. They are filled with content that is valuable to a specific audience. Content might be added on a monthly or weekly basis, or it can be static.

If you are very skillful at training or teaching a particular niche, you can consider creating a course or a membership platform for the consumers to access your content.

[MemberPress](#) is a perfect All-In-One plugin that can help you build quality membership and online course sites with [WordPress](#). Learn how to get started [here](#).

START YOUR BUSINESS IN 10 ACTIONABLE STEPS



Now that you have an idea of how actually to make money online, it's time to take action. I want you to follow these 10 actionable steps to create an online presence for a successful future.

1. NICHE - FIND YOUR NICHE

What is your niche? And by niche, I mean your interests, the product or service you wish to produce to customers to solve their immediate problems.

The marketplace is vast, and there are a variety of products and services to choose from based on your interests and skills. It's vital that you are specific about the market you are entering and the target audience you wish to serve. For example, if you are an Accountant, do you work with startups or large corporations? Are an Accountant for retail stores or schools. Which audience are you trying to target?

Once you've determined whom you're helping, move on to the demographics of this crowd: this includes the age, gender, location, marital status, and the interest of the average person in your target audience.

If you are having difficulties finding your niche, get a piece of paper and create a list of your skills and interests.

Example lists

My skills: cooking, writing, painting, social media, marketing, customer service, etc.

My interests: Fitness, movies, romantic novels, home decor, baking, etc.

Where do your lists intersect? With these example lists, intersections might include: healthy cooking, social media review of movies, showing people how to bake a cake, or writing about any of the interests.

Once you find the intersections (where your skills and interests overlap), determine which of these "industries" is most appealing to you and which would be the easiest for you to help. For instance, social media for novel writers might be rather difficult. However, teaching men about healthy cooking might be easier.

After you complete these steps to choose an industry, then move on to market demographics (as discussed above). Who are these people you'll be helping? Create a profile of your ideal customer.

2. DO MARKET RESEARCH ON THE NICHE YOU CHOOSE



Now that you know whom you want to help, the next step is to research how you will help your target audience.

The easiest place to research to find out what your target audience wants is generally forums or online groups (such as Facebook). You can generally join these groups quite easily. Once a member, you can either post a general question to the group or send private messages to several members.

Be specific about your research questions. Don't ask yes or no questions. For example, do you think you spend too much money on marketing for your business? Because you won't learn very much from the answers.

If your niche is weight loss, you want to ask questions like, "what do you think the hardest part of losing weight is?" You can learn so much from a person by asking good questions like that.

Another example would be, what would make marketing your business easier? A course that teaches you how, a marketing agent that does it for you, or a tool that helps you do it more effectively?

By asking different questions, you'll be able to compare which gets the most engagement. This will give you an idea of the most significant issues that people are really struggling with.

Follow up with some more questions that relate to whichever question was the most popular. Find out more about that specific problem and what people have already tried to do to solve it. Ideally, you're looking for a BIG problem that people are spending money trying to fix, and the available solutions aren't working (or at least not well enough).

Once you've done your research, you should have enough information to figure out what your product or service should be. Basically, whatever would successfully solve one of your audience's biggest problems (either better, easier, or cheaper than the other options they currently have).

3. CREATE A MONETIZATION STRATEGY FOR YOUR NICHE

How will your niche make you money? How will your audiences turn into paying customers? That's the next question you will ask yourself.

An online niche business makes money by selling products, selling services, promoting affiliate products, advertising, consulting, etc., as discussed above. Based on your research, you'll know what's the best option for your business.

An organic approach to funnel sales to your site is when a customer hears of your business through word of mouth or by the search engine, visit your site, read your blog posts/articles (which cause them to view you as an expert), see that you offer services of interest, then decide to hire you when a need naturally arises.

However, there are many ways you could add to that funnel to make it more effective and produce more results. Instead of relying purely on word of mouth, you could advertise, and there are numerous options for doing so. You could feature testimonials on your website to increase your credibility, offer free resources in exchange for your visitors' email addresses, and you could send prospects a series of emails designed to sell. There are numerous ways, which you will know as you get deeper in learning the business.

To start, though, it's best to give your customers something for free, do not charge. The greatest challenge that every entrepreneur faces is anonymity. Getting the word out, establishing yourself as a credible expert in your field, and convincing people what you have to offer are valuable.

Giving something for free that shows your value will help you get your name out and become valuable to you.

4. ESTIMATE YOUR STARTUP COSTS

As I mentioned above, an online business takes little start-up capital compared to a brick-and-mortar business. Still, regardless of what type of business you are starting, it's always a good idea to at least estimate how much starting and running your business will cost.

To run a credible and professional online business, you are required to purchase a domain name so that your target audience can easily find you and a website hosting platform (both are relatively affordable). We will discuss both further in the booklet.

Additional costs may include paying for a web design, an Email or autoresponder service, logo design, and advertising service. Most of these platforms normally come with free service or free trial. As your business starts gaining more credibility, you may decide to pay for those additional services for a more effective and interactive website to serve your audience better. So keep those costs in mind.

However, to keep running an online business can be a little pricey monthly. I recommend that you join a credible entrepreneurial platform that will provide you with all the tools necessary to start and maintain an online business at a very affordable cost. Wealthy Affiliate is the perfect learning platform to get you started on this online business journey.

5. BRAND YOUR BUSINESS TO APPEAL TO YOUR AUDIENCE

Branding is so essential for the success of any business, especially those that exist primarily online. It's important to establish your brand from the start so that you can begin to grow a relationship with your audience. You need to show up with the same face and same message time after time so that they can get to know you and learn to trust you.

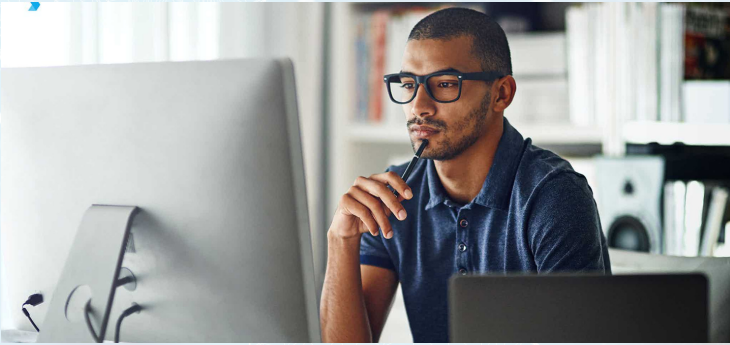
When you are designing your brand, it's very important that you be true to yourself and make sure it appeals to your audience.

Your branding represents who you are, what you stand for, and your business mission. If it isn't honest, then not only will it not seem genuine, but you won't enjoy it as much, and you'll have a much more difficult time selling others on your ideas.

Create a brand that shows off the side of you that your customers will most appreciate. Remember, the feel of your brand will attract a certain type of client or customer, so make sure you're putting into the world what you want to get back from it.

Whatever branding you do decide on, stick with it from day-to-day. A cohesive look shows potential customers that your business is stable, trustworthy, and professional. This is essential because if customers don't feel like they can trust you, then it will be nearly impossible to get them to buy, even if they really need what you have to offer. So it's very important that you stick with the brand you create.

6. START BUILDING YOUR WEBSITE



Now, this is the vital step for your business appearance. Once you've figured out what your business is all about, what your product is, your ideal customer, and how everything should look and feel, you are ready for the world of online business, which means you need a website!

Designing a professional website is pretty easy today. It requires little or no training. You may want to design your website yourself because paying a professional web designer will be costly if you are on a tight budget.

Shopify offers professional, easy-to-set-up sites that provide a positive experience for your customers for a product-focused business. If your business is service or information-focused, Squarespace could be an easy solution.

However, sites built on platforms such as Shopify and Squarespace often don't rank very well in search engines, such as Google, Bing, and Yahoo.

So if you're planning on the success of your business coming from potential customers organically finding you online, a different website option may be better.

Starting with these sites will be fine, but it won't grow with you. When you have a lot more visitors coming to your site, or you want to add a feature, you'll quite possibly discover that the platform can't support what you need for it to do.

They often don't integrate well with other web services (such as various email services, membership platforms, scheduling apps, etc.), and that will cause a lack of flexibility for creativity and customer interaction.

As for alternatives, WordPress.org, an open-source site-building platform, WordPress.org sites are hosted externally, either on your own server (computer) or with a hosting provider, such as Bluehost, SiteRubix, Hostgator, or Godaddy.

If you are creating your website yourself, the most affordable option is to use a free theme (template) with WordPress. There are thousands to choose from, and if you're willing/skilled enough to get your hands messy with a little bit of code, then you can create an endlessly customizable site.

The much easier option that is still relatively affordable is to purchase a premium theme, like Elementor, that comes with a visual site builder. Basically, this is a program that you install on the WordPress site that allows you to adjust and edit things visually (think drag and drop) rather than with code. It's much simpler to use, and you can create some stunning results. Elementor is the theme that I use to design my website.

In summary, if you want to DIY your site, I would recommend the following steps:

- Purchase a domain name (website address) from a domain registrar, such as Godaddy or Namecheap.
- Purchase hosting for your website from a hosting provider such as Bluehost, Godaddy, or SiteGround. This gives your site's files somewhere to be "physically" stored. SiteRubix is a great All-In-One platform for domain registration, hosting, and WordPress website builder. It's perfect for beginners to start and manage their online business.
- Install WordPress on your site. Most website hosts offer a "one-click install" that makes this quite simple.
- Log in to your site by visiting www.yoursitesname.com/wp-login.php.
- Purchase a premium theme from Elementor themes, OR choose to download a free theme inside your WordPress.

- Then start designing!

If all of this sounds like a giant headache to you, go [here](#) for training.

7. CREATE SYSTEMS FOR COLLECTING LEADS

To grow a sustainable business that provides you with consistent income from month to the next is to develop a targeted list of leads' email addresses. This will give you direct access to potential customers whom you know are already interested in what you have to offer.

It's quite simple to attract the right people. Basically, be upfront and clear about what you provide, offer a small amount of the goods for free (for example, an ebook) and give your visitors a way to sign up to get a bit more.

Follow the steps below to start growing your own list of leads:

- Purchase a subscription to an email marketing service such as [ConvertKit](#), [MailChimp](#), or [AWeber](#). These services allow you to automatically collect and store email addresses of hundreds or thousands of subscribers and effectively send out mass emails that won't end up in people's spam folders.
- Set up a simple form on your website that allows visitors to subscribe for more information and free resources on your topic.
- Create a free resource that would be attractive to your ideal customer. (This is called a "lead magnet" since it attracts leads.)

- Edit the form on your website to be an offer for the content you created. Complete the necessary backend set up so that when visitors enter their email address, they automatically receive access to the free content you created.

Even if your website is extremely simple, once you have this one system in place, you'll begin automatically collecting leads whenever new visitors come to your site.

Create content to attract leads

To get visitors to your site, you must create content. Creating content such as blog posts, videos, and other free resources to give your ideal audience a reason to visit your site time after time. This will then cause you to build a fixed relationship with your audience, which will allow you to show off what you have to offer.

Free content can attract traffic in two different ways: organically and directly. Organically means that people naturally find you online through search engines. They type in something specific, and your content pops up. Direct traffic is people you send to your site by connecting with them and telling them what you have to offer. Direct traffic generally comes from interacting with people on social media or collaborating with other online businesses to reach their audience. With this said, it brings us to the next step.

8. NETWORKING

At this point, your business is basically set up, and you have created some quality content to offer to your audience. Hence, you're ready to start really connecting with people and driving traffic to your website.

The internet has made it so incredibly convenient to connect with people around the world. Since your business is online, this is an amazing opportunity to connect and find most of your target audience. Plus, you're able to connect with many more people because it only takes a few minutes and clicks to have an engagement.

You're also able to reach more people at once by posting to social network feeds rather than just talking to one person at a time.

A great way to build your network is by finding groups (Facebook groups) that are actively engaging, introduce yourself to a few of the groups you've found, and start chatting with them. Contribute to discussion frequently and post your own questions regularly (but not too frequently).

That's a great way to build relationships with people, and it also establishes you as an authority in your industry. When someone in a group has a question, help them out! If you don't already know the answer, take some time to do a little research for them. Post the answer in the discussion, and, if appropriate, follow up with a private message offering more (free) help.

Join [KacieSocial](#) and create your social group and build your business.

Please! Don't try to sell when you are networking. Networking is about helping and making connections. If you provide value, you will make people curious to click on your website and sign up for your free content if they are truly your ideal customer. Being pushy or salesy in networking situations often leaves a bad impression, so don't do it.

9. CREATE SOCIAL MEDIA ACCOUNTS

Once you've started to network with your audience, you'll want to create accounts on social media platforms so that the people you're connecting with have something to discover when you make them curious with the help you provide.

To effectively build a strong presence on social media, it's best to focus on one or two platforms to create initial growth. This will help you to focus on other aspects of your business.

Choose Your Primary Platforms

Instagram

If you enjoy inspiring people with beautiful pictures, Instagram could be a great choice. It is a huge network, and it is a growing platform that speaks to a more specific demographic.

Instagram has upgraded the platform so users can add long videos (IGTV). This opens the opportunity for users to be more creative to have a deeper connection with their audience. Which makes it a powerful networking tool to attract devoted followers.

Facebook

This platform has a vast number of people, demographics slightly older (between the ages of 25-45). Facebook allows you to post text, links, pictures, videos, and other graphics, and you're able to connect with people in many different ways (pages, profiles, groups, ads, private messages). It's a powerful platform, but the downsides on such a large network, you have to work to make your voice heard; there's not much "free press" available for businesses, most of the reach your business can have would need to be paid for.

The gold of having a Facebook account is the use of creating groups. Groups are an amazing way to network and engage with people, and starting your own group can give you a powerful influence.

YouTube

This platform requires more work to really stand out but has the ability to create a serious impact. It's the second-largest search engine in the world, which means people are actively using this platform to find answers and entertainment. To be successful on Youtube, you must create high-quality content (videos), and you must be very consistent. Doing this will attract loyal subscribers that will follow you anywhere.

Twitter

The concept of this platform focused more on short messages to one's audience. It is a brilliant platform that forces the user to cut to the chase without wasting their followers' time.

However, more and more, the platform seems to devolve into just a lot of link sharing. Why? Because people want to say more (and sell more) than they can't in 140 characters, so they use the characters to convince people to read longer articles.

Ultimately, if you enjoy the news feed style of Twitter and that is where your audience is, then go for it! But, if not, focus your efforts on a more engaging platform.

Snapchat

This platform is highly appealing to those between the ages of 13 and 30, with many of them considering this their primary favorite place to network with their friends. Snapchat allows people to connect one on one or post publically using pictures and videos. It's a fun, casual atmosphere that provides a behind-the-scenes look into people's lives.

The primary downsides to Snapchat is that the younger demographic means that for many businesses it's simply not applicable, and the super casual atmosphere can make maintaining a professional, expert image a challenge, unless paired with another social media platform, networking with new people can be difficult.

Snapchat is more about forming relationships with people who you've already connected with somewhere else. If this is an important component of your business, then Snapchat is a great option to join.

Pinterest

Pinterest is a great place to get free “advertising” for your content or products. It’s less social than other platforms, but many strategies can go into Pinterest, even just simply creating attractive images, pinning them, and then spending time pinning the images of others can go a long way. People pin what appeals to them, and then those who are following them see it and will pin it again. Your content can travel the globe and back without much of any work from you.

Content Posting Schedule

To become successful on social media, one must be consistent at posting good quality content. Each platform has a different recommended frequency of posting (for example, once a day is good for Instagram, five times a day is fine for Twitter, but once or twice a week is plenty for Youtube).

Determine how often you should post on your chosen target platform, then create a content schedule to provide structure. For example, if you decide to focus on Facebook, posting twice a day would generally be a good frequency. Your content calendar can outline that each morning you share an external blog post, and then in the evenings, you have a rotation.

Once you’ve created a schedule, you can build out a whole calendar that determines exactly when you’ll post what content. There are many different social media applications you may use to schedule specific posts, or you can do it manually with a spreadsheet and google calendar.

Once that is done, you can actively do the next step.

10. START SELLING

Your business is finally ready to start making money! At this point, you have already set up the necessary payment processing systems on your website to receive payment.

Now that everything's in place, you can start making some specific marketing efforts, such as promotional posts on your social networks and paid advertising. However, be aware that when your business is young, your time and dollars are generally better spent on building up an audience that will support your business in the long run.

Start testing ads on Google, Facebook, Instagram, and other platforms to discover what is effective. When you find a type of ad that connects well with your audience and consistently generates sales, then pursue that. Just remember it's important to keep engaging with your audience and growing your relationships.

YOU ARE NOW A PROUD ENTREPRENEUR



Congratulations, you're now an entrepreneur. You have completed the necessary steps to start a growing online business. Everyone starts small, but there's virtually no limit on how big you can take things from here.

In the future, you should focus on creating systems that take care of many aspects of running your business and will free you up to focus on what really creates growth, what you are the best at, and what you truly enjoy.

GET PROFESSIONAL ONLINE TRAINING

Going into this business requires you to build your professional knowledge and skills to serve your audience effectively. To do this, you need guidance from experienced professionals to teach you how to navigate your way in the system to become successful in whatever niche you choose. I recommend that you get as much training as possible to become better at your craft.

To get free online training, visit www.kaciebusiness.com for more information, and be sure to let me know how your business building progresses, and reach out if you need any support. You can always get in touch with me by sending an email to contact@kaciebusiness.com or reach out on [Facebook](#), [LinkedIn](#), or [Instagram](#).

All the best on your journey!



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BUILDING YOU TO CREATE WEALTH

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