

ONLINE WEALTH BLUEPRINT

**MASTERING THE ART OF
MAKING MONEY ONLINE**



**EARN \$100 WEEKLY DOING
ONE OF THIS 7 BUSINESSES**

BY MARTIN VICTOR

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Introduction

Firstly, I want to thank you for taking the step of having this book. I greatly appreciate it.

So you want to establish an online business that will boost your income or even replace your offline income streams? In this e-book, you'll learn exactly how to do that.

If you diligently implement all the tips you're about to learn, you'll end up setting up a powerful business model that will make you hundreds of dollars per month through various online income streams.

Now, let's get started...

What exactly is my goal with this e-book?

Before we go any further, it's important that I remind you of what I want to help you achieve – I want to help you set up an online business model that has the potential to generate \$100 or more per week.

You may think that's too small. But keep in mind that we have to start from somewhere, and that the stated amount (\$100/week) is not our upper limit. It may just be the stepping-stone on your journey to earning much more.

If you can gather the necessary skills and confidence to achieve this "little" goal, then you can easily multiply the success either by expanding your business by creating more businesses.

So, for now, let's stay put with our "little" goal of \$100 per week. Agreed? Great!

I want to assume that you have no previous experience in online business. So, there may be times I'll have to take my time to explain some concepts (that you may already have known) in full detail.

Also, I may purposely leave a concept unexplained because I intend to cover it in full detail later on. For example, the topic of monetizing your online business comes up around the end of the e-book. So, please bear with me at all times.

If you don't fully understand a concept, read again to see if I promised to explain it later. If I didn't, you've probably missed out something and so I will expect you to ask me in the group I have created to discuss further the concept of this ebook and beyond.

I believe you must have joined this group after downloading this ebook,if you haven't checked your email a link to the group has been sent across to you.

Also, I want to make this clear: I believe strongly in going about anything the legitimate way. There are tons of shortcuts and illegitimate ways to make money online, but you can never have peace of mind by trailing those paths. Besides, your success would be short-lived. So, I'll never teach you how to set up, promote, or monetize your online business in ways that are unethical.

In this e-book, I'll be teaching you how to set up your own online business in a brick-by-brick fashion. So, never skip any of my tips and recommendations. (I'm sure you don't like to build an incomplete house.)

Before we proceed, I urge you to take every chapter in this ebook as a guide,you must not apply every step or information I pass across here all at the same time. Rather you pick up a process,run with it and after a while you can add other methods.

More information about this book can be found here <https://martinvic.com.ng/blog>

Chapter 1

Getting Started: An Introduction to Online Business

Though there are many definitions for online business, here's the one that I deem most apt for our discussion here:

Online business is one that is operated via the internet and that brings profit via the internet as well (my definition).

In online business, your website is your showroom/store just like a physical shop where you display your wares, skills, and it serves as your complete digital profile that convinces prospects that you offer quality.

There are two categories of online business: active and passive

An active online business is one that requires you to render specific services or requires your active participation in some other way. Most of the time, the profit you'll make from an active business is proportionate with your activity.

For instance, For a freelance writer (freelancing means to sell your skill for a profit), now a freelance writer, his income is based on how many writing assignments he/she completes within a month. If he decides not to write, then he won't make money.

Your online business would be an active one if you render services especially based on your skills such as ghost-writing, graphics design, SEO, programming, virtual assistance, data entry, etc.

A passive online business is one that brings income continuously even when you're not actively involved.

But does that mean you're not required to do anything? No.

In fact, for you to make money through passive means, you must have invested lots of time, effort, and even money right from the beginning. Only after you've built your business perfectly can you sit back and enjoy the fruits of your labour. So, passive online businesses also require hard work (even more than active businesses).

When a passive business starts to generate profits, there's no limit to the income you can make from it. And you can continue to make money even when you're sleeping (that's why it's called "passive").

Examples of passive online businesses include: niche blogging, affiliate marketing and information marketing, and also your active business can be structured in form of a business and it becomes a passive business (you'll know more about these later).

The bottom line is that both active and passive online businesses require hard and smart work.

So, if a self-proclaimed "genius" somewhere is promising to teach you how to make thousands of dollars overnight or at the click of a button, quickly raise your bullshit detectors and look elsewhere.

PS. Sports betting, investing in HYIP schemes, and being paid to read emails or completing surveys are ways by which people make money online. But they're not real online businesses.

A real business is what you own, run, and have control over the income it brings. So, I only teach real businesses that have permanent profit potentials.

With the above in mind, let's look at the tools you'll need to start an online business.

No, you don't need to be a programmer or a graduate in marketing or writing. And you don't need a huge amount of cash to get started, either. Here is a short list of all that you need:

-A capital to start with (no specific amount is required)

-A good mobile phone

-A computer (laptop, desktop, etc.)

-A reliable internet connection

Basic computer skills (browsing the internet, typing, performing simple computer operations such as uploading images, etc.)

Minimal writing skills. I stress the word "minimal." All you need is a basic ability to express yourself clearly.

\$10-\$15 per year to register your domain name. Plus hosting fees (this varies but I have an offer to help you on this).

Most importantly, a strong determination to learn and take action, and the zeal to succeed.

Having understood all that has been stated, it's very important that you know the hard sides of online business, as this will help prepare your mind for the challenges ahead. You'll learn these in the next lesson.

Chapter 2

10 Bitter Truths No One Ever Told You about Online Business

Here are 10 of the bitter truths most online money-spinners never told you about online businesses:

1. Without traffic (people), your online business is dead

The major task before every online entrepreneur is to attract traffic. You might ask what is "Traffic"?

Traffic can equally be people who visit your online business platform. Only when you achieve this can you make decent profit from your online business. Your business is useless if you only get unit count visits daily – by your siblings and friends.

To make real money – not crumbs – from online business, you need huge traffic. Think thousands to millions. The more traffic you generate, the more income you'll make.

No business would thrive without customers, and online business isn't an exception. Generating traffic is like attracting customers.

2. Perseverance and smart work

As of present, there are several millions of websites and businesses on the internet. And over 100,000 new businesses are created daily by people like you – those who want to make money online.

Those statistics imply that online business is a competition – one that only the dogged and undaunted can win. No matter what aspect of online business you're eyeing, the truth is, several thousands of people are already into it.

So, it's a survival-of-the-fittest thing. Only those who are ready to face the test and persevere will succeed in online business.

This does not mean you can't make exceptions to how you run your business, rather you just have to know that what you intend to do has been done by some other people.

3. Online business is not smooth, especially from the start.

Have you been thinking that all you need to do is learn the various ways to make money online, create your website, publish some article, upload a winning product, and sit back to watch your income soar? My friend, you've been dreaming! So wake up now. Online business isn't that smooth.

You'll need to learn the business model, set up your web business that looks very professional and attractive. You'll need to write and publish several articles.(not every online business).

Now, not just articles – unique, valuable, and error-free articles that will engage your audience and position you as an expert in your chosen niche,you'll need to market your products, you'll need to make sales.

You'll need to spend time on monitoring your analytics and traffic, keyword research, finding new content ideas in other to drive attention to your business,experimenting with SEO techniques (i.e for organic reach through Google), and so on.

In short, you'll need to spend lots of time, energy, and money. That's the fact!

4. You need organic Attention and Google is king of organic business visibility.

Any online business not indexed by Google is LESS online. That's the truth, my friend.

Google is the most popular search engine. It is the most consistent source of traffic for high-ranking sites. And that's why the battle for the top spots in Google's rankings will forever remain a very fierce one.

The dream of online entrepreneurs is to see their websites in the top spots in Google's rankings. And they're all striving hard to realize this dream. If you're serious about your online business, this should be your dream, too-you'll learn the strategy for this.

To get your desired online visibility, you must always play by Google's rules. Any attempt to play games with almighty Google will leave you badly burned in the end.

5. Be specific with online business

If you're thinking of starting an online business on different business models, I'll advise you to drop that idea. Do you know why? Because if you start different online businesses, you will not be specific to know the one to focus on.

And focus is a factor that is needed to succeed online, neglecting it you're likely to fail and then term online business as not being fruitful.

Instead, streamline your focus on a specific area. For instance, instead of saying I want to specify on health, you rather go deeper and focus on some areas under that health example focus on: health tips for pregnant women, weight loss tips for busy and lazy people, etc.

This way, you'll quickly achieve success due to the specificity of the niche (niche is a specific area you concentrate on to do your online business).

So, it's either you narrow your focus, or you fizzle out.

6. You can't make money overnight (Pure Truth)

You've come across adverts like, "start making thousands of dollars within 24 hours", or "fill up your bank account at the click of a button." Yes, I'm sure you've come across them. But do you need someone to tell you that they're nothing but blatant lies and scams?

See, you can't make money overnight from online business.

Now, I'm not saying you can't start making money within a shorter time frame. In fact, you can start making money a few months after starting your online business, or even sooner, depending on the type of business. But bear in mind that you won't start making money immediately.

Dump the idea of making money right from the start. Rather, focus on building a large audience, building trust, and positioning yourself as an expert in your chosen niche. Once you've achieved all these, you'll easily convince people to take whatever action you want from them. And that's when your profit will start flowing in ceaselessly.

But you can't achieve all these overnight. No, you can't.

You must be ready to show up frequently or pay someone to do that for your business

Google ranks websites based on content and back-links. The more articles you write (around your target keywords) and publish, and the more frequently you publish new articles, the higher Google ranks your blog and this blog is what drags more people to see what your business is all about. That's one thing you should keep in mind.

I know you may be a little confused on what I wrote here but further study of this book will help you understand better.

Another thing is that, in order to attract and convince your audience to stay glued to your business, you must publish high quality, unique articles that readers will find valuable.

So, to succeed in online business, you must be ready to write high quality content or in general create high engaging contents. Better yet, hire a professional writer or content creator to do the job for you.

7. Avoid Shortcuts, Avoid Easier Ways- So you think.

Many people think they can adopt various dubious techniques and get away with them. Remember, on the web, the internet in general is not lax; it's a strict cop. So, if you play any funny games, you'll get busted!

Avoid publishing people's content stolen from other platforms. If you do, your website or business will be penalized for duplicate content. Of course, on the internet there are many ways of finding out the original owner of a content (perhaps, by the date of publication, or other factors). And websites or business platforms featuring stolen content are either demoted or delisted from the level of visibility it drives.

In short, avoid any tactic that seems to be a shortcut. Of course, you may get good results from such, but your joy would be short-lived, I'm telling you.

8. Tactics and strategies are ever changing.

This is another bitter truth. As of present, I still see many online business individuals wasting their precious time on tactics that have long lost their effectiveness.

Fact is, most Strategies and techniques that worked magically a few years back are no longer effective when it comes to online businesses. Similarly, the effective techniques of the present may lose all their significance in the coming months or years.

So, you must keep abreast with the latest trends in marketing, selling and traffic generation. No tactic is guaranteed to retain its effectiveness permanently – except publishing quality content.

Tactics that worked magically for others may not work for you

That's just it! If I should reveal how I've been making a living from affiliate marketing for the past two years, and you were to adopt all my tactics perfectly, you still may end up not making any money online.

Does it mean that the tactics I share are wrong? No! It just means it's no longer in place again. So, no tactic guarantees success in online business forever.

Similarly, if a good online business man were to explain in full detail how he/she built a digital business that now earns 5-figures monthly, and you were to replicate the steps, you may end up making much less – even though you did everything the person did. But it's a two-sided thing. You may also end up making more than he did. That's possible, too.

Does that mean you shouldn't learn from the experts? No. Follow their steps, but keep in mind the fact that there's no guarantee you'll succeed with the same tactics as much as they did.

So, don't cry foul after you've paid for a coaching course and the tactics you learned don't seem to work. It happens.

And that's why I have provided a means to keep in touch with me and my team through a community so you can learn from new strategies we apply and this will also help you come up with your own tactics for your business.

If you've not joined the community, check your email for the email you received on purchase of this book.

10. Online business involves lots of trial-and-error

Yes, you'll need to carry out many experiments if you want to succeed in online business. Sometimes, you may have to risk losing money, just to find out what will bring results and what will not- on this I kid you not. It's all necessary and you won't term it as wasting resources.

As I stated earlier, not all proven techniques will work for you. So, you need to keep trying different ones to know which works. If you're the type that hates experimenting, I'm sorry, online business isn't for you.

Trying and failing does not mean your online business is a total failure, rather it's something you need to analyze and re-strategize.

Bottom line...

You'd agree with me that these truths aren't encouraging. But I have to reveal them because nobody else is doing the same.

I don't want to sugar-coat what you will face if you really want to make money online, rather I need this book to serve as a guide that explains all you need to know.

If you're really in for online business, then don't let anything stop you. Read on and take action...

Chapter 3

7 Proven Ways to Make Money Online

Frankly, there are several ways of making money online. While some of these many options will fetch you crumbs, others will fetch you real cash.

However, most beginners face one problem when venturing into online business – being unable to find the right business.

Sadly, while searching for the best option, some newbies fall victim to scammers who promise overnight riches or thousands of dollars at the click of a button. And after being scammed, these poor beginners form the impression that online business is all a hoax.

Are you just going into online business? Or have you been scammed before, and you're now searching carefully for a credible option? This lesson is for you.

Here, you'll discover seven realistic ways of making real money online. So, if you've been looking for proven, risk-free ways of making cool cash from the web, you're about to learn that.

I do most of these businesses and with the help of my team, I ventured into some of these other businesses, grow and sell some. And the processes of doing this I will still share as you read down to the seven ways of making money.

There is this thing you have to know about for all online businesses, and that is:

A niche- a category you desire to belong to in order to do business. Your niche can be in anything and it's necessary you have a niche to start with before you venture into any digital business.

Now, let me reveal these lucrative options:

1. Affiliate marketing

This is one of the killer money-spinners online. Most online entrepreneurs who pocket 4-5 figures monthly make the bulk of their income from affiliate marketing.

What is affiliate marketing? It is simply a marketing practice, in which you get paid for convincing customers to buy a product or service.

Here's a simpler explanation: You register to become an affiliate with an online store, such as Amazon, Jumia, etc. Next, you set up a web page or blog, on which you advertise Amazon or Jumia products. Each time a customer buys a product through the link or banner displayed on your website page, you get a commission on the sale. That's affiliate marketing, simply put.

So, the more traffic you attract to your affiliate link, the more people will buy the products you market, and the more profit you make.

Let's go further to discuss this business model since most people really don't know how it works but I will be directing you to understand how it works in this book.

There are two methods to describe affiliate marketing

- the central method
- the firms method

The central method is when you promote other people's products with the aim of making commissions from the conversion you make.

The firms method is how you can be able to set up your own affiliate marketing business model no matter the business you're doing. This method does not need you to promote other people's products rather you set up the required process for your own business while other people will promote the product for you.

Let's discuss this two in full, but before you go ahead you need to:

- 1. - Select a niche market you'll be affiliating to.**
- 2. - Choose the right affiliate products/services to promote**

Affiliate marketing can be either for physical products (PAM-products affiliate marketing) or digital/service products (also called SAM-Service affiliate marketing). Whether you want to involve in PAM or SAM, they are all good to start with.

It's nice you select a niche you will be okay to serve in, if you love to see physical product you can touch and feel, then going with PAM is okay but if you feel you are good with recommending service oriented products like softwares, apps, skill services, etc then SAM is good for you.

Either way, choose what suits you best.

- 3. Setting Up Your Affiliate Marketing Strategy:**

Business is all about strategy, the strategy employed in a business determines whether the business will make sales or not.

Setting up a strategy is a required process and here are common ways you can do that;

- Creating a professional online presence (website, blog, social media)

When thinking of writing this ebook, I have always thought of how to help people especially businesses have their website right from the start of their entrepreneurship journey because it is necessary and so I set up an offer below to help you have a website easily.

Creating a professional online presence especially starting with a website is very necessary - website is like an online representation of what your business is all about.

Your first strategy to start an affiliate marketing business is to have a website and the offer I have, to help you not worry of how to create your website is by creating a done for you website package with domain and hosting, and customized designed templates for your business.

You can read more and access the website offer here <https://host.martinvic.com.ng/>

Also creating a social media presence is another strategy to help you promote your affiliate marketing business.

Social media today is a go to for a lot of people when they want to know or hear others who have used a product/services of a brand.

Having a social media influence gives you the opportunity to earn commission based on the offers you promote.

4. - Develop a content strategy for affiliate marketing.

This is vital if you must promote your business to a wider audience.

There are many strategies to promotion. When it comes to content strategies, I have documented steps to this in one of my books “how to boost your business visibility and credibility”.

You can get it here <https://martinvic.com.ng/booklaunch> .

This book will show you many strategies on how to become a person of influence, give you an idea on how to structure your content and promote any business.

5. Techniques for Effective Affiliate Marketing:

A - Understanding affiliate links and IDs: How they work and why they're essential.

The sweet thing about affiliate marketing is that it trails down to being tracked.

Here is how it works:

You are given a link by a brand/company, and this link is been tracked within 30-90days (depending on the business platform).

This link you're given means you're partnering with the brand and when you give a customer this link and he/she makes a purchase,you get the commission based on the percentage the brand specifies they want to give out.

Affiliate links can also be called affiliate IDs since both serve as a medium for a click identity recognition process.

This is one of the ways you can make good money online. The more you make people click on the affiliate links gotten from the brand on your website and making a purchase, the more you earn a commission.

One of the easiest ways you can be able to promote these affiliate links is by blogging on your website about what you are promoting (we will still discuss what blogging is all about).

For instance if you're promoting a product like iPhone 15pro, you are most likely to get people to click on the affiliate links if you write on things concerning the iPhone 15 Pro.

If you blog about, how to use iPhone 15, the benefits and features of iPhone 15, why you should have an iPhone 15 etc. attaching your affiliate links to this blog post can easily help you to get commissions when someone or a customer clicks on this link when reading the blog and makes a purchase of iPhone 15 Pro.

Through blogging about products you want to promote, you make it easier to sell your affiliate links.

B - Content creation: Blog posts, videos, podcasts, social media content.

These are few ways you can be able to make effective onions from affiliate marketing. Creating contents is one of the ways and this contents can be in form of videos or as well as articles when

it is in form of an article,you can target blog post but when it is in form of a video it can be shared across on social media platforms like tiktok, Facebook, Instagram, YouTube and the rest of them.

while sharing this videos you can be able to attach your affiliate links which means when someone watch the video they can be able to click on the links provided by you in order to get the products you've talked about in the video.

I believe you may have been a victim of clicking on a link provided by a youtuber in a video in order for you to get access to the product the youtuber has described or talked about in the video.

This same way you can replicate your means of making money through two ways:

1. By getting paid from your videos
2. By getting paid from your affiliate links clicked by people in other to purchase a product you recommend.

Once you have content - Leveraging social media platforms for affiliate promotions is the best option,this way you are making passive income while helping people too by giving them the contents that the learn from,or contents that entertain them.

6. Advanced Affiliate Marketing Strategies: Scaling your affiliate marketing business by

- Utilizing paid advertising (Google Ads, Facebook Ads, etc.)
- Building partnerships with Nigerian businesses and influencers
- Exploring advanced affiliate marketing tactics (funnels, retargeting, etc.)

I will be discussing each of these advanced strategies using videos to help you better understand how to go about them.

You only need to be in the telegram community you were added to when you downloaded this ebook and I will notify you on videos I created on how to apply this advanced strategies.

2. Freelancing

Freelancing is the act of selling what you know as a skill to people who require it. If you have any skill, such as writing, website design, SEO, programming, graphics design, video creation, and so on, you can advertise online and attract clients who'll pay for your services.

To attract and convince high-paying clients, you must start by building a compelling and professional online portfolio. Without one, there's no way you can convince clients to hire you.

An online portfolio is a medium to showcase what you can be able to do so that your potential clients can be able to see the different kinds of work you've done in the past.

To get an online portfolio that means you need a website which is active 24/7 to showcase your services.

Just as I have said earlier, i have provided a means to help you learn deeply about freelancing if you really want to sell your skill as a business.

And as well, you can create a website easily by visiting here <https://host.martinvic.com.ng>

On a general context, people who has different skill sets sell their skill but without knowing how to position this skill to be structured as a business, the will continue to either look for clients they want to work for or they continue to leave money on the table.

Freelancing is a huge business in this era, there is a high demand for an individual who has a skill to showcase what he/she can do so they can be hired to work with brands or companies.

However, you don't need to be employed as a freelancer and that's if you have the idea on how to structure your skill as a business which can last in decades.

To do this, first you need to have a website, secondly you need to be your first client, turn your skill into a product that can be autorenewed, bought from time to time or even be sold as a reusable product.

To cover everything about freelancing, can't be contained here but I have provided an avenue for you to be able to see the breakdown of everything about Freelancing here <https://martinvic.com.ng/freelancing-ebook>

3. Creating and selling a digital product

If you're a very good writer, you can write an ebook. If you're a programmer, you can develop your own application (and display it on playstore for sale or generate income from it).

If you have any other skill or knowledge that you think people would like to learn, you can package it into an information product and sell it for profit.

The really fascinating part of this business is that you can continue to make money from your efforts for years – even when you're sleeping or on vacation.

Just like me who created this ebook you're reading now. Of course yes, it took me some nights of writing to put down my thoughts on how you can make money online based on my experiences.

Looking at it today makes me feel happy because I continuously sell this ebook. This is something I did once, yet I only have to market it over time and I am making money from it.

There are many digital products you can create that will fetch you passive income over time. As I pointed out before, if you're a writer, writing on a topic you know very much about and educating people is a good start to making passive income.

You are a developer, you can develop apps and charge continuously from people who use your app to meet their needs.

You are a tailor, you can package your tailoring skill into a course showing people how to make clothes designs, how to sew, how to cut, how to do a whole lot of things you can do as a tailor.

You are a cook, you cook delicious meals people eat and want more, you can package your knowledge of cooking into either an ebook or a course. You can demonstrate in your course the way you add seasonings to food, your recipe for cooking different meals and so you can charge for this course as much as you want.

You are a software developer, you can develop softwares that people use and you can charge people on a monthly basis or yearly (depending on your choice)

No matter your field, you can create a digital product to sell, and there are three things I love about digital products:

- A. You do it once and it generates passive income in return
- B. You can scale it easily. Yes, a digital product can be easily scaled unlike a physical product. The physical product's price can be influenced by the market or geographical location you're in. Digital products are like intellectual property you own and determine the rate of prices.
- C. They can't be sold to another easily without your permission.

Reading further I have a section I have detailed how you can turn what you know into a digital product you can own, sell, and run as a business.

Coaching and online tutorials is also a part of digital products you can create and sell online as a business.

If you have any skill or knowledge that you think people would be interested in, you can offer online coaching or tutorial classes and charge participants for them. (Of course, you must learn how to use some tools and how to organize courses in sections and teach).

If you can convince people that you're an expert in your field, you'll attract interested students, and you'll make more money.

The best way to convince people is by showing evidence of how knowledgeable you are in the desired or specific field you want to create your course or coaching program in.

4. Online Community business

Online community business is a type of business initiated in a group setting. This type of business is coined on the basis of having people with the same mind around a topic.

Community business sole aim is to enable members to help each other by sharing their experiences on the line of niche they are into.

You can set up this business to run as a subscription based business or monthly and recurring model.

Community businesses do not sleep. You need to only understand how to run the business and you will be making passive income from it.

This is one of the ways you can make money online but a lot of people do not understand the opportunity which lies around this business model. You only have to understand how to set this model up and you're good to go.

In a simple format I'll show you how to set up and run this business model so you can make money online.

Some time ago,I had a colleague who runs a group business but does not know how to turn this community into a business that he can make passive income from. After speaking with him,I thought about this and came up with the principles which we applied to make this community a successful business.

The principle is what I'm going to show you. Even though It's a kind of business that needs you to be a facilitator,you can as well run it with a team who facilitates your ideas to come live.

How to get started with online community business...

1. Choose a topic.

A topic here can as well be represented as your niche. Either one you call it, it's all good you just need to understand what you're creating a community for.

Everything starts with you having a topic you represent. To choose a topic, this should easily be based on what you have interest in, it's very important you follow this process. It will help you not get exhausted while running this community.

It's called a community business and this means if you do your part well, the members will keep the community alive and you wouldn't be active 24/7 to over see or facilitate every activity.

You only need to facilitate the experiences among your community members and they will easily share their thoughts on a topic.

All this starts by you choosing a topic you represent. Your topic can be in SEO, in cooking, writing, programming, freelancing, restaurants management, social media management, content creation, and many more.

Yes, any of this can serve as a topic that you can build your community on.

2. Draft your value proposition:

It is necessary for you to easily understand or say out what your community stands for effortlessly.

Draft out what you feel should be of value to anyone who will be joining your community.

To do this with ease you can use this template

“[Your community name] helps X people achieve Y outcome.

Simple, that's all.

Let me demonstrate this using what I and my team does.

Martinvic Agency Community helps small business owners to boost their business visibility and credibility.

This makes it easier for you to pitch what your community does without you thinking about it over and over again.

3. Create your community space.

The community space can be your website, or any other digital platforms you find fit.

But you have to make sure it is a space you have full control of anything done in it and this is mostly your website.

You need a space where you can come up to add or maintain features needed for your community to become a success. Other than platforms you see out there, only your website gives you the privilege to stand out and control 90% of what you input.

Get yourself a designer to help you set up your community space website and show you how to navigate throughout the website. You can benefit from our team to help you set up your website via <https://host.martinvic.com.ng/>

Split your topic into sub categories to help a newbie easily understand the specifications that make up your topic. For instance, if you're in the writing niche, you can split this into content writing, email writing, video writing, copywriting and many more that concerns your topic.

Think of how easy it will be for someone coming up or signing up to your community will feel to see the right group to be a part of and gain from.

You will need to make it as easy as possible for people to engage and resonate with what your community is all about.

Carrying out this processes is not really easy as stated but then if you ask yourself, is there anything easy to make money?

If it's easy, everyone will be doing it.

After setting your space, you then need strategies to run and maintain your community. Here are quick strategies you need to know (more can be discussed in the community).

4. Consider offerings in the community.

This means being able to share things and experiences that works for you to your members easily.

For a community based business, value you offer can be in form of Help, Action driven, Learning and connection.

5. Plan your profit pattern/process.

This encompasses, the question of how much for you need to earn? What about should you charge ? What's the market price? What's the kind of experience you're bringing into the community business? What value will members get from the community?.

This process helps you to understand the pricing structure that will work for your community.

Encourage positive behaviours and handle bad behaviours intelligently.

Keep the marketing ongoing to enhance more member onboarding and more engagement in the community.

5. Flipping businesses

Liken this business to real estate developing, and you'd be right.

Here's what flipping entails: You set up a business and then develop it by carrying out the necessary procedures required to grow the business, then sell it off.

Your ultimate goal is to build it from scratch and turn it into an income generating business, which has a high profit potential.

Once you've achieved this, you can then sell it to interested buyers at a huge price.

Buyers pay as much as millions of dollars for business when they see the profit margin and requirements expected of the business. The price depends on the profit potential.

This model of business is not quite often talked about by a lot of people, but it's a way of generating passive income.

See it this way. In the process of developing the business, you are earning from the business and the more you raise the profit margin the business gets, that's more money you can make when you want to sell the business.

To successfully run this pattern of business you need three things:

- A. Start the business based on what you know
- B. Be out to grow the business using your required resources
- C. Learn to nurture and sell the business at a higher rate.

You may have seen people run this pattern of business but you've not been observant to note how and why they do this.

Starting on business you know is what you can feel at ease to do and you will feel enthusiastic developing the business with the latter aim of selling it off. In as much as you spend resources to grow this business, the business covers your expenses rate even before it's sold.

There is the other opportunity that you can sign a clause on a percentage with the buyers of the business, and the more the business thrives, the more you continue to make money even without having to do the work yourself.

To start this business model, start based on a business you know you can do well, once you sell one you go on to build another business to sell.

To thrive easily in this line of business, you need to have a team that can help you work and grow the business faster than being solo.

6. Youtubing (video content creation)

Youtubing is a similar online business to blogging whereby you create video contents and make your video optimised for people to learn from what you do.

A lot can be said about video content creation and it's one of the businesses that is thriving today. One good thing about this online business is that you can create videos and in the next decade it's still generating funds for you (that is passive income on doing just one work at a time).

There are multiple video platforms you can use, let's start with the most versatile and lucrative one:

YouTube.com

Vimeo.com

Tiktok.com

Instagram.com

Each of these video promoting platforms are known for accepting videos and in return pay you for the videos when some certain criteria's are met.

when it comes to making passive income which is the main driver of this book,we single out youtube to be the best among all.

YouTube is a dedicated platform for creating and uploading video contents for people to learn from, entertain or educate others on many things. When it comes to YouTube,you only need to turn what you know into a video and upload it to YouTube. With the right optimization needed,your videos will get seen by people who watch and have interest on the knowledge you're sharing.

Just so you know,that little experience you have on one thing or the other is what someone out there is looking to learn from. Have you imagined that this little experience of yours can be turned to videos and shows to people out there and in return you make money from YouTube partner program.

This is the core reason why I have always stated that your niche should be based on what you know and can simply do without worries. When you're experienced in one thing or the other, it becomes easy for you to find things you can talk about in a video yet without getting bored.

With the emergence of AI (artificial intelligence) you can also create video without showing your face and just with prompts and texts you can generate good looking videos that you use to start your youtubing business.

There are a lot of AI models that generate videos from texts and you can implore the use of this AI to making consistent video based off what you know and share on YouTube.

I remember starting to create videos and uploading on YouTube,as someone who is not too familiar with having my face shown on camera, I was very bad at the initial stage but with time it became normal process for me that even as I tell myself I need to improve more,but I'm better off than the way I got started.

You too can do same.

Having your facials showing on camera while making tutorial or sharing your knowledge in video contents help you make a connection to your viewers. It makes them connect with you easily and that's why you must find a way to make you face appear on camera while making your videos.

Not just on YouTube you are required to have this video on,it can be shared across to other video platforms I have stated here and you can as well make money from them.

The more important thing to note here is that you need your videos to be on YouTube irrespective of other channels or platforms you're uploading the video to.

How do you get started with youtubing?

- Get yourself a phone with good camera for the video
- Create your YouTube channel
- Learn to edit your videos and you're good to go.

Further questions on this can be dropped in the community group where I will help you navigate each process step by step just for you get started in youtubing.

7. Blogging

This is like a pedestal for all other online businesses. To maximize your profit from affiliate marketing, freelancing, selling your product, drop-shipping, selling businesses, running a community, and offering online tutorials, you'll need to run a blog

– one centered around your chosen business.

Having a blog helps you attract a large audience, build trust, and establish yourself as an expert in your field.

Now, I'm not saying you can't make money from other online businesses without a blog. Of course, I've seen affiliate marketers, drop-shippers making huge figures with static one-page websites.

But having a blog is much better, I insist.

Even if you're not promoting any other business with your blog, blogging alone can be a great source of income. If you build a high traffic blog, you'll make lots of profit from pay-per-click ads (Adsense, etc.), sponsored ads, sponsored posts, and so on.

Just as I said earlier you can either attach blog to any other business you choose because it can work with affiliate marketing, or another.

Yet, how do you start a blog if you want to become and concentrate on only blogging as a business?

Here are steps to start your blogging carrier as a professional:

Choose a Niche: have a category you want to write about always. It can be anything you're good in. In as much as some niches are more in demand than others and so, more money thrives in such niches.

It's very necessary you start blogging based on what you can easily share stories to people on.

If you're a tailor, you can start blogging in that niche. You don't need to learn any new skillset or struggle to win in niches you're not conversant with.

The only thing you will need is to have a good knowledge on how to blog on tailoring and you will do that easily, bagging the desired money you desire.

This instance is applicable to any other niche you think you can do well in. Whether you're a cook, you're a mechanic engineer, you're a writer, etc.

Design your website: For professional blogging you needed to have a website. To design a website from scratch may be an issue if you're not a website designer but that does not deny the fact that you need a website for your blogging business.

You can have your website designed for blogging by me, I have made it easier for you to shun excuses and start your online business. Visit here <https://host.martinvic.com.ng> and you will be able to get very cheap website developed for you per your instruction and rightly set for your blogging carrier.

Write on topics you know. Doing this things shows you're into blogging. Other factors like SEO and keyword research is what you need to have knowledge on and you're good to go.

I stated earlier that there are several of online businesses. But I've restricted this discussion to these seven for 4 reasons:

They require very little capital to start (so if you lose interest along the line, you'll have very little to lose)

They are risk-free

They're very easy to venture into

They can make you rich (but not overnight!)

So, take action now. Choose one of these businesses (or a combination of more than one), start building it, and you'll achieve your dream in the end.

Choosing one is the best way to start. Shun talks on choosing more until you're making impact on the one you've choosing to start with.

Make this a task of giving one your attention other than doing everything at once, you can start with affiliate marketing and incorporate blogging to it but trying to start both same time is not a good option if you really want to succeed doing online business.

Chapter 4

How to Choose the Right Online Business for You

There are several ways to make money online, but many of them are not "real businesses."

Truly, people are making cool money from sports betting and "get-paid-to" schemes (where they're paid to read emails or complete surveys). But the truth is, they are not real businesses, and serious-minded people shouldn't waste their time on these risky or time-wasting ventures.

A real online business is one that you own, control, and bear full responsibility for its successes and failures (my definition).

If you really want to make money online over a long period, then set up a real business.

The following are real online businesses that are very lucrative:

Information marketing

Affiliate marketing

Freelancing

Business flipping

Youtubing(video content creation)

Blogging

(I have explained these businesses briefly in the previous chapter. Now, how do you make the right choice from among these businesses?)

Of course, you can easily combine two or more of these businesses. But you have to start with one, which should be based on your passion, knowledge, or skills.

Let me start with businesses that are for specific categories of people.

Freelancing is for you if you have skills such as writing, website design and development, programming, data entry, search engine optimization, graphics design, video creation, editing, translation, video transcription, in fact any skill at all. There are a lot of skills that are present this day and most I may not be able to mention here but they are available.

You can also turn what you know now as a skill and start selling it online, develop it into an online business and build around it. I have detailed the process to do this in one of my books and you can get it here <https://martinvic.com.ng/freelancing-ebook>

Business flipping is for you if you're a business enthusiast, and you're patient enough to develop a business from scratch into a money-spinner.

Better yet, you must be ready to spend lots of cash on content creation which includes writing and videos if you're not a good writer yourself.

To start a business flipping business, you must have moderate to advanced knowledge of a specific niche you want to venture into.

You also need knowledge in SEO, website transfer between hosts, and so on. So, this business may not be very suitable for beginners-this needs some sort of professionalism in what you know/have overtime experience on.

Information marketing is for you if you have some knowledge or skill that many people are yearning to learn. Or if you're very good at researching the web and collating high quality information that will solve people's problems, end their worries, and answer their questions.

In addition, to succeed as an information marketing, you must be very good at marketing and writing compelling sales copies that will convince and convert prospects quickly.

Now, let's look at online businesses that anyone can start and succeed at:

Blogging, youtubing and affiliate marketing are three online businesses that anyone can venture into.

As an affiliate marketer, you can market any product that is related to your chosen business. And you can make a lot of money from that.

Blogging is an online business that can be attached to different business and it will help the business thrive. Even if you're going into freelancing, affiliate marketing, drop-shipping or information marketing, having a blog around your business will boost your profit in the long run.

In addition, if you have no services to render as a freelancer or no information product to market, blogging would still be suitable for you. Just start a blog around a topic that interests you,

develop it and you'll make money through various means – AdSense, affiliate marketing, private ads, sponsored review posts, etc.

A similar business model to blogging is youtubing. This involves mostly creating of video contents. It's sad that most people thinks that only comedy videos drives engagement and traffic...

That's not true at all. All you need to do for youtubing is to learn how to make videos using the right equipments like your mobile phone or laptops.

However,you need to have knowledge in explaining what you're good at in a video format. If you're a teacher or someone who can easily explain things and people underi,then this is for you.

So, which option best for you?

Tell me which option is best suitable for you...
I'd love to receive feedback on this in the community...

Well, it depends on your knowledge, skills, passion, and interest. Think about these and figure out the right business for you. You can start with a list of options and then narrow down to the best...

Still don't know the right fit for you? Write to me and let's find your fitting business.

Chapter 5

Key Terms in Online Business That You Must Understand

Here is a glossary of terms that are frequently used in online business. (Pardon me, but I'll assume that you're a complete beginner who has no idea what any of these terms mean.)

1. Search engine

This is a program designed to help retrieve information from the internet. Google is the most commonly used search engine. Other popular search engines of great importance to internet entrepreneurs are Bing, Yahoo, Yandex etc.

SERPs (search engine result pages) are the pages on which search results are displayed after a query.

2. Keyword

A keyword is a word or phrase that is used by online entrepreneurs in search engine optimization. Keywords are gathered based on how people enter their queries while searching for information on the web.

For example, assume you're an affiliate marketer who sells products that cure acne. If you discover, during a keyword research, that many people who want to buy treatments for acne are searching Google using the query "acne cure", you will simply pick this query as your keyword and optimize your website/blog for it.

This will make your website show up in Google's results pages when people search Google with the query.

3. Keyword research

This is the process of finding out the queries that people use to search the web for relevant information.

Keyword research helps you know which keywords to optimize your website/blog for. It also gives you hints on the type of information that your target audience are looking for.

4. Long tail keyword

A long tail keyword (or a long tail) is simply a keyword phrase that comprises four words and more. Though they attract less traffic, long tails are very important because they are more specific, and they attract specific visitors that are likely to fetch you money.

For example, if you're an affiliate marketer for acne cure products, your blog would offer relevant information such as the definition, causes, and home remedies of acne – with your affiliate links subtly sprinkled within your content.

Even though you discuss the causes of acne on your blog, your aim is to attract visitors who would buy the product through your affiliate links, not those who would visit your blog just to learn the causes of acne and hit the close button.

In order to streamline your targeted visitors to only those who would buy the products you're marketing, you'd have to target a keyword phrase like "buy acne cure online" or any other related keyword discovered to be commonly used by consumers.

Now get this: If you target a more generic keyword, such as "acne cure", you'll attract more visitors. But your visitors in this case would include those who want to learn how to cure acne with diet, home remedies for acne, herbs for curing acne, etc. Of course, these people are of no use to you.

You only need those who are ready to buy a product from an online store. If you target only such visitors, you'll make more money because they'll click on your affiliate links and buy the products you're marketing (even though you'll generate less traffic).

5. Content

Content is a collective term referring to the information – in any format – that you offer on your website or blog. It could be text, images, video, mp3, slideshow, etc.

Text remains the best format in which content is offered. This is because search engines analyze only the text on a page to figure out what the page is all about. Also, text is easily accessible for all users (some browsers may not display images properly and some visitors may not want to download mp3 and video files due to their usually large size).

Quality content refers to information that readers or visitors find very valuable because it answers their questions, solves their problems, or teaches them something new. You must offer this type of content all the time, to attract repeat visitors.

6. Traffic

This simply refers to the visits that a website or blog attracts.

7. Duplicate content

Duplicate content refers to large chunks of content that appear on more than one web page – either on the same website or on different websites.

Search engines frown at duplicate content and penalize websites found guilty of duplicating content from other websites.

Plagiarism is the practice of copying and publishing content from another web page without the approval of the owner. Plagiarized content is regarded as duplicate content by search engines.

8. PPC

PPC means pay-per-click, and it refers to an internet marketing strategy used to direct traffic to websites.

In PPC marketing, advertisers pay for each click on their ads, which are usually placed on SERPs or on websites that feature content related to the ads.

9. Newsletter

This refers to a series of email messages sent to your blog subscribers. Your subscribers are regular visitors to your blog who have opted to receive these regular messages from you.

There are several resources to support you advance in your digital business.

10. CPC

Cost per click refers to the total cost an advertiser places on a keyword per click on the keyword they are targeting.

How to Turn Your Knowledge Into an Online Product

The global demand for knowledge is growing on a daily basis and with the right strategy, you can transform your skills, insights, and experiences into a sustainable business.

Let's explore how to take hold of your expertise, develop a valuable online product, and build a brand that attracts customers, using a framework that will work whether you're a professional or just starting out as a beginner.

I will go directly to explain the process to do this:

Step 1: Identify Your Unique Knowledge

“The starting point of every product is knowledge, and the first step is clarity.”

A unique knowledge is coined from a personal experience on one thing or the other.

Before you can create an online product, you need to get crystal clear on the value of your knowledge.

What do you know that others don't?

More importantly, what do people come to you for advice on?

Look at your background, experiences, and expertise.

Your knowledge could be technical, creative, or even based on life experiences—anything that solves a problem or fulfills a need for a specific audience.

Please note I said solve a specific problem.

Which means you are not trying to solve every problem.

Take a look back on your experiences and think through on what people say are difficult for them but you see it easier to do.

I would encourage you to think of your knowledge as an asset that, when properly communicated, changes your audience's perspective and moves them to action.

It can be anything at all.

You can be a type that likes waking up early in the morning and going for a jog, believe me most people are having difficulties doing that.

You can be the type of person that loves teaching other minimalist stuff you come across- there are people who want to learn various things that are waiting for you.

It's not just about having information or having a personal experience; it's about presenting it in a way that resonates deeply with your audience (that is people who finds it much difficult to do same thing you find easier to do or people who have not come across a particular experience you had) and transforms their current situation.

Key Action: I would like you to take a sheet of paper and List 10 specific things that you can confidently teach others, things you have experience on or things you want to share as an idea.

Evaluate these based on demand, relevance, and your passion for the knowledge you have.

Step 2: Define Your Audience

One of the biggest mistakes many people make is trying to appeal to everyone. The key to creating a successful product is knowing who you're creating it for.

This is where you move from general knowledge to marketable knowledge.

Understanding your audience's pain points is essential to crafting a product that solves real problems. Your audience isn't just a demographic—it's a group of people with specific needs, desires, and challenges.

You need to get into the mind of your target market:

What are the goals of these people? Are they like ones who want to go jogging early in the morning?...

What problems do they face?

What kind of solutions are they seeking?

Key Action: Develop a detailed customer thought. This includes age, profession, goals, challenges, and aspirations. Get as specific as possible. This will help you create a product that speaks directly to your audience.

Step 3: Package Your Knowledge

These may sound awkward but it's the truth,

Packaging is more important than the knowledge itself. You can have world-class expertise, but if it's not packaged in a way that people want to consume, it will never sell.

How you present your product determines how people perceive its value. No matter what it is, you need to package your knowledge in a way that is visually appealing, easy to consume, and positioned as high-value.

Consider the various formats:

Online Courses: If your knowledge lends itself to step-by-step instruction, creating an online course might be the most effective format.

eBooks or Guides: If your expertise is more information-based, you can write an eBook or guide and sell it through different platforms.

Webinars and Workshops: For knowledge that's more experiential, you might consider live formats like webinars or online workshops.

Membership Sites: If your knowledge is broad and ongoing, a membership site can be a sustainable model where you deliver regular value over time.

Whatever medium you choose, ensure that your packaging elevates the perceived value of your knowledge.

Key Action: Decide on the best format for your product based on how your audience prefers to consume content. Plan out how your product will be delivered—make it both functional and engaging.

You can ask questions on how to go further in the telegram group you were added to when you downloaded this ebook.

Step 4: Build Authority and Trust

People buy from people they trust.

In a digital marketplace, trust is currency. Your audience needs to believe that you're the right person to help them achieve their goals.

Building authority is about showing your credibility through either content, social proof, and a consistent brand voice.

The best and easier way to build trust is by offering free value before you ever ask for the sale. This approach is grounded in giving away valuable insights, establishing yourself as the go-to expert in your field.

Content Marketing: Start sharing your thoughts through blogs, podcasts, or YouTube videos. This creates a connection with your audience and demonstrates your authority.

Remember you don't need to have huge devices or become over pressed with information. It's all about sharing your thoughts and experience.

Testimonials and Case Studies: Showcase success stories of people who have benefited from your knowledge. This social proof is incredibly powerful in establishing trust.

Engage with Your Audience: Be accessible. Respond to questions and comments. Your engagement will create a deeper connection with your audience and help them see you as a trusted mentor.

Key Action: Develop a content strategy that showcases your expertise. Post consistently and interact with your audience to build a loyal following. Collect testimonials to showcase your impact.

Step 5: Create a Sales Funnel

If your product is good, your audience will come back for more. But you need a system in place to nurture that relationship.

Once your product is ready, it's time to create a sales funnel that guides potential customers through a journey—from awareness to conversion. This is where you align your marketing and sales efforts.

The funnel approach I love is to educate, engage, and convert. You don't want to bombard people with sales pitches.

Instead, provide value through content, address objections through FAQs or webinars, and then make a compelling offer.

This way people who see what you do will naturally want to buy into what you sell.

As I have stated earlier, your product can be your thoughts about a particular niche, you can make it a course, an ebook and more.

Key Action:

Awareness Stage: Use social media, SEO, and paid ads to introduce your product to a broad audience.

Engagement Stage: Offer a free lead magnet (like an eBook or mini-course) in exchange for their email. Nurture these leads with valuable content.

Conversion Stage: Present your product, highlighting its benefits and value. Make it easy to purchase and ensure the user experience is seamless.

Need to understand more of this specifically for your business? Reach out in the telegram community.

Step 6: Iterate and Improve

Building an online product is an iterative process. You won't get everything perfect on the first try, and that's okay. The key is to gather feedback, learn from your audience, and make adjustments.

The market is constantly evolving, and so must your product. Continuously refine your offering based on what resonates with your audience. Stay adaptable and focus on delivering outcomes for your customers.

Key Action: Launch your product and gather feedback from early users. Use their input to improve and scale.

Turning your knowledge into an online product is more than just a transaction—it's about transforming the lives of your audience.

By following this framework, you can confidently turn your expertise into a profitable online product, reach more people, and create a lasting impact.

Remember, it's not just about the product itself, but the value, trust, and connection you build along the way.

Let's discuss your idea or experience which you want to turn into a product in the telegram community, where I will specifically explain how you can structure it and do well in it.

Next steps

There are several resources to support your advancement in your Digital Business.

1 . My blog

Success is a process and the more knowledgeable we are towards our vision, shows the level of success we achieve.

On my blog, I share knowledgeable tips, strategies and information on how to help you do better doing your online business.

Follow my blog here and stay connected: <https://martinvic.com.ng/blog>

2 . Sales Scorecard

A scorecard is a set of questions I have designed to help you measure how far you've gotten with your sales process when you answer the questions.

Growth requires measurement and this set of sales questions is designed to score you on how well you are in your business.

It gives you a customized report and access to training specifically to help you advance more in your progress.

Take a scorecard here: <https://martinvic.com.ng/branding>

3 . Workshop program

Our workshop program is an event mainly focused on showing you the entire process your business needs to grow and make sales.

It entails a program where you share your difficulties in your Digital Business journey as we help you navigate through the situation.

To gain access to the workshop program, keep an eye on your email and we will update you when our next workshop program is coming up. Also be on alert to be notified in the telegram group you're added to when you purchased the book.

MY FINAL THOUGHT

In this ebook, we've explored various opportunities and strategies that allow you to earn money from the comfort of your home, leveraging the power of the internet.

The digital age has opened up countless doors, and with the right knowledge and mindset, anyone can tap into these opportunities to create sustainable income streams.

Whether you are just getting started or looking to diversify your earnings, remember that success takes time, consistency, and a willingness to adapt.

Implement what you've learned in this book, take action, and stay committed to your goals. With patience and effort, you'll find that making money online isn't just a dream but an achievable reality. Now, go ahead and create the future you deserve!

ABOUT THE AUTHOR

Martin Victor is an experienced digital marketer, web designer, and content creator with over 7 years of expertise in helping businesses thrive in the digital space.

Martin's passion for entrepreneurship, marketing strategies, and website development led him to start his solopreneur journey, where he now runs successful platforms like martinvic.com.ng, a hub for his web design and marketing services, and asoftrev.com, a software review site that helps users find the best tools for their needs.

In 2016, Martin Victor started his journey in doing online businesses. Martin started with doing the mini importation business, over to drop shipping, and having skills in web design and digital marketing, he was able to sell his marketing skills to business owners where he helped these businesses 10x their revenue.

Martin's mission is to empower entrepreneurs, freelancers, and business owners with the knowledge and tools they need to succeed online. He is dedicated to teaching others through his platforms and has become known for his free tutorials and practical business tips. His expertise ranges from building and optimizing websites to running effective marketing campaigns, and now, he brings his knowledge to readers through his ebooks on making money online, sales, and business visibility.

When he's not working, Martin enjoys teaching, playing the keyboard (music entirely), and exploring new strategies for business growth. His love for sharing knowledge and helping others succeed is what drives him, and he continues to inspire people on their journey toward financial freedom and business success online.