



Online

# BIZ BLUEPRINT

**The Complete 10-Part Step-By-Step  
Course On How To Setup a Profitable  
Online Business**

## Table Of Contents

Internet Marketing Business Models .....	5
Introduction to Internet Marketing .....	5
Defining the Business Model .....	6
Types of Business Models .....	6
How to Choose the Right One for You .....	11
Conclusion .....	12
Getting To Know Your Market through Research.....	13
What is Market Research?.....	13
Benefits of Market Research.....	14
What You Are Trying to Learn .....	15
Market Research Methods.....	16
Personal Market Research .....	16
Interviews for Market Research .....	17
Focus Groups for Market Research .....	18
Competition-Based Market Research .....	18
Telephone Surveys for Market Research.....	19
Internet Market Research .....	19
Conclusion .....	20
Creating Your Online Identity and Brand.....	21
What is an Online Identity & Brand? .....	21
Why is it Important? .....	22
Setting Up Your Brand .....	22
Creating Your Physical Identity .....	22
Creating Your Intangible Identity.....	23
Branding & Propagation.....	24
Maintaining Your Brand .....	25
The Importance of Googling Yourself .....	25
Blogging.....	25
Professional Associations .....	26

Google Alerts .....	26
Domain & Social Media Names .....	26
Signatures & Descriptions.....	27
Forums and Q & A Websites .....	27
Conclusion .....	27
Setting Up Your Marketing Website Hub.....	29
What is a Marketing Website Hub?.....	29
Traditional Marketing vs. a Marketing Hub.....	29
Why You Should Have a Marketing Website Hub.....	30
How a Hub Works.....	31
Setting up Your Hub: Step-by-Step (200) .....	32
Hub Elements .....	33
How to Create Downloadable Products.....	36
Defining a Downloadable Product.....	36
Why Digital Products?.....	37
Type of Digital Products.....	38
Choosing Your Method .....	42
Conclusion .....	42
Setting up A Solid Sales Funnel.....	44
What is a Sales Funnel? .....	44
The Sales Process.....	44
Common Types of Sales Funnels.....	47
Upselling & Cross-Selling .....	50
Conclusion .....	50
Quickest Way to Get Visitors to Your Site.....	51
Getting Visitors to Your Website Organically .....	51
Fastest Methods of Getting Visitors .....	52
Conclusion .....	57
The Art of Building a List of Buyers .....	58
What is an Email List? .....	58
Why an Email List Is Important .....	58

The Basics of Building an Email List .....	59
Promoting Your Email List .....	61
Conclusion .....	64
Using Competitors Products to Your Advantage .....	66
Who Are Your Competitors? .....	66
What is Your Market Position?.....	67
What Products Are Offered by Your Competitors? .....	67
Eight Ways to Use Your Competitors Products to Your Advantage .....	68
The Free Method to Finding New Customers.....	74
Who Are Your Customers? .....	74
What do Those Customers Need?.....	74
How Can You Meet Those Needs? .....	75
The Free Method: Lead Magnets.....	75
Types of Lead Magnets .....	76
Conclusion .....	80

# Internet Marketing Business Models

In this chapter, we're going to cover some internet marketing business models. If you are interested in internet marketing, then you definitely need to know what business models are out there and how to choose the best one for you.

There are many different business models that we will cover in this chapter, and you can make money from every single one of them if you want.

But first you have to choose the right one and that not only will take some thought, it also takes a great deal of information. That's exactly what this chapter is going to give you.

## Introduction to Internet Marketing

Before we get into the business models, let's talk about internet marketing in general. Loosely defined, internet marketing is any type of business that you do on the internet to make money.

We're going to go over some the specific methods to do so shortly. Internet marketing got started in earnest when people realized that they could influence where their website landed in the search results.

Since then, the market has exploded to the point where it seems like everyone is doing internet marketing.

Internet marketing is a wonderful business to get in for several reasons.

First, you have unlimited income potential. Internet marketing has made quite a few millionaires and there are tons and tons of people making six figures with an internet marketing enterprise. In addition, internet marketing can be a residual, passive form of income.

That means that you can be doing something else – even having a full-time job – and still be making money with your internet marketing efforts.

## Defining the Business Model

Internet marketing is composed of various business models. A business model is simply a method of making money on the internet. There are some standards that have proven very effective for internet marketers, such as Amazon, and others that are less used but still lucrative.

People are also creating more opportunities daily to make money on the internet.

## Types of Business Models

Let's go over ten of the most popular ways that you can make money on the internet, so that you can see each one in detail and understand how they work. Then we'll give you some advice on how to choose the right one for you. But you must understand the model before you can determine if you want to get into that business.

### **Affiliate Marketing**

Affiliate marketing is the first internet marketing business model we'll be discussing. Have you heard of the website Clickbank? Clickbank is a well-known place where affiliates can find products to promote. Clickbank is by no means the only website that offers this service, but they are probably the biggest and most well known.

When you do affiliate marketing:

- you get the customer to visit your site

- you use your sales page to convince them to buy

- then you send them to the seller's website with your affiliate ID attached.

This means that when they buy the product, you get a commission.

The exact amount of the commission varies with each product, but it can be a substantial amount of money.

## **Amazon Affiliate**

The next model that we're going to discuss is the Amazon affiliate program. The reason that the Amazon program isn't lumped in with the other affiliate marketing programs listed above is simple: it's so good that it deserves its own section. Amazon has everything that you could possibly want listed on their website.

It doesn't matter what product you are looking for, Amazon almost certainly has it. *The great thing is:* if you send someone to Amazon to buy a product that they were looking for anyway, Amazon pays you a commission.

All you have to do is figure out how to get people to your page, determine what products they are interested in, and then send them onto Amazon to buy that product.

## **Content Marketing**

Next, we're going to discuss content marketing. Content marketing is a type of marketing where you create content for the purpose of creating keywords that you will be indexed for in the search engines.

This is different than a blog, because this content is designed differently. It needs to inform and be of great value to the reader. It is more formal than a blog post; it is an article.

*Content marketing works as long as you remember that content is king – meaning that having good content (and a lot of it) is the number one thing that is going to get your website ranked high in the search engines.*

You still need to do your keyword research of course, and you still want to be using linking strategies, but content marketing is all about the quality of the content.