

A funnel-shaped diagram with a blue background and a network of white dots and lines. The funnel is divided into three horizontal sections: a purple top section labeled "Awareness", a teal middle section labeled "Interest", and a green bottom section labeled "Commitment". A white arrow points downwards from the bottom of the funnel to the word "SALE" in large, bold, white capital letters.

**The Ultimate  
Lead generation  
Strategies for  
online Business  
Owners and  
Affiliates**

Mutiati Adebawale

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## **Creative Business Suite**

*We See the Great Side of You and Your Business*

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Creative Business Suite

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## Disclaimer

The purpose of this book is to provide information and educate readers on best practices to attract client and generate quality leads they can keep for the purpose of growing their online business. The author and/or publisher do not guarantee that anyone following these techniques, suggestions, tips, ideas, or strategies will become successful. Also, I am disclosing that I've included certain products and links to some products in this e-book that I will earn an affiliate commission for any purchases you make and also, there are others that I have recommended simply to help you grow a successful business due to their usefulness and efficiency. I only recommend products or services I have used and are trusted. The author and/or publisher shall have neither liability nor responsibility to anyone with respect to any loss or damage caused, or alleged to be caused, directly or indirectly, by the information contained in this book.

## **Table of Contents**

Introduction	4
Part 1	8
7 Low Cost Lead Generation Strategies for Online Business Owners and Affiliates	
Part 2	22
Building a successful Online Business	
Part 3	32
Online Business Ideas that sell fast	
Part 4	46
Finding Your Ideal Clients	
Essential Resources to grow	
Your Business	56
Summary	58

# **Introduction**

**Congratulations!**

You now hold the key to starting a profitable online business with all the tools and tips you will be getting from this report.

Starting a business can be daunting especially when you are not fully prepared for what's coming and don't know what exactly to expect. That's why this report is so important, because it covers the fundamentals of building successful business, which most people overlook.

This book starts with lead generation ideas that you can begin to implement even when you are on a budget.

One of the greatest challenges many affiliate marketers and small business owners face is the difficulty in attracting clients and customers who are ready to buy their products and services. This aspect of running an online business can be very frustrating and disappointing, especially when you try different methods to attract clients and don't seem to see any significant improvement in your customer or ideal client base.

This guide will show you the different ways to find leads free of charge as well as low cost



quality lead generation methods that you can begin to implement immediately without stress.

You will discover how to implement a plan of actions that will allow you generate leads on a regular basis and ways to turn your lead to happy customers who get you increased income in return.

You will learn why you should cut out unnecessary strategies that yield no results and focus on simple fundamentals that will help you achieve greater results as an affiliate marketer or small business owner.

You will learn about the simple tools and resources that will change the way you do business forever. If you are truly serious about tapping into your laptop in the morning and seeing your commissions and profit swell hugely, then you want to take a chair and get some nice drink and ready to discover the truths that will give you the full control over how you make money online.

So, why should you listen to me?

I am an Associate Certified Small Business and Leadership Coach. My first leadership role was in 2005, working as a senior project manager for events and entertainment company La

Suite. Currently, I run two businesses, coaching and training online entrepreneurs and professional leaders to evolve as successful entrepreneurs, or advance in their Professional Leadership roles. I am a published author and an enthusiastic public speaker. I have been working with small business owners for over ten years, giving them the right formula to grow their business. I help my clients inject profitable tools and systems into their business models and helping them develop and implement highly effective marketing plans that allow them to use tools and strategies such as list building, workshops, tele-seminars, programs creation and other integrated marketing tools as part of a powerful marketing strategy.

Without doubt, as an entrepreneur, my business creation journey did not succeed without years of trial and error, and seeking coaching and guidance from industry's most experienced and thought leaders. I have also worked with some of the best coaches and trainers, and even partnered with a host of others to ensure that my business thrived.

So what you should be doing now, is get a comfortable place to seat and perhaps a drink with a marker or pen to take down the notes you'll be working on once you've finished reading this book. After that, head to my

[website](#) to grab any interesting tool or pack to begin growing your business.

To your vibrant online business and a lifestyle of utter freedom and fulfilment,

Love,

Mutiati Adebowale





## **Part 1**

# **7 Low cost lead generation strategies for Small Business Owners and Affiliate Marketers**

Do you ever feel that you are working all day on your business but never seem to be attracting the right customers or making enough money to stop you from worrying about what you spend money on? Are you constantly posting on social media platforms in order to get leads and make some money but you have nothing to show for your hard work? Are your efforts at finding customers for the affiliate products you promote, just throwing stones back at you? You are not alone.

One of the greatest challenges many small online business owners and affiliate marketers face is the difficulty in attracting clients and customers who are ready to buy their products and services. This aspect of running an online business can be very frustrating and disappointing, especially when you try different

methods to attract clients and don't seem to see any significant improvement in your customer or ideal client base.

This chapter will show you ways of attracting your ideal clients/customers and help you stop wasting your time and money working hard and marketing without gains.

However, the question now is, are you ready to break free from overwhelm and being locked in the same cycle of scarcity, lack of money, low confidence, self-doubt and confusion? Do you want to experience exponential business growth, more freedom and have more impact? Then, if you answered yes, you're not far from reaching your dreams, because it starts from the decisions that you make, including this one. Get ready to implement client attraction strategy that will work for you, superbly.

Attracting leads to your online business is a serious business in itself, which requires that you show genuine interest in helping your customers overcome their problem, right from the outset of the relation, all through the chains of interaction until a sale is made and then you continue to repeat this process to keep your existing customers and when you attract new ones, because this is the only way you can build a sustainable business.

Your client attraction strategy should offer an invitation to new and cold potential customers to learn more about your product or services and when they fall in, you educate and nurture them. No longer is marketing solely a client acquisition tool, which is why you have different ways you can market to potential customers without making them feel uncomfortable. When you are able to shift your mindset on lead generation from simply adding people to your funnel to growing viable relationship with your customers, it will help you focus your energy on attraction instead of pursuit. Remember, you're always marketing to your potential clients even after they're doing business with you. This means you're consistently educating them about what you do and this can be done in different ways, which I have listed below.

All the strategies I will be sharing are strategies that I have personally used in my business and I can attest for each of them, however, some are more efficient and less expensive than the other. This is not to say that the more expensive ways of attracting clients are not effective (of course they are), but when you are yet to make enough money to invest in the expensive client attraction strategies, you can get onto it quicker with the less expensive ones and start making great income online.

## 1. Create a blog or website



As an affiliate marketer, it's not compulsory that you have a blog or website before you can begin to promote other people's products and services and get paid for that, but having a blog and including content marketing via your blog to your lead generation and marketing strategies can amplify your business, help you build a stronger brand and also give you a chance to increase your income, because you can send people directly to your website or blog and this will increase your chance of being known and increasing trust. Also, if you have other things to promote for yourself or if you decide on having better landing pages that will boost sales for you, then a blog or website will be very ideal. However, as a small business owner, at the least you will need a blog to bring



new content, weekly to your audience. You want potential clients to see YOU as the expert in your field and blogs help show that. One of the main reasons to have a blog is to bring more visitors and traffic to your website. A blog (great content) makes someone click to read. Once on your site, hopefully they'll dive into your other content, sign up for something, check out your services and what you do, read your testimonials and be impressed and of course connect with you to use your services or buy a product. Always ensure that you add sharing buttons to your blogs. Sharing your posts on social media boosts your SEO rankings. Find out how to build yourself a great blog or website or landing pages on a budget from these platforms:

[Wordpress.com](https://www.wordpress.com)

[Blogger](https://www.blogger.com)

Fasthosts

[Zoho](https://www.zoho.com)

Hostgator

[Bluehost](https://www.bluehost.com)

[Yola](https://www.yola.com)



## 2. Growing your Email list



[Email list building](#) is still one of the best ways of nurturing and growing your customer base. Sending regular useful emails to your list will help you keep up close personal with your customers and can continuously and consistently add value to them, which in turn show them what you are made of and how well you can add great value to them. When your clients or customers are interested in what you're sending to them, they are more than not going to keep your messages in their inbox and when they need you they can always go back to the emails you sent or they can look up something you shared with them and can still

contact you. One of the most common questions I get from my clients is, “ how can I grow my email list with the little resource that I have?, which is why I am going to be sharing some great resource with you, on how you can grow your email list with very little money without having to buy people’s information illegally. Here are some ways you can grow your email list and you can use one or more of these strategies together.

a. Add a sign - up box to your blog or website: Sign-up boxes are specifically placed on your site to help you collect email addresses from your organic leads or paid leads . You can also add this to your face book page or integrate it into your mobile text messages. [Aweber](#) and [Mail chimp](#) have very good deals for beginners. You can learn more here. Also, you can collect email addresses through your payment portal – e.g., Paypal or through links in your content.

b. Offer a lead magnet



A lead magnet is a free resource you offer to your potential customers, on a landing or opt-in page, where people give you their email address in exchange for your offer. Typically potential customers would have got to this page either through your social media posts or advertisement on Facebook, Instagram, LinkedIn, Google search or Ad, Bing, or through joint venture partnership, solo Ads or through other email exchange platforms online. However, some strategies of attracting clients via email can be more expensive than others. Using solo Ads, or collaborating with someone you know, that has a bigger list can help you faster, so long as you know that the leads from these two avenues are qualified leads. To learn more, give us a shout here.

### **3. Video/Live streaming**



Creating a video or doing live streaming presentations on Facebook, Youtube or other video sharing sites are great ways to build trust and credibility with potential customers. Whether you market your own products or services or you promote affiliate products, make it part of your strategies to pop on the video once in a while to chat to your customers. You can do a review of a product you are promoting or explain why they should be doing so and so for their personal growth or something in their interest. People relate better with who they see. It brings a feeling of familiarity and connection and eventually will boost sales for you. Always remember to put a call to action link around your live or recorded videos. The reasons people don't get great results from videos is when they don't produce content consistently and don't promote their content. You can use tools such as [tubebuddy](#) to promote your Youtube videos or find trusted freelancers on Fiverr.



#### **4. Building a Lasting Relationship through Facebook groups**



As with most great relationships, you need to build a good foundation if you're going to have any long-term success. Nurturing connections positions you as an expert and helps to build trust. This means your sales and marketing strategy is more likely to have success. By fostering better relationship with members of your groups, you will commit to communicating with them instead of just selling to them. People desire a connection when dealing with you in business, because that way, you can show that they will have their needs met and you will get more successful sales transaction while your client attraction strategy gets better and more effective.



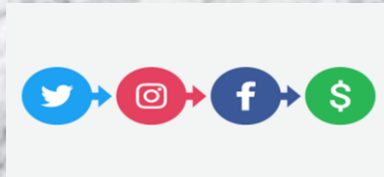
## 5. Use the power of Comments and Answers



Commenting on other people's posts in a nice and resourceful way can help you multiply your client base by 20%. This is because each time you leave a meaningful and resourceful comment on a post, you are more likely to have someone check your website up or check the link you have left. The way you do it, is not to become spammy and start leaving links on every post you see, instead, you come on as someone who is ready to help. You do this by answering a question posed by someone who already left a comment on a post and wanted either clarifications or further help on the issue you know you can provide answers for. Another way you can do this is by answering questions in online forums or places like [Quora](#), where

people ask different questions to get their problems solved.

## 6. Post Consistently on Social Media



One great way to ensure that your blog posts are well utilised is to use them on your social media posts, as quotes, extracts or to send people back to your website or blog. You should grow the habit of promoting your content as well as sharing content from others on your social media platform. Regular sharing of content to social media, eg- direct posting, share buttons, click to tweet, etc, help improve your visibility and drive up your metrics on theLinkedIn social Selling Index and similar sites. In order to generate leads, you must have human interaction with others and as you know, social media requires and thrives on dialogue. Your goal should be to interact with

20

others and to be helpful, so consider sharing something that isn't related to sales acquisition all the time, will help you grow a fan base of loyal customers who you can comfortably sell to, after gaining their trust and confidence. Using great images on Instagram and adding call to action and giving value alongside, is a clever way of generating leads on Instagram.

## 7. Referral marketing



Referral marketing is a marketing strategy which requires you to team up with partners to significantly increase referrals for your business from word of mouth. It is perhaps the oldest and most trusted marketing strategy. This can be accomplished by encouraging and rewarding your customers to recommend your products and services to their contacts, both online and offline. This can also be done as an online referral marketing which is the internet-based, or Software as a Service (SaaS)

approach, to traditional referral marketing. By tracking customer behaviour online through the use of tools such as web cookies, Facebook pixels, Google web analytics/ad retargeting tools, etc. Online referral marketing can potentially increase brand awareness, referrals and, ultimately, increase your income. You can begin to generate more leads using referral programmes.



## **Part 2**

# **Building a successful online business**

Building a successful online business and making lots of Money, and I mean real cash from your online business shouldn't be so much of a trouble, but that's only when you know the right stuffs.

In this report, I will talk you through the 5 most important things you must start doing differently to make your online business a success. After all, "Insanity is doing the same thing, over and over again, but expecting different results"- Albert Einstein. Whether these were the true words of Albert Einstein or someone else, will not really matter, but what matters is the impact these wise words have had on those who really read between the lines.

Entrepreneurship traits though may be taught, the concept of being an entrepreneur is an embodiment of new truths, which include owning and adopting specific set of ideas, attitudes, mindset and indeed lifestyle.

Whether you are just starting up or have been in the business for some time, if you truly want



to be celebrated as a successful business entrepreneur, then read the next few pages keenly.

To start with, who is an entrepreneur? There are so many definitions of who an entrepreneur is, but one thing that I have stuck with as my number one definition of an entrepreneur is, “a person who gets into business with a clear business vision, and will never compromise that for anything, no matter what”.

To break this down; this is who you will be if you have a clear business vision.

- Start your a business with a clear picture of what you want to achieve within a measurable time frame.
- Have a clear knowledge of the tools, tactics and strategies to help you get where you want to go.
- Consistently follow your dream without any compromise on anything that could jeopardise your success and happiness as an entrepreneur.
- Living your big dream, doing the business you love with no strain at all, and lots more to gain.

Does any of these resonate with you? Or are you even living your dream right now? If you are I say congratulations. You are worth celebrating.

However, if you are nowhere near living your dream as far as your business is concerned, and as a matter of fact, feel like you don't even have a clear business vision, don't fret. Thousands more are still roaming this route. You are not alone and you will get through it if you follow the steps I will be outlining in this report. If you must know, only about 0.5% of successful business owners in the world will know exactly how to run their business successfully, before venturing into it. Building a successful business takes time and guts, but what is common among all successful entrepreneurs is the uncompromising drive to make things happen. When I started my business I did not even know what I was doing. I was just doing what I thought was okay and was expecting some great results which never came because I thought I was in business, while I was doing it all completely wrong. After a while, I did go for some training here and there, but really did not give me the results I wanted, until after some years into my business did I learn that training as an entrepreneur (learning a profession, trade, studying, etc.) in order to start your own business and actually becoming an entrepreneur, are two different things. This is because the mindset of an entrepreneur is different to that of a student learning a profession, which leads us to the five things you must do differently to turn your online

business into a success story.

## **Five things you must do differently to turn your online business into a success story:**

- The Entrepreneurial mindset
- Have a product to sell-(does not have to be your own-made product) – but must solve a problem to sell.
- Build on your success-multiple streams
- Be open to knowing-invest time and money in yourself and growing your business
- Distraction-niche-entrepreneur ready to work

## **The Entrepreneurial mindset**

If your business is not doing well as much as you ordinarily would love it to, the tendencies are that you are taking the wrong steps or directions, including thinking about yourself and your business in the wrong light.

Personally, I also had mindset issues with my business that weren't rectified until after a long time.

I have always heard and read that having the right mindset was important to becoming a successful entrepreneur and I thought I had the

right business mindset, having trained as a Life/business coach, an NLP practitioner and other things, but far more than these trainings is what you need to attune your business mindset to your business success story, and the truth is; learning to see yourself first as an entrepreneur and following this mindset with matching actions. It is important for you to know and accept that it is okay for you to become successful. You must find a place in your heart to fully believe this, from a place of strength and energy and do not question it nor fret over it. If you are not fully comfortable with this position enough to really own it, it may have something to do with you breaking through your blocks that are barring you from getting what you truly deserve as a person. So, sit down and ask yourself: “What ideas of myself comes to mind when I think of myself as an entrepreneur?” “How will this make any difference to my life at this point?” “What actions can I take immediately to make things better in my business right now?”

The good news is that you can always develop the right mindset through training, coaching and practice.

## **Define your value**



As an entrepreneur, you must have something of value to offer. To make sales, it is important to develop a business idea or even create your product lines, but more important is your ability to ensure that your products or services will bring you enough money that will not only pay for the hard work you have put into developing the idea, but also for the leisure of living your dreams. To ensure that you are able to deliver something of quality to your customers, you must develop your ideas with them in mind, ensure that your products and services solve problems your clients want solved and not just what you think will sell, otherwise, you may just put in the effort and have it unfortunately turned down by prospective clients. Practical ways of ensuring that you are delivering quality to customers include involving them in your product development process and testing your market thereafter. This will however take different forms and shapes depending on your type of business and client categories. For example, you can gather the opinions of your customers using survey on your website or open a question and answer session where you can both interact on how a previous product could be improved. Also, sample products could be sent to customers in turn for reviews, appraisals and suggestions. All these are a few of the ways you can ensure that your products

and services will sell when they storm the market.

## **Build on your success- create multiple streams of income**

Have you ever wondered why coca –cola has so many flavours to its brand or even walkers? Do you know that Madonna’s 2015 estimated Net Worth of \$520 million comes from Music, Clothing and profits from Real Estate? How many lines of products and services do you hold to your name? To be able to sustain your presence efficiently in the world of successful business folks, you must create different quality products and services to your brand. This does not have to be complex as you can leverage what you already have in different domains. If you truly value your financial security and desire financial freedom, you must create more than one additional stream of income apart from your initial start-up idea or product. This is more of a necessity than a luxury if you want to avoid the ups and downs of running a business. Your other streams of income may be active, passive or a combination of the two. Active income comes from you being paid directly for your products or

services while passive income comes from you getting paid for doing very little or nothing at all after the initial set-up of the process. Now, you see that there is truly a secret to how you can become extremely wealthy when you know the right stuffs.

## **Be open to learning**

Invest time and money in yourself: Do you believe that knowledge is power? However, you can choose what to do with the power, once you have gained the knowledge, but your choices will be extremely limited, only for the knowledge. So, don't just seek knowledge. Grab it.

Investing time and money in yourself may be the most profitable investment you ever made, as this not only yields future returns, but also, begins to scatter sweet seeds of accomplishments in different areas of your life, almost immediately. To become a successful entrepreneur, you need to enhance your knowledge on a regular basis. This helps you be in good form as someone who knows what they are doing and boosts your confidence as a leader. The effort you put into consistently investing in yourself plays a large role in determining the quality of your life and

business, no doubt. To do this, you must learn to develop your skills as an entrepreneur, even if you need some extra classes, I'm sure you know that this will definitely worth it. You can get a coach or a mentor or constantly research and update your knowledge using the bank of information accessible on the internet, depending on what works best for you and your business.

## **Avoid distraction**

Distraction has taken so many forms in manifesting itself in my personal business, so I know for sure how too many things can push you off the track and debar you from reaching your goal. Most times though, it's because you have given in to it. Sometimes, we call it being multi skilled, other times it's just because we haven't figured out what exactly we want to do or simply allowing the things we see and hear from other people affect our commitment and concentration on our business.

Being Multi skilled is a strength in life, but can become a weakness at least in business if not properly channelled and nurtured. Our passion and knowledge about other things or skills in other areas of life should be used to advance our steps and complement our actions and vice



versa and the best way to manage different skills and interests for best result, is to live it one at a time.

You can be distracted if you are not completely committed to your business vision or if your vision does not align with your inner truths and beliefs, hence, you still have a long way to go to make any success of your business. Or perhaps you are not yet clear on your goals, making it possible for creepy thoughts to invade your mind, which makes it hard for you to give your business the best of your strength, skills, money, time and mind.

As an entrepreneur, you must act, act and act because successful entrepreneurs are known to execute, do something and not just continue to think until an idea simply fades into the past. Entrepreneurs are masters of turning the abstract into the concrete. This seemingly simple action is one of the great challenges of life and in the end, it's what defines an entrepreneur.

## **Part 3**

# **Online Business Ideas that sell fast**

In this section, you will find fifteen online business ideas you can build on and completely own right away!

One of the quickest and easiest ways to start your own business is to do so online. Online business saves you the stress of spending so much money and time looking for ideal store locations. An online business is usually up and running quicker, and for a fraction of the cost of an offline store or office space. As a matter of fact, it may not be necessary for you to have any website to begin to sell your products and services online, depending on what your business idea is. Here are my fifteen online business ideas you can build on and completely own right away!

## **Online Business Ideas that sell fast**

### **Affiliate marketing**

Affiliate marketing is one of the best ways to begin earning money online. However, it's a trade to master if you are not familiar with it. It's not easy, but can be learned gradually.

Worldwide, people are making over \$1,000,000 as affiliate marketers. What you do basically, is to become a third party referring and selling products and services that are not yours. Amazon is one of the most popular affiliate programs in the world, but there countless many others with nice commission rates. You can find out more from sites such as ClickBank, Commission junction, Affilorama, JV Zoo, OfferVault, Affiliate.com, Amazon Associates, and many more. Some of the highlights of affiliate marketing include working when you want and promoting multiple brands, sites, products and services. Affiliate marketing requires you neither to have used the product or to have experience in what you are promoting if you are just promoting something not related to you in anyway, however, you will put yourself in a place of trust if you promoted products and services that you have authority on, whether by using

them or having an expertise in that area.

## **Sell on eBay or Amazon**

Selling on eBay or Amazon takes the pain and stress of getting an offline store off you, particularly if you are just starting out and low on cash. Like many successful business, this also requires dedication and a lot of follow-ups in terms of monitoring and promoting your store. You can either sell what you have passion for, goods you directly own or just target a niche where the profit margins are high and competition is low. These platforms have the potentials to make you really big if you pick the right product and commit to selling your stuffs.

## **Online retailer**

Starting as an online retailer and having your online store, e.g Shopify, Etsy, or even selling your services on platforms such as Fiverr, people per hour, etc., makes you reach out to customers online without any restrictions to what you can sell or offer. However, it pays off to have a niche market or specialty so that you can focus your energy, time and strategies towards a particular direction. There are so



many platforms to begin your online store and to make it better, build or get someone to help you build your e-commerce website. All you need thereafter, is have your e-commerce website hosted by a web hosting service with an integrated shopping cart. Register with online payment service providers like Paypal, Worldpay, Stripe, Authorize.net, Amazon payments and a host of others to manage your transactions effectively. There are a host of services you can actually get from Paypal, which are great for start -ups.

## **Virtual assistant**

A virtual assistant is a great job to have if you want flexibility. You'll be able to maintain multiple clients at once which mean you can easily fill gaps in your week or work overtime if you need to. As a virtual assistant you will also be able to charge what you believe to be reasonable for you, depending on the specifics of the services you offer. Generally, your job role includes managing contact lists and customer spreadsheets, maintaining a calendar and setting up meetings, taking transcriptions and handling correspondence, preparing and sending out e-mails and much more.

## **Monetize your blog**

I presume the first thing you want to think about when starting out online, is to start your own blog. If you are not thinking that, then you'd better start doing so now. Starting a blog gives a genuine presence online, plus, you are able to start generating an income from that if you provide reliable and impactful resources. All you need to do, is register for a google AdSense account and promote your blog effectively on the different social media platforms. With AdSense, you can have banner ads on your site and you get paid when anyone clicks on the ads on your blog. Blogs are generally free to create, but you can opt for a little charge with a blog with custom domain on WordPress. You can add a free custom domain to your blog on Blogger.

## **Web design**

Offering web design services is a cool way to dive into a profitable online business with more websites needing to be designed by the minute. All you need is an eye for design and an incline to creativity. A knowledge of pasting some

HTML codes will be advantageous, but generally, designing a stunning website is something you can learn within days, if you are committed, particularly with the availability of ready-made website builders. You can start by trying your hands on building free websites on Yola, Wix, Wordpress, Squeeze page, etc. Build your portfolio on freelance marketplaces such as Elance, People per hour, Fiverr, etc and your own stunning website would be a great link to turning in tons of paying clients.

## **Forex Trading/Bitcoin trading**

Foreign exchange, commonly known as ‘Forex’ or ‘FX’, is the exchange of one currency for another at an agreed exchange price on the over-the-counter (OTC) market. Forex is the world’s most traded market, with an average turnover in excess of US\$4 trillion per day according to city index. Essentially, currency values rise (appreciate) and fall (depreciate) against each other due to a number of factors including economics and geopolitics, hence the common goal of forex traders is to profit from these changes in the value of one currency against another by actively speculating on

which way forex prices are likely to turn in the future.

Unlike most financial markets, forex market has no physical location or central exchange and trades 24-hours a day through a global network of businesses, banks and individuals. This means that currency prices are constantly fluctuating in value against each other, offering multiple trading opportunities for individuals just like you! And the sweet part, you can train to trade Forex for as low as a £100, if you need training. Bitcoin is similar in the sense that you buy bitcoin (Cryptocurrency) in the hope that you can sell it at a higher price for profit and in some cases, for investment purposes.

## **Create videos/Vlogs**

Vlogging –(Video logs), are very effective strategies for brands and individuals who want to generate the maximum amount of traffic for their websites. As an individual, you don't need any expertise to start creating your videos, and as you know, it's still very free to have them slotted on Youtube when you create your YouTube channel. Vlogging, when used efficiently with blogging, not only promotes your brand but creates huge online income for you, through adverts placed on your videos



when you sign up for google AdSense for videos.

## **Copywriting**

Copywriting is an important part of any online business. The problem? Time! Most business owners simply don't have the time to write effective web content for their websites or when they do have the time, they know little or nothing about writing effective copies. So, here's the game for you. If you've got the 'know-how' and want to make extra income with your writing skills, you can offer copywriting/web content writing services. Better if you specialised in a niche to promote your expertise and help you focus your marketing towards particular target audience. Freelancing as a guest writer, or fully offering freelance writing services will be to your advantage to make decent income from this trade.

## **Provide digital education**

Providing digital education involves training, coaching or mentoring clients online. This is particularly great if you have a specific set of

skills, knowledge or information that you want to teach. You can specialise or build your skills around areas such as cooking, DIY Craft making, effective writing, health coaching, business/entrepreneurial training, life coaching, parenting coaching, leadership, stress management, financial/money management, real estate, etc. These skills are easy to be taught online through email support, video trainings, CD/DVD / self-help training packages, online sessions via webinars, skype video calls and so on.

## **Social platform**

A social platform: If you have some real cash and you want to invest in a profitable online business, investing in a social medium platform can be a beautiful and rewarding start up. However, apart from investing money in this business, you must ensure that your systems and strategies are wired around crossing the threshold to dominate in its category. You have to position your processes in such a way that you get a very sizable percentage of the overall population to regularly use your services and products. The best way to create

an outstanding social platform, is to ensure that your medium is able to connect buyers and sellers so they can more efficiently transact business.

## **Social media consultant**

Social media consultant – Very big organisations can hire an agency or full-time staff member to run their social media accounts, but small businesses often have to handle their own social media marketing by themselves, amongst growing responsibilities. With this, time becomes a rare commodity and that is where you come in. Sensible entrepreneurs know that too much hard work and packed up work schedule can cause overwhelm, so they try to shed the load by paying for the services of freelance social media consultant like you, who would help them develop and implement effective social media strategy. You will also be responsible for posting schedules and content for their target audience and responding to social media fan comments when needed.

## **E book Publishing**

E book publishing– With tons of information exchange on the internet and everybody giving out free e book; there are ways you can actually begin making money from ebook publishing. You can offer your services to entrepreneurs who want to put their e books together for their clients by packaging something nice for them and you get paid for your services, or if you have extensive knowledge in some areas, you can publish your ebook free on places like kindle direct publishing , platforms like this has made book publishing become a reality for many writers who otherwise may not have been able to afford the expense of hiring a publishing company to help them self-publish their books. With the right marketing tools, you can successfully publish your own books on anything from Gardening, to healthy eating habits to travelling and much more. The most important thing here is to ensure that you write content that sells. Check here for valuable tips.

## **App development**

App development – This is valuable if you have adequate knowledge building Apps. Mobile applications are more popular than ever, and people are willing to pay to have someone



create an App for their business, idea, concept, website, practice, etc. If you also have your personal idea that you want to get across to the public in form of a mobile App but don't know anything about coding, there are plenty of software developers looking to collaborate with people like you and once done, you can be sure to make good money from that, as more people manage their lives, businesses and time via their smartphones these days.

### **Buy and sell domain names**

A domain name is just a website address (e.g. [www.Yowsunglobal.org.uk](http://www.Yowsunglobal.org.uk), [www.stressfreeexecutives.com](http://www.stressfreeexecutives.com) or [www.creativebusinessuite.com](http://www.creativebusinessuite.com), etc.) and there are lots of extensions (.com, .net, .co.uk, .me, etc.).

They cost as little as £1.99 to register with hosts such as Zoho, Bluehost, Yola, etc., yet premium domain names can fetch £1,000s if not millions when sold on. You can make money by finding available domain names which have some commercial value, buy them cheap and then list them for sale on sites like [afternic.com](http://afternic.com), [snapnames.com](http://snapnames.com), [sedo.com](http://sedo.com), etc.

I hope by now, you have a clear idea of the types of businesses that you can do online to fetch you very good money. However, what is important is that you understand the marketing strategies that will best work for your type of business and ensure that planning is key, every step of the way. This will help you put down some realistic systems that will get your business up and running, in an effective and efficient way. The problem with most online business owners is that, most people make the mistake of looking for a product first, and a market second.

To boost your chances of success, start with a market in mind, ensure that you have all the details you want to be working with , regarding your chosen market and then, walk your way up to finding a group of people who are searching for a solution to a problem, but not finding many results. The internet makes this kind of market research easy, as you can do this by visiting online forums to see what questions people ask and what problems they're trying to solve. Or, do keyword research to find keywords that a lot of people are searching, but for which not many sites are competing.

Also, you can check out your potential [competitors](#) by visiting their sites and taking note of what they're doing to fill the demand. Then you can use the information you have

gathered to create a sample product with which you can begin to test your market. Starting a business is always like a rollercoaster with many ups and downs, but what is important is your willingness to learn and grow along the way by trying to understanding how to maintain your success and move past your failures.

**Sometimes, we just**  
**can't do it alone.**  
**Get help!**

## **Part 4**

# **Finding your ideal online clients**

### **Who is an ideal client?**

An ideal client is someone or business, that you love to work with and provide solutions to their 'problems' and in turn show the willingness to work with you by paying for your products or services and showing loyalty by returning to you time and again.

This part of the ebook will show you how to do more of the business you love in utter enjoyment and fulfilment by teaching you how to define and locate clients that are ideal for your business.

### **How do you define your Ideal client?**

Finding your ideal client as an entrepreneur can be one of the most challenging part of growing your business no doubt, and if you look around you are definitely not the only one



in this situation. Unfortunately, it is an important aspect of any business if it must become successful because, if you don't know with certainty who your ideal client is, you will be wasting your time and efforts in absolute lack of clarity and utter confusion. This was the case with me, back in the days.

When I started my coaching business in 2009, the idea of defining clients, and choosing who I wanted to work with, was just flying about the air, as I didn't really understand what to do regarding that. I came from enterprise sales and knew how to qualify a prospect in classical terms, I knew about crafting campaign copies and nurturing them for audience attraction and basically nothing more. So, when I entered the world of coaching which demanded passion and heartfelt connection with your clients, everything changed.

Then, I began a journey into finding who constitutes my community. I turned to other entrepreneurs to see how they defined their ideal clients and asked questions. I also hung out with like-minded solopreneurs.

These and a host of other things, helped me work out my profitable business model and here, I will be sharing exactly what worked for me.

To start with, it is important for you to

personally define who you want to work with and why you think they will be willing to work with you. This foundational aspect of business is your problem and must be sorted out early enough. Most entrepreneurs make a huge mistake by taking this aspect of their business for granted, thereby, missing out on their purpose for starting the business in the first place. Everything builds from your purpose. Getting clear about your own way of working, what and who spark your energy and what gets you to the best of yourself are questions that form the foundation for creating a good experience. You can find your own innate strengths when you understand these basic principles to building a successful business.

For me; working with “Smart online small business owners who want to promote freedom in their lives”, has been my guide to creating my successful coaching business.

## **However, to define your ideal clients you need to:**

- 1. Define your product/ service from the customer's point of view.**

You have to put yourself in your potential clients' shoes and think of what your product will do for your ideal customer, particularly how it will solve their problems. Think about the needs of your customer that the product will satisfy and how your product will improve your client's life or work?

- 2. Be specific**

You need to know the demographics of your ideal client/customer. You need to develop an 'Ideal Client Profile', which will lead you to knowing your customer's age range, educational level, occupation or business? What is their income or financial situation? What is their situation today in life or work? A clearer outline of your ideal client will let you into where they are located both geographically and on the internet, their interests, and their spending habits. Creating your ideal client profile may take time and efforts, but sure worth it

in the end.

### **3. Determine your customer's buying strategy.**

How does your customer buy your product or service? Why will your client buy your product –what need will your client/customer be willing to satisfy at that point? How does your customer go about making a buying decision for your product? For example, for you to do a test on how your customers buy product/service. Just imagine that you placed an ad in the newspaper/web, magazine etc. In the first place, determining where to place your ad is one way to define who your ideal clients are. Also, what prospective clients are the most likely to buy your product or service immediately? What are the most important qualities that your ideal customer would have? Your ability to clearly define and determine the ideal client for your product or service will determine your success in business, as you will be able to create new, relevant and ideal products /services for



your ideal customers and clients.

#### **4. Creating products/services from the place of empathy**

What are your experiences? How will you buy specific products or services? Same goes with your ideal clients. You have to know yourself enough to understand what has been instrumental in solving some problems for you. Even if you are not creating the same products and services for your clients, you can use whatever inspired you to buy certain products and services to judge who may be buying from you and why, after all, other than the connection you want to build with your ideal client, the next most important thing is for them to buy from you. You can't understand another person if you've never looked deeply at your own experiences. You can't design for a particular buyer if you don't understand why the product/service is a good fit for that buyer.

## **5. Review Your Past Clients**

Another way to find your ideal clients is to review your past clients, since finding ideal clients is an ongoing process for every entrepreneur. The questions you would ask would be: How did I meet these clients? What did my business benefit from working with these clients? What level of growth did my business achieve working with them? Why were these clients so great to work with? The sole aim is to develop an innate understanding of their behaviour and needs and what has kept that category of clients coming back? You could even reach out to past clients individually and ask them what it was that drew them to your business and sometimes ask for referral.

## **6. Use Social Media**

Your business' social media channels are one of the best ways to understand the kind of people that will constitute your community and likely buy from you. With this, you will understand what goes on in your current and potential clients' minds

because your online followers have expressed an interest in your business, so that's why they are following you. So, learn about them by finding out what they share, their interests, and what products and services do they talk about online? The answers to these questions will inform your Ideal Client Profile as they reflect the preferences and choices of people who appreciate your work.

## **7. Use the right marketing strategies**

Learning the right online Marketing strategies and using inbound marketing tactics gives you more power over your marketing efforts and outcomes. With an ad in a newspaper or magazine, you have no way to determine who has seen it, nor do you have any way to follow up with those who have. By contrast, online marketing allows you to discern who has seen your banner ad or other digital marketing content. Not only are you able to collect information about people who visit your ad, site, blog, or social media page, but you are also able to track that information over time, use it, and act on it:

Partner with entrepreneurs doing same thing:  
You can join other successful entrepreneurs doing same thing as you, and because you most likely require same type of clients, you can venture into some form of partnership that involves exchanging services, products, promotions etc, thereby growing your list by getting the right type of clients.

## **8. Send questionnaires/surveys and use polls on your website and emails**

Another way to define your ideal clients is by collecting information about people who follow you online, read your posts, visit your website and buy from you. You can start the process in different ways, but in example, you might place a poll form for visitors on your website, or on your Facebook page, or start with a campaign on the social media or in an online publication, then provide a useful checklist that your prospective client would find helpful in reaching their goals, and follow that up with a more detailed article on a topic they've expressed interest in during your interactions. This advancement gives you



more information about what they are looking for and ensuring that you are leading them through your sales process and propelling them towards a buying decision. This process also helps you improve your relationship with your clients and drive in happier clients and customers.

Finding and determining who your ideal clients are is important for every entrepreneur and should be intensely focused on. The ability to find ideal clients/customers, sell your products or services and retain their satisfaction so that they buy from you again is central to your overall entrepreneurial activity and success. The greater clarity you have regarding your ideal customer, the more focused and effective your marketing efforts will be.

## **Essential Resources to Grow your Business**

**Landing Page** A one-page professional Squeeze page allows you to create awareness for your brand by offering your perfect gift to your client without any distractions.

**SEMrush** is an all-in-one marketing toolkit for digital marketing professionals. They offer a wide range of features from technical SEO audits to rank tracking and competitor intelligence.

**Click Funnels** allows you to have the purchasing funnel, which creates a consumer focused marketing model, making it very easy to attract clients and move them on to buying from you seamlessly.

**Aweber** allows you to collect email addresses on your website, Facebook page, via Paypal and on your phone.

**MailChimp** also allows you grow your email

list by having optin forms on your blog, website or hosted online for you and has a free package for up to 2000 people on your list.

**Bluehost** is one of the best website hosting companies in the world and offers great deals to beginners and people starting out on a budget. It is one of the 20 largest web hosts, collectively hosting well over 2 million websites.

**Success Mindset** Achieving success in your business, largely depends on your mindset and thinking patterns. To ensure you have the right mindset for success in your personal life and business, see this.

**Be greater You** Every step of the way, know that you are unique, wonderful and deserves the best and to fully accomplish your greatness, invest in yourself.

## **Summary**

Getting clients/customers is all about being able to produce the results your clients desires and once you have this in mind, you will be able to position yourself in a place where more clients will become accessible to you. I'm sure that you also understand that getting clients is about giving a bit of yourself, which may come inform of free training, gifts, sample products or services or even trial sessions. The third thing this book discussed is that you need to finding out from your clients, how best you can serve them, which implies that your products and services should be developed with the clients in mind and not by assuming what their problems are.

I hope this book has been able to guide you towards building a successful online business with tips and insights into exactly how you can do that. You learnt about the five things you need to do to help your business get to the next level as well as giving you fifteen online business ideas you can tap into, to start your own online business if you haven't already, or if you are looking for a more profitable business ideas. You also learned the exact steps to attracting your ideal online clients, including why it is necessary to test your market and how to do that effectively.



I hope that the lessons in this report will help you and your business advance to the next step where you can shine brighter and serve many more people who need your services and products.

To your vibrant online business and a lifestyle of utter freedom and fulfilment,

*Mutiati Adebowale*

