

# Online! SUCCESS

## The Fundamentals 2.0

Learn How To Start any type of Online Business

It has been said that you should choose a niche that you are totally passionate about or that is possibly a hobby of yours, but it is very important that before you set off with an online business that you find out if people are spending money in your chosen area of interest. If you want to know if people are spending money, visit online resources such as Amazon's 'Buy' (links below) and search the subject, if people are spending money you will see lots of products in the niche with reviews - read the reviews (Both good and bad reviews) to get a feel for that market.

**Succeed Online with any product, service, hobby, business, organisation or even to raise funds for charity!**

**CARL HENRY**  
[www.CarlHenryGlobal.com](http://www.CarlHenryGlobal.com)



# ONLINE! SUCCESS 2.0

## The Fundamentals

Learn How to Start Any Type of Online Business

Succeed Online with any product, service, hobby, business, organisation or even raise funds for charity!

Written By  
Carl Henry



[www.carlhenryglobal.com](http://www.carlhenryglobal.com)

## ONLINE! SUCCESS 2.0

ONLINE! SUCCESS 2.0 - Copyright © 2018 by Carl Henry.  
All Rights Reserved.

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means including information storage and retrieval systems, without permission in writing from the author. The only exception is by a reviewer, who may quote short excerpts in a review.

Cover designed by Carl Henry Global

Carl Henry  
Visit my website at [www.carlhenryglobal.com](http://www.carlhenryglobal.com)

Printed in the United Kingdom

First Printing: Aug 2017

ISBN: 9781549813689

Version 1 - 2.0

Imprint: Published by Carl Henry Global

**Send me your questions!**

For all enquiries please contact  
[onlinesuccess@carlhenryglobal.com](mailto:onlinesuccess@carlhenryglobal.com)

The information in this book is for educational purposes only. The contents do not constitute investment or financial advice of any kind. You should take professional legal advice before entering into any contract or making any financial investment.

**Contents**

How to start an online business?..... 8

How to build an Automated Online Business System?..... 8

A little background ..... 10

Not just an eBook but also Business Opportunities ..... 11

Free information, Bonuses and training ..... 11

The 9 Action Steps ..... 13

Part 1..... 14

ONLINE! SUCCESS - The Fundamentals ..... 15

Any Product, service, hobby, business, organisation or even to raise funds for charity? ..... 17

Demystifying the internet..... 17

You are not alone! ..... 18

What is “CAD-Q”? ..... 19

Your Personal Considerations and Questions ..... 21

Expand Your Brand with Social Marketing ..... 27

The foundation of all online businesses – The Sales Funnel..... 31

Part 2..... 36

Action Step 1 – Identify your niche ..... 37

Are People Interested in your Product or Service? ..... 41

Action Step 2 - Targeted Traffic ..... 49

Action Step 3 - Online Automated Capture of Leads ..... 53

Action Step 4 – Give A Gift..... 56

Action Step 5 - Automatic Email Delivery..... 58

Action Step 6 – Developing or Finding Products..... 60

Action Step 7 - Getting paid ..... 64

Action Step 8 - Your primary activity is Marketing ..... 68

Action Step 9 – Setting up the online business system ..... 73

Action Step 9a - How to Pick a Domain Name ..... 76

ONLINE! SUCCESS 2.0

Action Step 9b - Select & Set It Up Your Hosting Plan .....80  
Use A Website Hosting Company That Gives You Tools .....81  
Action Step 9c - Set Up Your Email Address and Signature .....83  
Action Step 9d - Install a Content Management System.....85  
Conclusion and Recap .....97  
Free Membership – Updates, Tools & Training.....99  
Part 3..... 100  
ONLINE! SUCCESS – A Business Opportunity! ..... 101  
A Fast Start Way to Make Money Online ..... 103  
Affilorama - Free Affiliate Training..... 105  
More opportunities!..... 105  
How we can help you - your options!..... 106  
Our other websites & social media ..... 108

# ONLINE! SUCCESS 2.0



[www.carlhenryglobal.com](http://www.carlhenryglobal.com)

This eBook is also available on Kindle & as a Paperback

Visit: <https://www.amazon.com/ONLINE-SUCCESS-Fundamentals-Business-organisation-ebook/dp/B075VT1CNG>

A screenshot of the Amazon product page for the eBook 'ONLINE! SUCCESS The Fundamentals' by Carl Henry. The page shows the book cover on the left, which features the title in large gold letters and a photo of the author. On the right, the title is repeated, followed by the author's name and a brief description: 'Learn How To Start Any Type Of Online Business: Succeed Online with any product, service, hobby, business, organisation or even raise funds for charity!'. Below this, there are two format options: 'Kindle' for \$4.75 and 'Paperback' for \$4.40. A small bio of the author is visible at the bottom of the page.

amazon  
Kindle Store

Deliver to France

Departments

Browsing History

Amber's Amazon.com

Today's Deals

Gift Cards

Help

Registry

Sell

EN

Buy a Kindle

Kindle eBooks

Kindle Unlimited

Prime Reading

Best Sellers & More

Kindle Book Deals

Free Reading Apps

Kindle Singles

Newsstand

Acc

prime book box

Editors' favorite children's books delivered every 1, 2, or 3 months

Kindle Store > Kindle eBooks > Business & Money

Look inside

**Online! SUCCESS**  
The Fundamentals  
Learn How To Start any type of Online Business

Succeed Online with any product, service, hobby, business, organisation or even to raise funds for charity!

**CARL HENRY**  
www.CarlHenryGlobal.com

**ONLINE! SUCCESS The Fundamentals - Learn How To Start Any Type Of Online Business: Succeed Online with any product, service, hobby, business, organisation or even raise funds for charity!** Kindle Edition

by Carl Henry (Author)

Be the first to review this item

> See all 2 formats and editions

Kindle \$4.75	Paperback \$4.40
------------------	---------------------

Read with Our Free App

1 New from \$4.40

Hi, I am Carl Henry, I have worked from home, building multiple businesses in 39 different industries, since 1978 and I have been earning money online since 1998. I have lived in and around Monaco since

**So you are sitting there thinking 'I want to make money online' – where on earth do I start!**



Grab a cup of tea or coffee and find somewhere quiet to read on...,

“Give a person some money - they will eat for a day...,  
Show them how to make money - they will eat for life!”

Carl Henry 2019

## **How to start an online business?**

After I have built more than 5,000 websites over the years, I have been asked many times; "How do I Start an Online Business?"

Well, as with all simple questions there are several options available to you - this publication and it's supporting online Member's Area is focused on helping you create a tangible digital asset that you own and control 100%.

There are other options to create online businesses that don't require you to have your own domain name and website. It is quite possible for you to earn money online working with existing platforms such as; Clickbank, Amazon or even GetResponse.

I will be creating specific content covering how to set these businesses up but it is important for you to know that you will be totally reliant on these platforms for the future of your business, If any of them go out of business (which is unlikely) or for some reason your account becomes blocked or closed you will have lost most of your hard work and a source of income.

My recommendation is that you gradually build a combination of online business systems which all link back to your primary website (that you own and control) so that whatever happens in the future your clients will always know where to find you and you will be able to continue making sales and you be building a valuable asset at the same time!

## **How to build an Automated Online Business System?**

You should follow the 9 Action Steps outlined in this eBook, in the order they are outlined, whether you want to build one eCommerce website or many, the process is exactly the same. I have also included links to tools that I use every day to efficiently build and run my multiple websites.

## ONLINE! SUCCESS 2.0

If you join our newsletter and mailing list you will receive all updated versions of this eBook free and advance notice of other free eBooks and video training we publish.

To subscribe visit <https://www.carlhenryglobal.com>

Please also join our Free Membership Area for more Free resources Training, Videos, eBooks and updates;

<https://www.carlhenryglobal.com/members>

### **Do you have questions or suggestions?**

If you have any questions please send an email to [onlinesuccess@carlhenryglobal.com](mailto:onlinesuccess@carlhenryglobal.com) or you can leave comments or messages on our social media pages.

Facebook Page:

<https://www.facebook.com/carlhenryglobal/>

Facebook Group:

<https://www.facebook.com/groups/carlhenryglobalsa/>

YouTube Channel:

[https://www.youtube.com/channel/UCgHX\\_dg3QKYZqs9En0mEu5A](https://www.youtube.com/channel/UCgHX_dg3QKYZqs9En0mEu5A)

## A little background

Hi, I am Carl Henry, I have worked from home, building multiple businesses in 39 different industries, since 1978 and I have been earning money online since 1998. I have lived in and around Monaco since the year 2000.



The aim of this eBook is to give you the information you need in the shortest possible time, with the least number of words so you can get started taking action immediately.

**In other words I want to give you “*quality not quantity*”.**

This eBook is focused on building an **online business system** website from the initial idea to creating an appreciating asset that you own. If you already have a website, this eBook can still help you if you want to start or build your online income and have your website carry out a lot more **automated marketing & sales** tasks for your business or organisation.

All the key steps about starting an online business are covered. Although some subjects are only explained in overview because they require entire publications of their own to fully understand them. The good news is that I have either already published detailed eBooks on these subjects or I shall be publishing new eBooks shortly – [Click here to Subscribe to our mailing list](#) to be alerted to new free publications and videos becoming available.

If I have missed anything or you have additional questions send me an email to [onlinesuccess@carlhenryglobal.com](mailto:onlinesuccess@carlhenryglobal.com), I will send you the

information you need and I will probably create video training to cover the subjects that you have asked about.

### **Not just an eBook but also Business Opportunities**

This e-book is designed to give you all the fundamental advice all in one document, but it is much more than a simple eBook.

Even though the primary aim is to show you how to create a real solid online business that can gain real value for you I have also included links to additional information that will explore various aspects of online businesses in more detail and I have created numerous ways that you can work with us to help you generate online income.

This e-book is not simply static information as it links out to our website where we will be adding more business opportunities and guidance every month.

I hope that this will be the start of a long term mutually beneficial partnership and ongoing relationship in the months and years to come.

### **Free information, Bonuses and training**

I'm keen to build a relationship with as many people as possible so I am making certain information available free to members and newsletter subscribers.

I also want to demonstrate my goodwill and knowledge in advance so that you know that if you do purchase something from me in the future it will be high quality and it will work for you.

**Register at the ONLINE! SUCCESS Member's Area for more training, information & Tools**

<https://www.carlhenryglobal.com/members>

When I started online marketing in 1998 everything was brand new and nobody knew what they were doing, there was very little help or training available but it was a lot easier back in those days because there was less competition – today there’s so much info out there it’s overwhelming!

### **Zero Fluff!**

I decided to create training and information that ‘boils-down’ all the data online into short to-the-point guides and action steps, like with everything in this world there’s always a quicker and more straightforward way of doing things.

I promise to keep things as short as possible and guide you in the right direction with succinct “action steps” so you can create one or more **Automated Online Sales Systems from an existing website, or, create a new one** that is as automated as possible.

Your part is to act on my advice, don’t just read my words and put the book down - please take the actions I suggest and you will see progress, don’t give up and don’t over think it – **Persist! Take Action!** Start small and scale up in line with your own requirements and character.

OK! Here we go! In addition to general introduction to the Internet world and some of the personal considerations you need to make I’ve included a number of **Action Steps** that I advise you to take to get yourself online. There are nine main action steps and if you work through them taking action on each one you will have established yourself online and taken the first step to making the Internet a new tool that will help you succeed.

## **The 9 Action Steps**

Here are the key steps that will be discussing in Part 2 of this eBook;

Action Step 1 - Choose a Niche Subject

Action Step 2 - Targeted Traffic

Action Step 3 - Online Capture of Leads

Action Step 4 – Give a Gift

Action Step 5 - Automatic Email Delivery

Action Step 6 - Products

Action Step 7 - Getting paid

Action Step 8 - Your primary activity is Marketing

Action Step 9 - Get a Domain Name & Hosting

Before we start I'd like to give you some background information that will put these action steps into context and that will help you to get your mind organised in the best possible way.

**Part 1**

# Part 1

## ONLINE! SUCCESS - The Fundamentals



Achieving success at anything is a matter of repetition, applying the fundamentals and persistence blended with experimentation using the knowledge that you have gained by taking action.

You'll notice that the word "action" is used a lot in this publication because without taking action we don't learn or progress.

So I'm really asking you to "**Take Action**" on the various steps that are explained in this book. Don't over analyse each and every step that you take, because it's better that you gain experience, even if what you're doing is not perfect in the beginning or you make mistakes.

**Remember "Imperfect action is better than perfect inaction"**

In order to keep this book a reasonable length I haven't gone into extensive detail in every single area, but I have given you the roadmap to follow together with various links to other resources and

## ONLINE! SUCCESS 2.0

more detailed information in the online **Member's Area** where you can drill down into various subjects and build your knowledge.

If you haven't already done it when downloading this document please go to the **Member's Area** and sign up for our newsletter to make sure that you get to hear about updates to this book and further training resources. I will be supplementing the information in this book with a range of videos that will be available on our website member's area and YouTube channel.

**Register at the ONLINE! SUCCESS Member's Area for more training, information & Tools**

Register at <http://www.carlhenryglobal.com/members>

## **Any Product, service, hobby, business, organisation or even to raise funds for charity?**

Yes! Since the late 1990's the Internet has developed massively and is now a major opportunity for every single business and organisation in the world - this is only going to get better in the coming years.

You can benefit by using websites and social media to achieve almost any objective – you are able to present your story to your contacts and visitors in multiple formats. The Internet has truly become a multimedia platform where you can get across your projects, ideas, objectives and sell your products or services.

**In this publication I run through the key parts of an online business system that can be adapted for any business, activity or objective.**

Once you fully understand all the “moving parts” of an online automated system you can apply it to your own objectives, one of the most common being “Making Money” of course! But this money can be used in many ways including supporting charity or other social or community groups.

## **Demystifying the internet**

The Internet is not some mysterious ‘other world’, it is simply a communication channel that allows you to communicate with lots of people 24 hours a day on autopilot.

It's part of my mission to take away the mystery surrounding the Internet and hopefully helping people to work with the Internet rather than against it.

## ONLINE! SUCCESS 2.0

Your website and social media can be working for you 24 hours a day seven days a week if you set up your online business system correctly, I have “boiled down” the key information that you need to know to get started.

There are many ways to automate your communications, using online software so people can obtain information, products and even services without you having to monitor your website or social media. You just received sales or qualified enquiries.

### **You are not alone!**

We have been involved with the internet since 1998, we have also built a minimum of 5000 websites (we’ve stopped counting now!), and we offer a wide range of flexible support products & services to help you in any way you need – we’re happy to help you achieve your personal objectives!

**We can help you in three main ways;**

**We can “SHOW YOU”,**

**Work “WITH YOU”**

**or work “FOR YOU”**

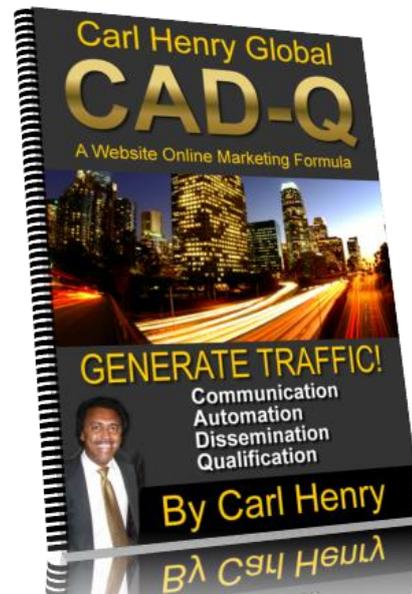
There are more details in part 3 of this eBook.

## What is “CAD-Q”?

I have come up with this acronym to remember four key benefits of working online;

Communication  
Automation  
Dissemination  
Qualification

The humble website is essentially the foundation of your online marketing campaign, the technology available today, which can be incorporated into your website, will allow it to perform many functions for your organisation on autopilot.



You want your website to carry out as many roles as possible 24 hours a day without your intervention or even your attention. Only in this way can you scale up your business to a level where it can support you.

### **Communication**

This aspect of the web site is what I consider to be your outgoing message, these are the points you want to make about your organization and the things that you want to press home so that people understand your point of view.

### **Automation**

It is now fairly straightforward to design systems which operate from your website to automate many of the relationships between your organization and the user. Perhaps this is one of the greatest uses of a web site because it minimizes the requirement for human intervention between your organization and the users until a certain goal is achieved.

## ONLINE! SUCCESS 2.0

For example users can self-register, choosing their own username and password, then to receive a confirmation e-mail with which to give their permission for further e-mail based marketing.

It is also possible to (securely) offer the facility where people can create profiles and update images to the web site. You can also offer the opportunity for users to submit new content for the web site and to enter it directly into the system, this content would not appear on the web site until it has been moderated by an administrator.

Once they are on your mailing list they can receive pre-programed emails over months or even years!

### **Dissemination**

A web site is a great portal which can distribute documents and images which you only have to handle once. The creation of special pages which list and make available documents (normally in portable document format – PDF) is a very good way of allowing users to interact with your organization and to pass back information. In return for their email address you give them access to valuable information automatically.

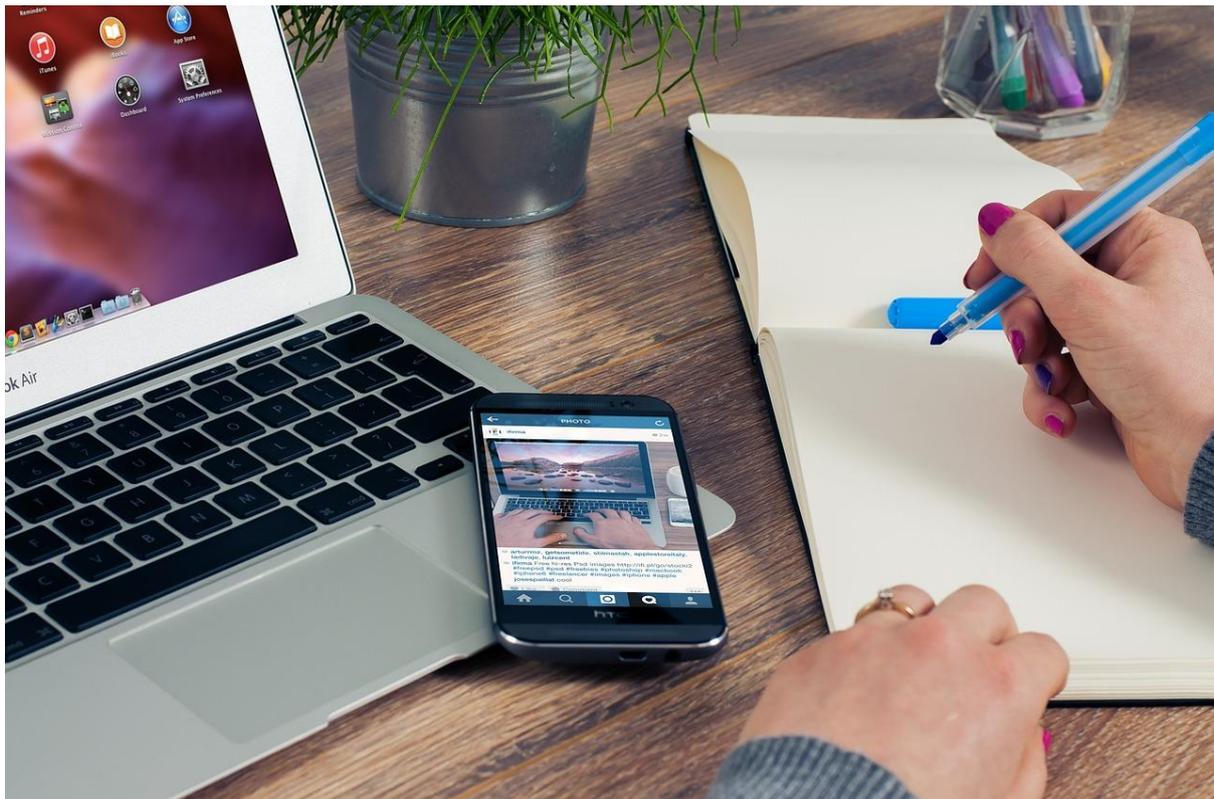
### **Qualification**

Sorting out the ‘wheat from the chaff’ is a role that your web site can perform if you incorporate interactive forms and a stepped level of gathering information from your users.

It is quite possible to have publicly available forms on the web site which will gather the basic information, then for the user to receive further feedback via an automated e-mail which guides them to register with the website and to complete further information which resides behind a password protected login form. This has the effect of deterring ‘time wasters’ and gives you vital information with which to judge the applicants commitment.

[Click Here to download this eReport](#) (English)

## Your Personal Considerations and Questions



### **How Much Does It Cost To Start An Online Business?**

You can complete everything in this eBook for under €100/\$100/£100 remember that the more you do yourself the less it will cost in terms of money – your investment will be mainly time.

One word of warning! Doing things yourself may seem like the cheaper option but you must always remember that your time has a cost as well, every hour you are alive costs money! Because you need money for rent, utilities and for basic human needs such as eating!

You need to calculate how much it cost for each hour of your time for you merely to exist, then consider the cost of employing an expert who could probably finish the work in a fraction of the time it might take you to do.

This is entirely your choice, and I certainly am a person that likes to understand every step personally. But you should balance the cost against the time it might take you when deciding to do the work yourself, it might be better to work with an expert or outsource the work completely. It is quite often better to spend your time on things that you are more interested in and where you can add the most value quickly.

If you want to know your options  
contact us on [onlinesuccess@carlhenryglobal.com](mailto:onlinesuccess@carlhenryglobal.com)

### **Is it better to “Do It Yourself” or Outsource work to experts?**

As I have mentioned, people think that if they learn all the skills they need and do all the work then it is “free”, you will have heard the phrase “Time is money” and this includes your time.

Every minute, every hour, every day, every week and every month you have living expenses, and when you start an online business you will have additional business expenses that must be paid.

So sometimes it can be a false economy to spend a long time learning new skills, if you are a beginner, when an expert may be able to complete the work required in a few hours rather than it taking days or weeks.

Of course there may be economic reasons preventing you from outsourcing work on your online business, in which case you do need to spend more time personally, this will also require you to have additional income that is not coming from your online business in the beginning.

So this section is just to highlight what you should be considering at all times; **“what is the most efficient way I can proceed in building my online business?”**

## **How Long Will It Take?**

You could read this book in about an hour or two and complete all of the action steps in less than a day if you focus on completing every step.

As an alternative, particularly if you're having to work during the day while you're building your online business in your spare time, you could decide to complete one action step each evening - ensuring that you have fully absorbed all of the information.

You must remember that building and managing a website, together with social media, is an ongoing process that never ends.

**This eBook explains how to quickly put together the foundation of a sustainable online business.**

I truly believe that if you take simple and quick action you can see positive results within days or weeks, but, I don't suggest that you give up your current income until you see your online business consistently producing all the money you need to live on and it needs to be producing this money consistently for several months.

## **You should have another main income in the early days.**

If you are thinking about creating your online business because of an urgent need for cash this might not offer you the 'instant' solution you seek.

You will also find that while you might be able to make some money in a short time online - to make serious money will take consistent action over weeks and months - so if you need money urgently consider staying in your present employment while you also build your online business, or, if you are not working at the moment consider taking a temporary or a part-time job to solve your immediate financial needs and give yourself time to build a solid online business strategically.

Once your online business is consistently producing the income you need to live on comfortably for several months you can consider leaving your other employment and becoming a full time online entrepreneur.

Taking shortcuts is acceptable as a ‘quick fix’ and maybe a way to gather the cash and tools you need to build your business but keep in mind that this can be very stressful and you need to build a real sustainable business to survive long term.

One of the key benefits of building an online business is that you put in most of the work at the beginning, once it is operating smoothly you only need to do enough work to maintain the income.

### **Calculating Your Financial Freedom Target**

The ideal dream when starting an online business is to create true financial Freedom. I’m sure you will agree with me that before you can become financially free you need to fully understand how much money you need to earn as a full time online entrepreneur.

To help you calculate your personal expenditure I have created a spreadsheet for you called “calculating your financial Freedom target”.

The idea is for you to enter into the spreadsheet your weekly expenditures, your monthly expenditures and your annual expenditures. The spreadsheet will then automatically calculate how much your online business needs term online annual, monthly and weekly basis.

## ONLINE! SUCCESS 2.0

You can also create a separate spreadsheet using this same method to calculate your online business expenses.



### Calculating Your Financial Freedom Target

Items	Yearly	Monthly	Weekly
Home Rent/Payments		€ 1,250.00	
Telephone		€ 120.00	
Mobile Phone		€ 50.00	
Food & Drink			€ 180.00
Orange TV/WiFi		€ 55.00	
Utilities		€ 120.00	
Insurance - Home/Car	€ 300.00		
Subscriptions		€ 10.00	
Entertainment & Social Hobbies	€ 30.00	€ 25.00	
Period Totals	€ 330.00	€ 1,630.00	€ 180.00
<b>Times to multiply</b>	<b>1</b>	<b>12</b>	<b>52</b>
Annual Totals	€ 330.00	€ 19,560.00	€ 9,360.00

Note: You Enter in the amounts you spend under the period frequency you make the expenditure the spreadsheet calculates your "Financial Freedom Targets" below.

TOTALS	
Year Total	€ 29,250.00
Month Total	€ 2,437.50
Week Total	€ 562.50

NOTE: These are your "Financial Freedom Targets"

NOTE: The above figures are only examples - you need to put your own figures into the spreadsheet.

Download the Spreadsheet at <https://www.carlhenryglobal.com/finance-3>

Once you have these figures you can then create clear sales targets for your online business and you will know exactly when your online business can support you and you can go full-time.

You can download the spreadsheet on this link;

<https://www.carlhenryglobal.com/finance-3>

For example; if your weekly expenses are €500 and you're making €50 of net income per item you're selling, it is clear that your weekly target is to sell 10 items - this gives you something to aim for!

## Is It Really Possible For 'ME' To Create An Online Business?

YES!!!! People of all ages, backgrounds, circumstances, nationalities and abilities are creating small, medium and large incomes online, if other people can do it you can do it!

Do something every day even if it is something very small, constant momentum is the key, **don't give up!** Take action, make mistakes, learn from them and make the necessary adjustments – It's called 'READY – FIRE – AIM'.

**Success is the result of expertise. Expertise is the result of experience, and experience is often a result of making errors (and learning from them).**

### **Pick an Online Business Model You Like & Enjoy**

This eBook discusses the general way of starting an online business website, a business that is efficient and can develop into a real asset that you could sell or pass on in the future.

There are a number of reasons you may want to start an online business;

- You have an off-line business and you want to make online sales.
- You are an employee and you want to make additional income in your spare time.
- You are an employee and you want to 'sack your boss'.
- You are unemployed and you want to make your own income.
- You want to change your lifestyle or work style for a better quality of life.
- You have a product or service that you want to market through the internet.
- You want freedom!

There are a number of 'Online business Models' that you could adopt to make money online, these include;

- Selling products as an affiliate (other people's products)
- Selling your own products (You have to create the product)

## ONLINE! SUCCESS 2.0

- Selling through social media
- Writing A monetised Blog
- Starting A monetised forum
- Writing an monetised eZine or Newsletter
- Contributing to blogs and newsletters for money
- Setting up an online shop selling digital or physical products
- Selling by writing articles or selling content
- Selling Software
- Selling Digital or information products
- Selling consultancy or advice

There are many more and I will be publishing further eBooks on each of these shortly ([So don't forget to register for my newsletter so you receive them as they come out! Click Here Now](#)). You can use the information here as the foundation for any of these online business models.

This eBook focuses on building a solid traditional online business website based on you owning your domain name, controlling your hosting account and building your own website – we call it “Virtual Real Estate”.

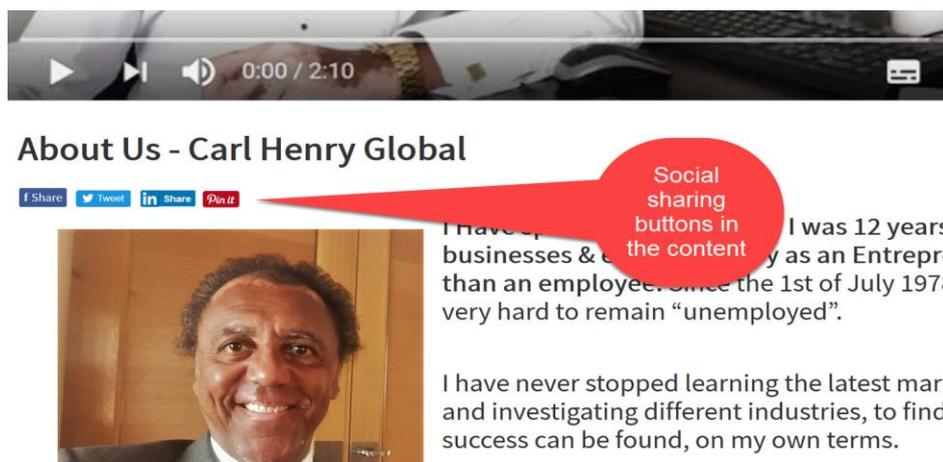
## Expand Your Brand with Social Marketing



## ONLINE! SUCCESS 2.0

To complement the development of your website you should also create a presence in the social marketing arena. As you add content to your websites you should also update your social marketing accounts with either copies of the content or links to the content on your website.

There are several pieces of software that you can add to your website to allow instant sharing by yourself or others to social media which add buttons to every piece of content.



The key to social marketing success is not to be 100% commercial when making posts, the aim is to get people talking about and recommending your website, products and services. You can do this by adding posts which might be useful, funny, interesting or have some human appeal that relate to your products or services.

You can also use your social marketing accounting to post interesting photographs or images that will attract the attention of users.

The other benefit of using the social media is that some people can only be reached via these accounts because this may be the only part of the Internet that they use.

If you can create content which is interesting or surprising enough on social media there is the possibility that people will then pass on

## ONLINE! SUCCESS 2.0

your content to their friends and contacts sending your message viral.

Please ensure that you complete your profile information as fully as possible because this will give a higher level of comfort to people who are checking you out. You'll also find that social media will rank quite well in search engine results so make certain when you're picking your account name of your pages, and the titles of your posts, that your seed keywords and company name feature prominently.

Below are links to some of the *essential social media platforms* that you should form a presence on - try them out and see which two you like the most and which have the most content relating to your niche;



### **Links: Recommended Social media**

Facebook: <http://www.facebook.com>

Twitter: <http://www.twitter.com>

You Tube: [www.youtube.com](http://www.youtube.com)

Linkedin: <http://www.linkedin.com>

Instagram : <http://www.instagram.com>

Pintrest: <https://www.pinterest.com>

If you would like to connect with us on social media here are links to our Social Accounts

### **Links: our social media**

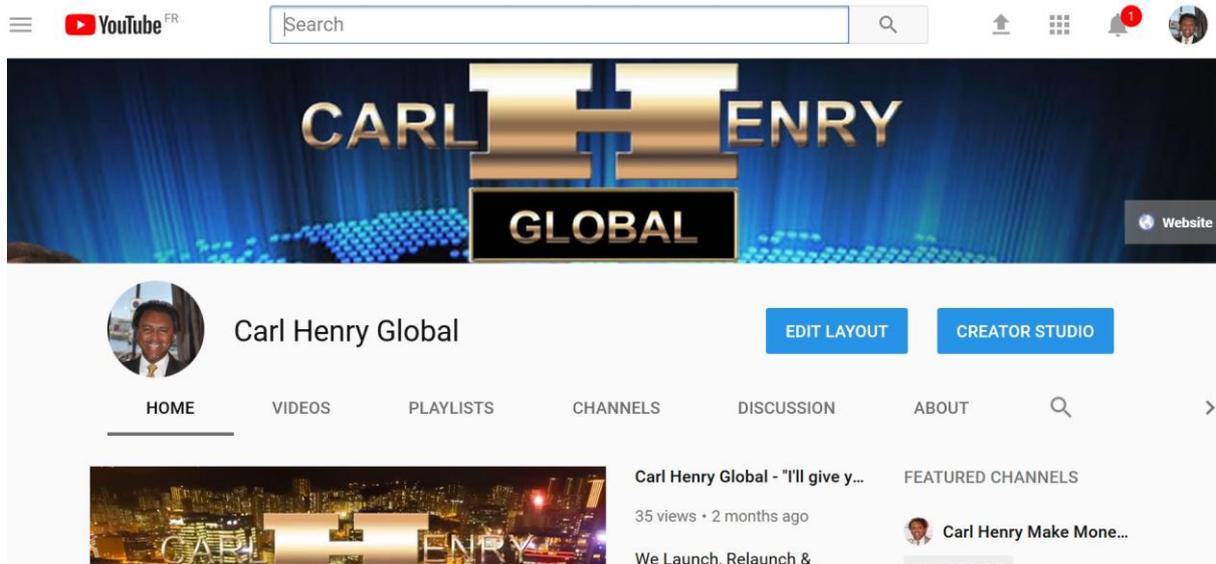
Facebook: <http://www.facebook.com/carlhenryglobal>

ONLINE! SUCCESS 2.0

Twitter: <https://twitter.com/#!/CarlHenryGlobal>

YouTube: <https://www.youtube.com/carlhenryglobal>

Linkedin: <http://www.linkedin.com/in/carlhenry>

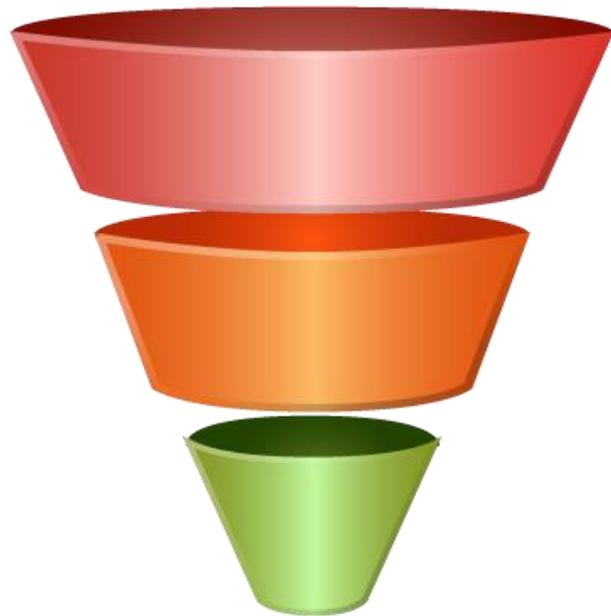


## **The foundation of all online businesses – The Sales Funnel**

Before we get into the key parts of an online businesses I want you to understand the structure and system on which every money making website is built on.

It's called a "sales funnel" or as I prefer "an automated online sales system".

The objective is to attract new potential customers, have them give you their email address (very important so you can send further marketing messages) which they give you in return for you giving them something of real value to them, this is normally some free information that gives them a partial solution to their problem.



The reason people call it a sales funnel is because you start by attracting a large number of visitors to your offer, but not all of them subscribe to your mailing list, far fewer will actually buy your product - this is normal and a typical sales process. If you attract, say 100 visitors, perhaps 20 might subscribe to your mailing list and 5 might buy your product immediately - of the 20 subscribers you might get another 5 sales using follow up emails. So you can see the effect of the funnel; Large at the top and narrower at the bottom.

Too many 'Gurus' are still selling courses and seminars that rely on psychological tricks aimed at getting people to buy ever more expensive products and services. Today you must give your subscribers and customers quality and valuable content and results "in advance" of a sale.

## ONLINE! SUCCESS 2.0

Due to social media, and the high use of mobile devices, people are sharing information, good and bad, that flies around the world faster and faster – if you are a trickster or phony you will be found out!! On the other hand, if you are being helpful that message will also be passed on..,

Today it is best to offer free information that gives your prospects “Results in advance” of a sale - it can be a tip or insight where your prospect sees the quality of your knowledge ‘before’ you expect them to buy from you.

### The four key steps to sales

In the spirit of keeping things simple and focused I have identified that there are only four key steps between someone visiting your website and you making a sale.

Contact [info@carlhenryinternet.com](mailto:info@carlhenryinternet.com)



Website: [www.carlhenryinternet.com](http://www.carlhenryinternet.com)

## 4 Steps to Online Success



Carl Henry Global - [www.carlhenryglobal.com](http://www.carlhenryglobal.com)

If you keep this in mind and focus all of your efforts on these four steps you will have the best opportunity to achieve ONLINE! SUCCESS.

As you will see above these four steps are; lead generation, lead capture, lead conversion and effective sales.

## An overview of the “sales funnel” system

Here is a very quick explanation of the key elements of the “automated online sales system” in a little more detail before I get into the specifics in our “9 Action Steps”;



[Click the image to see a bigger version & download](#)

**PEOPLE** - you need to think about who your audience is, what subject will your website be about (Your Industry Niche), is there a large group of people interested who will pay money for your product? One common factor about products or services is that they solve a "problem" or "need" for your customers, your job is to identify this problem or need and offer a "solution" (your product/service) When you have decided, after carrying out the necessary research, you then have to contact this group (Traffic) and guide them to your first page (Landing Page or Opt in Page).

**LANDING/OPTIN PAGE** - This is the first contact you will have with your prospective customer, you have a limited time to grab their attention. One way is to offer them some useful and/or valuable information in the form of a free gift, this is an incentive for them to give you their email address (This is important).

**FREE GIFT** - This should be about the same subject matter as your product or service, it should also offer the opportunity of your prospective customer getting some immediate results towards the solution they are seeking. Within the free gift you will also have an explanation about how your product or service solves the problem, or need, and links to the sales page. Your free gift can be delivered instantly on a "Thank You Page" or automated email.

**OPTIN TO YOUR MAILING LIST** - Once you get them to enter their details into the opt-in form you will have in place an automated system that will deliver emails with additional useful information (An Autoresponder) and contain "Calls to Action" to encourage them to visit your sales page and check out your offer.

**SALES PAGE** - This will explain how your product or service offers benefits to your customer, you must create this to explain "WIIFM" (What's in it for me).

**You must look at your product or service entirely through the eyes of your customer to understand how to communicate with them (don't just talk about how 'good' you are). Remember people will only buy a benefit to themselves!**

The product or access to your service will be immediate in the case of it being digital or you will give instructions on the next steps by an automated email if it is a physical product or offline service.

**PAYMENT** - You will need to have a method of collecting online payments in place such as PayPal or a merchant account from your

## ONLINE! SUCCESS 2.0

bank. Being paid in advance is a really good benefit for you using online techniques.

**Below I go into more detail on each step...., They are titled “Action Steps” because I would like you to take action on each one!**

If you follow the instructions and take the suggested actions as you go along you will get much more out of this information and in the process you will have put together most of the actual system at the same time.

Of course if you need any help **we are always here for you**, just contact us on [onlinesuccess@carlhenryglobal.com](mailto:onlinesuccess@carlhenryglobal.com) with questions or to request any of our services.

**Ok! So here are the main parts of all online businesses;**

I've broken down the creation of an online businesses system to 9 main parts, you can always drill down to deeper and deeper levels of detail but essentially you just need to keep in mind these nine steps.

## **Part 2**

# Part 2

## Action Step 1 – Identify your niche



### Pick A Niche Subject You Are Interested In

The very best advice when building a website on the Internet is that you should focus on a particular and specific subject (Known as a Niche) – all of your content should then relate to this niche so that each new content item helps all the others. Also when you start attracting prospects and customers they will expect you to stay “on topic” as this is why they have shown interest initially. If your information or products are very varied they will become confused about your message.

If you already have a ‘Off-Line’ business that you are taking online then you may already have picked your specialist niche or industry and you will know all about your niche subject, but if you are starting

from zero then you have the option of choosing a wide range of niche subjects.

**This niche or specialisation is what the search engines will look for when listing your website in the search engine results.**

If you are going to start and run a new online business you should pick an area that you are **interested in dealing with on a long term basis**, if you are picking an area of online business simply because you think it will make you money (but you don't have a real interest in it) you made loose motivation and give up the project far too early.

**So picking an area of personal interest will help you to stay motivated and enthusiastic.**

If you are struggling to find your Niche (Your particular area of interest) ask yourself these questions;

- What subjects do other people ask my advice about?
- What types of books do I buy or read?
- What magazines do I find myself drawn to?
- What TV programs do I enjoy the most?
- What subjects do I find myself talking about socially?
- What subjects do other people think I am an expert in?
- What do I find very easy to do and that comes naturally?
- What do I know a lot about?
- What doesn't feel like work when I'm doing it?

So just look around at your life and activities for clues to what your interests are and what your website should be about.

Think carefully about those questions and note down any and all ideas that you get in order to find a subject you can consistently work on over the coming months and years without losing interest, with the aim of becoming a recognised expert..., ONLINE!

## **Keep going and never give up – it's that simple.**

If you are working on an existing website; you will already have a primary activity or subject chosen. In this case you might need to decide on a particular part of the niche to focus on (A sub-niche).

You must avoid picking a niche that is too broad, for example “Shoes” – a sub niche would be “Training Shoes”, Hiking Shoes”, Dancing Shoes” etc. Remember the idea is to find a subject that will grab the attention of the prospects, also a subject where you can give some value in the form of useable information ‘in advance’ of the sale. The reasons for this advance information is to cut through the mass of information hitting your prospects, show them you know what you are talking about and to encourage them to join your mailing list.

The key to finding an ideal niche is to start with a problem. It maybe that there are not a lot of solutions or the solutions available are low quality. Sometimes customers may have to search quite hard to find answers and you can shorten the process of finding a solution for them. You might also be able to look at existing solutions and create a better version or new way of presenting it to attract customers.

## **The key to finding an ideal niche is to start with a problem.**

In short you could call it “find a need and fill it”, you should be able to imagine the type of people who are searching on the web in your niche and who have a very eager need or problem for which, they are looking for a solution.

Remember; when you use the Internet search engines you will normally search with a question and you are looking for the answer.

## ONLINE! SUCCESS 2.0

We tend to ask search engines questions like; “How To....”, “where is...,” etc. so you must word your content as a response to a question rather than a bland promotional statement about your business.

Imagining, or, researching what your target market is asking about and then creating content that responds to those questions will be the best way to get the search engines to ‘love’ you and put your content in front of the right people.

Try typing in the keywords describing your potential niche (“Dancing Shoes” etc.) into Google or Amazon, you will see a list of what people are searching for.

So, think from the point of view of the people conducting searches and speak to them in a way that shows you understand their point of view and their needs.

It is also very important, in the beginning, that you stick to one niche subject and one website with an online marketing campaign all focused in the same area. You need to focus all of your resources to avoid getting overloaded trying to work in multiple niches or several businesses at the same time.

If you try to target several niches at the same time you will almost certainly suffer from information overload due to the wide range of tasks you need to fulfil.

Aim to dominate your niche and become an expert on the subject, on all the sources of information, your competition, all the online tools available and the online business systems required to make sales with your chosen subject.

It has been said that you should choose a niche that you are totally passionate about or that is possibly a hobby of yours, but it is very important that before you set off with an online business that you find out if people are spending money in your chosen area of interest.

## ONLINE! SUCCESS 2.0

If you want to know if people are spending money, visit online resources such as Amazon & eBay (Links below) and search the subject, if people are spending money you will see lots of products in the niche with reviews – read the reviews (Both good and bad reviews) to get a feel for that market.

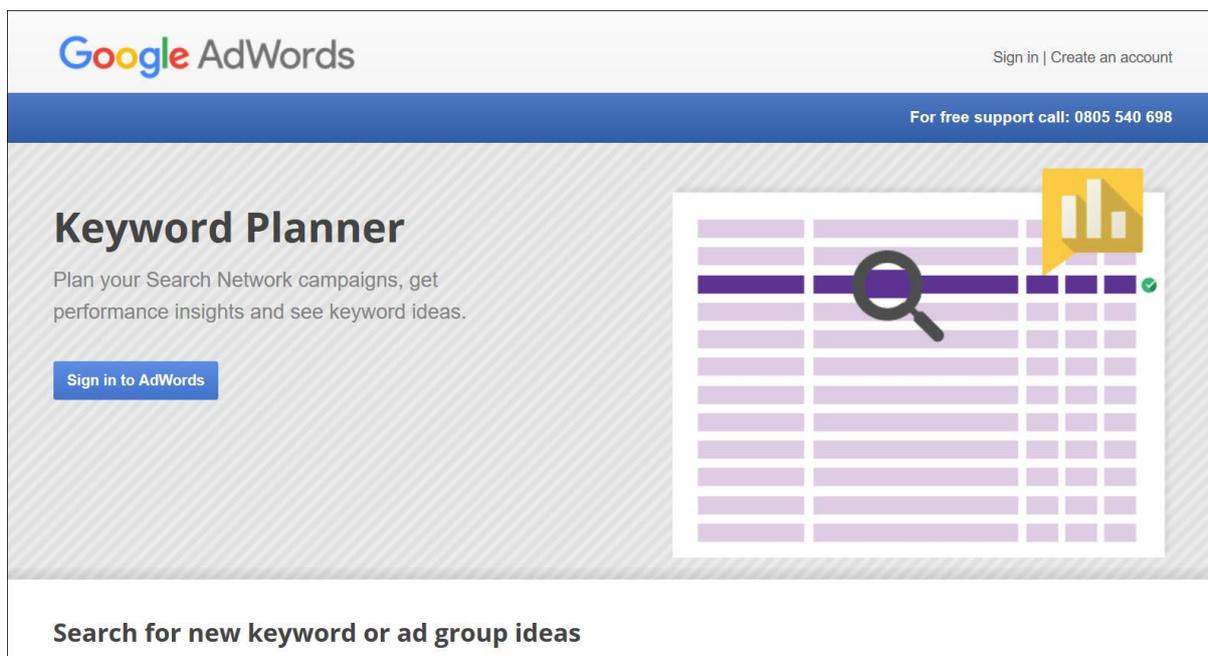
## Are People Interested in your Product or Service?

Before going too far with the development of your online business you need to check that there are people searching for your proposed product or service.

You can find out what people are searching for and in what volume by using this free tool;

Link: Google Keyword Tool:

<https://adwords.google.com/KeywordPlanner>

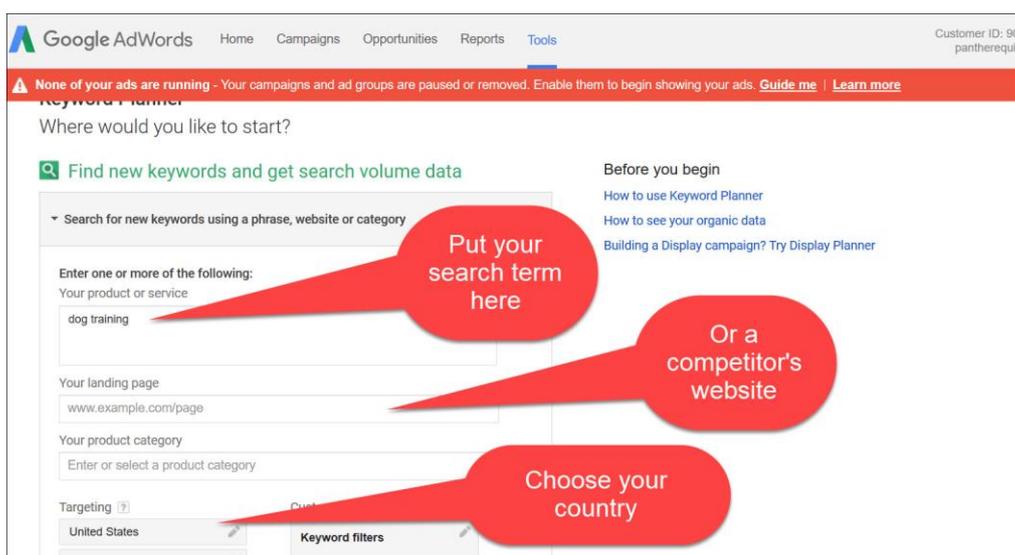


The image shows the Google AdWords Keyword Planner interface. At the top left is the Google AdWords logo. On the top right, there are links for "Sign in" and "Create an account". Below the logo, a blue banner contains the text "For free support call: 0805 540 698". The main content area has a light gray background with a diagonal line pattern. On the left, the heading "Keyword Planner" is displayed in bold black text. Below it, a sub-heading reads "Plan your Search Network campaigns, get performance insights and see keyword ideas." A blue button labeled "Sign in to AdWords" is positioned below the sub-heading. On the right side of the main content area, there is a white rectangular box containing a grid of purple and white cells. A magnifying glass icon is overlaid on the grid, and a yellow bar chart icon is in the top right corner of the grid. At the bottom of the main content area, a white bar contains the text "Search for new keyword or ad group ideas".

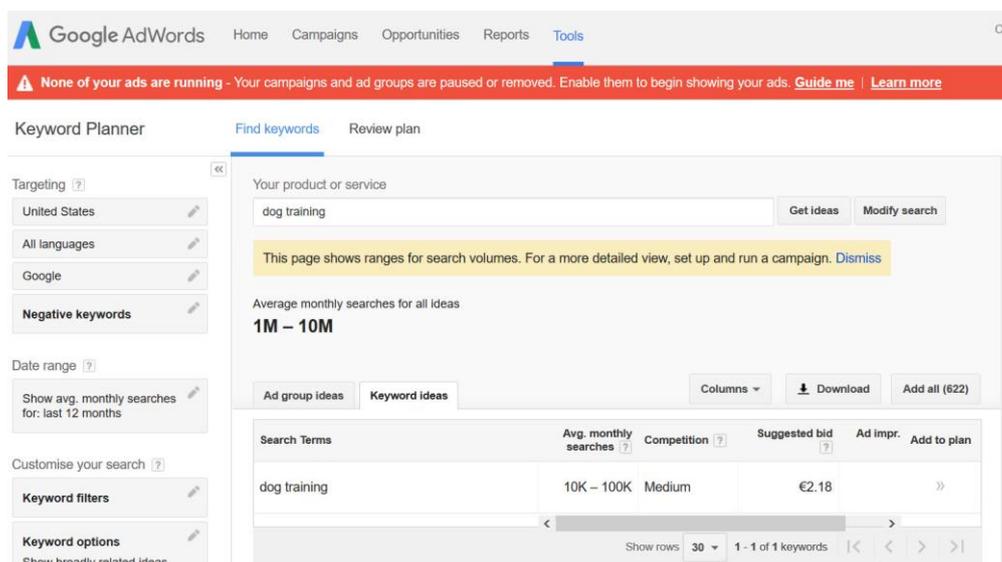
## ONLINE! SUCCESS 2.0

When you set up your account and get inside you will see a menu item “Tools” and then in the drop down menu “Keyword Planner”. You will choose “Search for keywords using a phrase, Keywords or website. (I discuss using these adverts later).

When you carry out a search for a particular keyword remember to set the country that you are targeting. You will get a prediction of the number of monthly searches for that particular subject together with a list of other related keywords people are searching for – you can download the list if you want to analyse them in a spreadsheet.



This will give you a good idea about the size of your chosen niche, industry or subject.



You must remember that key words and key phrases with very high search volume may have a very high level of competition in the search engine results, which means it will be very hard to rank your website in the top ten search results.

For example if you were to try and appear in the top ten search engine results for the word “*website design*” this will be very difficult as it is a high competition word and rather vague. You must target the phrase which is more precisely descriptive of your product or service – for example “*website design in central London*”.

Each page of your website should target a specific phrase to fully explain your product or service in a way that is very clear to both visitors and search engines.

This aspect of your online business is called SEO (Search engine optimisation) you will find other publications available on our website covering this subject and remember you can [subscribe for our newsletter to receive up-to-date hints and tips](#).

### **Check To See If There Is Money In This Market**

Once you’ve established that there are suitable search volumes for your product and service you need to make some simple checks to see that that people are actually spending money to advertise similar products and services. If your competitors are spending money on advertising regularly people must be buying.

**There is no point in setting up your website just to find that nobody is spending money online for your area of interest.**

One clear indication that there is a vibrant market in your niche is to check the search engine results in Google for your key phrases – look at the top, bottom and on the right hand side of the page for advertising.

If you see that there are other companies paying money to sell similar products or services this is an indication that people are actually making a profit with this online.

When you did your keyword research in the chapter above you will see next to each keyword the words *high, medium or low* under the column “Competition”, you will also see a prediction of the cost of your advert appearing on page one of the results.

This indicates how many people are paying money for this particular keyword or key phrase. In the last column of the analysis you will see a suggested CPC (cost per click), this is an estimate of what it will cost you for someone to click on an advert which brings them to your website. Remember that the higher the cost per click indicates stronger competition from your competitors.

As I mentioned before another good source of information relating to the profitability of your chosen niche is to visit [www.amazon.com](http://www.amazon.com) and carry out a search at the top of their website to see if there are a lot of products being sold under your heading.

### **Check Out Your Competitors**

Having existing competitors in your marketplace is not altogether a bad thing. It means that the market for your product or service has been established by other businesses.

**The real trick here is to learn all you can about your competition.**

Study the best (at least the top 10 results) take notes of all of the features that they offer, how they lay their website out, what content they incorporate into their website and any particular areas that you think you can improve on.

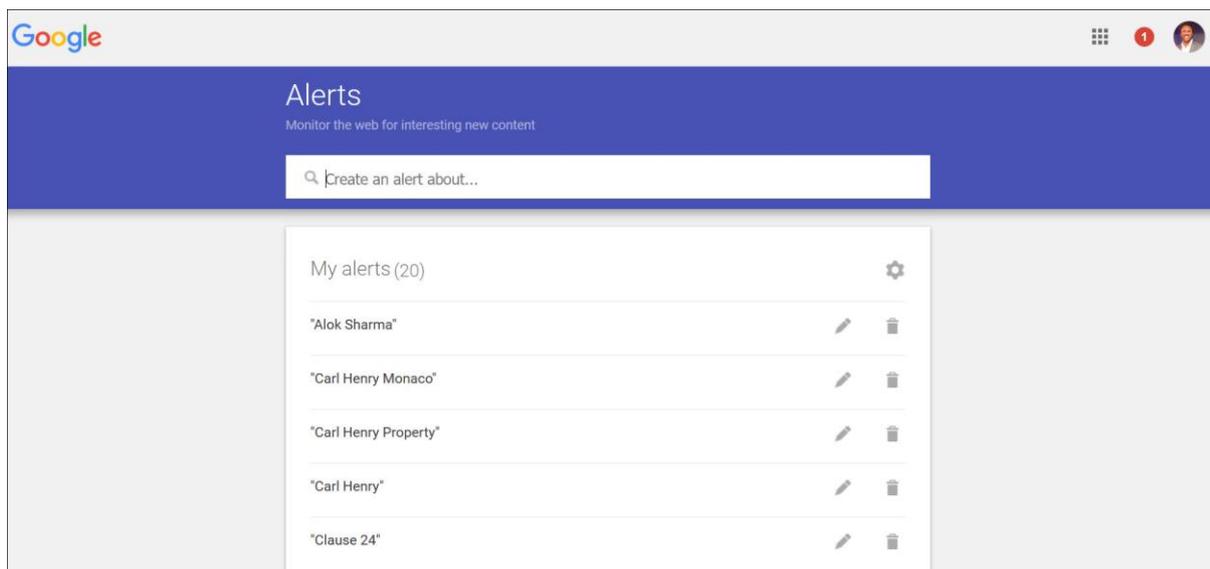
You can then incorporate all of the good ideas, changing them to make them your own, then work to improve on them by at least 10%.

## ONLINE! SUCCESS 2.0

If you are able to identify anything which you believe should be included and is missing from your competitor's websites you should also incorporate this in yours in order to stand out from the rest.

You should also keep a constant watch on your competitors to keep up with new developments in your area of operation. A useful service is Google alerts where you can receive news and information based on certain key words, you can setup your alerts on the following link;

Link: Google Alerts: [www.google.com/alerts](http://www.google.com/alerts)

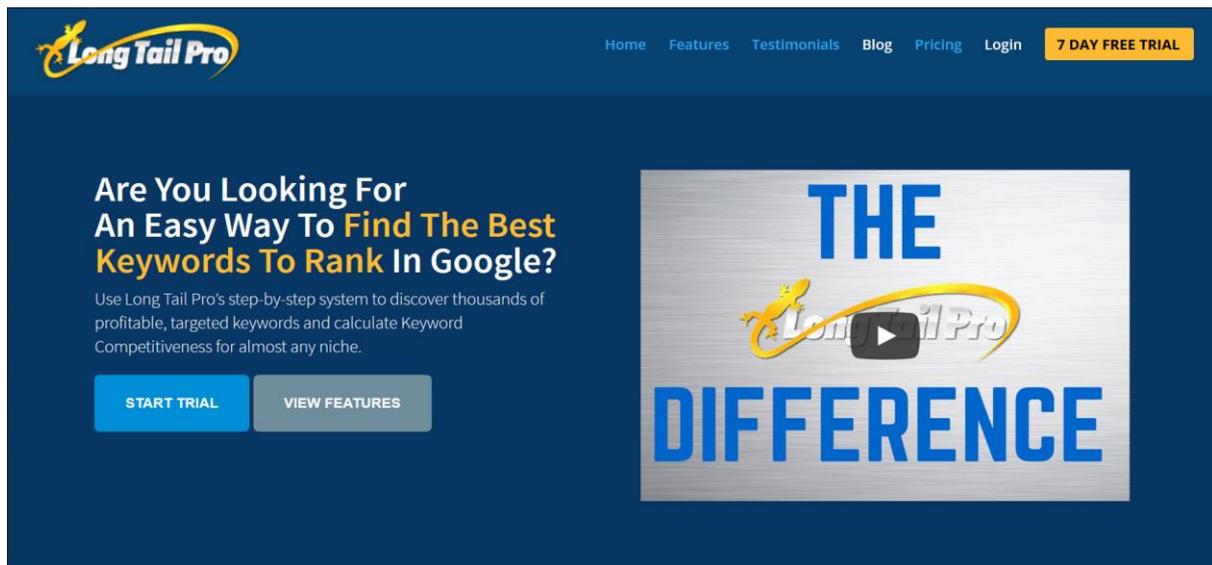


There are also some specialised tools that will help you to analyse the market in greater detail – you can find out everything; from keyword competition to how strong your competition is and the likelihood of you achieving good rankings.

The tool I use is [Long tail Pro](#).

The good news is you can download a free trail copy of this program so you can try it out, as it is fully functioning you can use it to analyse your first website project.

Link: [Click Here to Download a 7 Day Free Trial of LongTail Pro](#)



## Identify Your Customers and Where They Are Online

When you start to develop your website text you should have an image of the ideal customer you are targeting. This will help you to 'speak' directly to them and address their needs and desires.

You should try to imagine your ideal customer or customers and write down exactly who they are including things like their sex, age, activities, location, hobbies, reading materials and anything else you can imagine that makes their character and profile. We call this your **customer Avatar**.

**Remember that most successful online businesses make sales because the product or service solves a problem that the visitor is seeking an answer for.**

Therefore your website text should be written and phrased as **answers to problems** you have identified as the needs of your prospective customers. In other words you should create information on your website that is written from your customer's

perspective - describe the benefits they will receive from your products or services.

You will notice that most websites waste a lot of content saying how good they are and talking about awards or accolades they may have obtained, these are okay to build the credibility but **the customer wants to know is what-is-in-it for them** - they want and need to know how your product or service will improve their lives or solve their problems.

In addition to using the search engines to find your prospective customers you can also use more proactive methods to find them and pass on your sales messages.

**You should also join existing social media groups and forums that focus your niche.**

You will use your key words and key phrases to conduct searches in the search engines and social media, you should add certain words such as “Blog”, “Forum” “Group” etc. to your keywords or key phrases for your niche to find places where your customers are already visiting. For example put in the search engine; **keyword+blog** - this will bring up any blogs on the niche you pick.

Social media is easier to find your market as you only need to search for your niche keyword or phrase and you will get a long list of possibilities.

You can then also become a member of these ‘online gathering places’ and by way of being helpful, giving advice and assistance so you can expose your website to your prospects.

The most important thing is that you must be seen as an authority in your chosen subject and by offering quality help and advice you aim to get people to “know like and trust you”, this is absolutely essential when you’re working online.

Although I focus on the online world you must not ignore traditional media and publications such as newspapers and magazines or media such as radio and TV. These channels support the online world in a great many ways and of course they use the Internet for much of their research in these days so it is essential that you make them aware of your presence and you use them for research.

You can submit potential content to all of these and develop other ways of communicating with your prospective website visitors. One mention of your website in the mainstream off-line media can bring an avalanche of visitors to your website.

### **Link all types of media to your website**

#### **So that's Action Step 1 and it's time to take some action!**

Ok it's time to do some research to see what niche you want to focus on, if you already have a niche then learn everything you can about it. Don't forget to copy and paste interesting links with notes into a word processing or spreadsheet file on your computer so you can refer to the info later.

Check out these links to help you find & research multiple niches.

1. [Clickbank](#)
2. [Amazon](#)
3. [eBay](#)
4. Set up some Google Alerts: [www.google.com/alerts](http://www.google.com/alerts)

**Register at the ONLINE! SUCCESS Member's Area for more training, information & Tools**

<https://www.carlhenryglobal.com/members>

## Action Step 2 - Targeted Traffic



Following on from the conversation about choosing a niche subject; having a very specific focus will allow you to become very specific about your potential audience, then sending that audience to your website or social pages so you can convert them into customers.

Your ideal traffic will be people who; have an interest in the subject you are covering and they have a need which remains unfulfilled which you will provide the solution or answer.

**At this early stage of establishing your online business, one of the most important jobs is; your research into your potential market, verifying that there is a definite need for the solution you provide and that these people have money to pay for your product or service.**

You also must understand that the Internet is now a place where you should “give in order to receive”, you will need to demonstrate your expertise in delivering the solution by providing your audience with proof in the form of valuable free information.

**Ideally this information will allow them to take instant action and improve their situation immediately and without cost - Called “Results in Advance”**

In the late 1990’s it was quite possible to publish a web page and immediately start selling an e-book or a service, requesting a purchase immediately.

Today there are a lot of poor products available online that have caused a great deal of damage to the reputation of online marketing and ecommerce.

Which means you should work to **establish a rapport and relationship** with your audience online and to eventually convert them into eager customers over a long period.

You can still try to sell to “cold” customers but the effort and cost will be a lot higher because the conversion rate from lead to customer will be very low, so you might as well do it properly from the beginning. Create a relationship, show your skill and follow up with product recommendations – it’s more natural and the way it works out in the real world.

**People need to know, like, and trust you!**

It is essential that you can get this mindset established in your business from the beginning if you want to create a business that can support you well into the future, you must be determined to provide your customers with the highest possible value you can achieve over an extended period.

If you are just starting out with an online business your webpages will take some time to appear in the organic search engine results, therefore the quickest way you can generate traffic, that is targeted on your niche subject, is to choose one of the paid options (see PPC). You will start with a very small budget initially (e.g. 20 to 50 EUR/USD/GBP) to test your online business system and offer.

You must test the effectiveness of your imagery and sales copy. You will also be testing the attractiveness of your free content, which will be designed to establish you as an authority and to let your prospective customers get to “know, like and trust you” (KLT).

Once you have completed testing with a low risk financial strategy (small budget) and you have made the necessary tweaks and adjustments to your online assets you will be ready to start increasing your investment in traffic generation.

You must also note that generating and analysing the statistics relating to all your actions, text and images, is essential and will become one of your highest priorities.

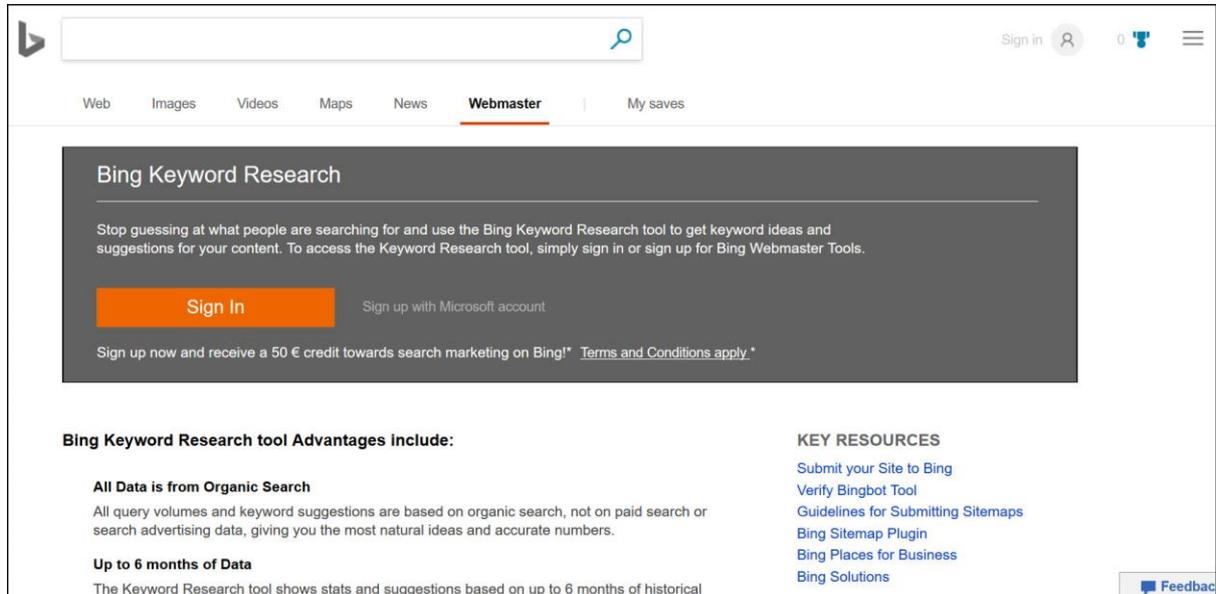
In the early days, you should continually monitor all feedback and be ready to pause campaigns, if you’re not getting results, and make the necessary adjustments to achieve maximum efficiency and effectiveness.

We will discuss PPC (pay per click) strategies, statistics and the use of social media video to generate traffic in more detail later.

### **It’s time to find out about your ideal customers..**

1. List the potential problems people have in your niche.
2. List all the possible solutions to those problems.
3. List where you will find your targeted traffic online, in other words where will you find your customers?
4. Conduct searches on Google, Amazon or Bing to see what search terms are being searched for in your niche.
5. Also use the search engines to see what solutions are being offered.
6. Use the search engines to see your competitors in the niche and look at their websites and product or service offers to fully understand the market you are entering.
7. Work out how you can improve on existing products or services that are being offered

8. Open Google AdWords account; [Google Keyword Tools](#)
9. Open Bing Keyword Research account; [Bing Keyword Tool](#)



**Register at the ONLINE! SUCCESS Member's Area for more training, information & Tools**

<https://www.carlhenryglobal.com/members>

## Action Step 3 - Online Automated Capture of Leads

Before you start generating traffic to your online business you need a method of capturing the name and email address of people who visit your website.

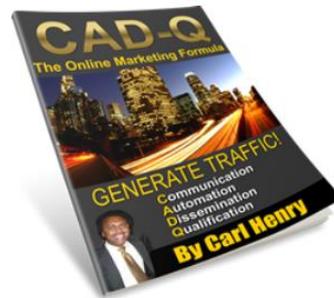
Some people call this a squeeze page or landing page, it is simply the place where your traffic first arrives when you attract them to your website that allows your leads to join your email list by filling in a short form.

It is essential you do not request too much

information at this very early stage as it could put them off and they will leave, at this stage it would be enough to ask them for a name and email address (which they will confirm), or just their email address, which will be captured by a short form and added to your database.

Is also very important that the look and content of the landing page exactly matches the advertising that attracted the traffic in the first place, there must be consistency of colours, images and branding so that people develop trust and do not feel like they have been diverted to a different website.

Enter your details below  
& receive this eBook &  
Our Newsletter



First name

Email address

Submit



We respect your privacy.

You can unsubscribe automatically at any time 24/7



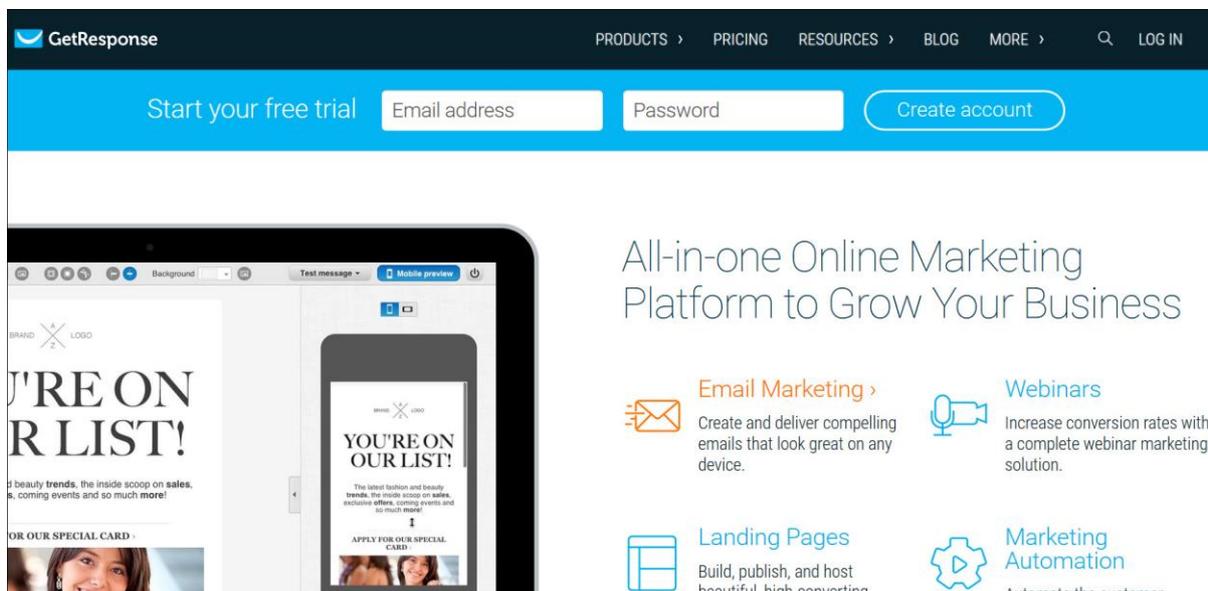
100% SECURE

**The phrase you will hear a lot is “the money is in the list”**

## ONLINE! SUCCESS 2.0

You will find that the primary advice when creating an online business is; that you must build a list of interested and responsive people if you hope to have a sustainable online business. The phrase you will hear a lot is “the money is in the list”, your email list is your online business’s most valuable asset, some say it is worth an average of one \$/€/£ per subscriber per month if you have a properly structured marketing system.

I recommend you take a free trial of [Get Response](#) as this is the service that I use myself and I have found that it only improves month by month. You will find inside your account a wide range of training and support which will help you get the very best out of the facility.



Your email list will contain people who could pay you money for months and years to come. To maintain this level of loyalty you need to treat each one of them as though they are a close friend and care about their needs and wants.

You must constantly, and consistently, maintain a dialogue with them and fully understand what they need from you. If you do this effectively your email list will become more and more loyal and more responsive to buying your products in the future.

## ONLINE! SUCCESS 2.0

It is important that you know the way to build a relationship with your email list is by regularly giving them free useful content such as tips, training or how-to's, you should not only email sales offers all of the time because people will eventually unsubscribe.

Some say you should send two useful emails to every one sales email, or you could send only useful emails with a subtle link to your sales page included once or twice in the text.

Remember the aim is to get people to “Know, Like and Trust you!”

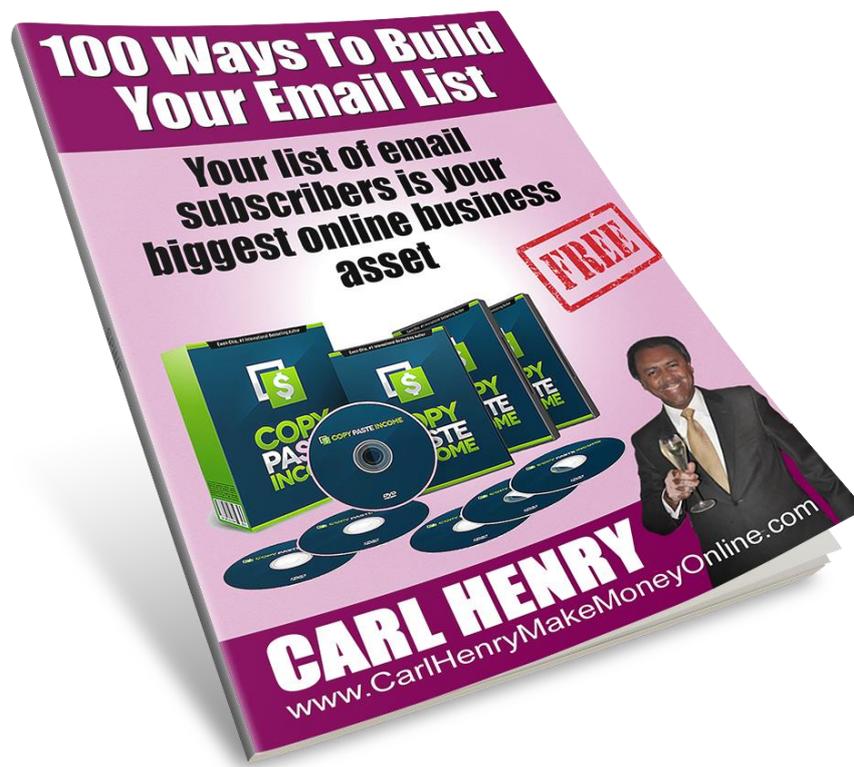
### **Now you'll Understand Lead capture and Autoresponders**

1. Open A free Get Response Trial Account [Get Response](#) (Recommended!)
2. Check out the Get Response training videos (Recommended!)

**Register at the ONLINE! SUCCESS Member's Area for more training, information & Tools**

<https://www.carlhenryglobal.com/members>

## Action Step 4 – Give A Gift



It is very usual these days to offer your leads a gift of free useful information in return for your prospects name & email address, or else what is their incentive?

As outlined before this information should be of high value allowing your lead to take immediate action to at least partially solve their problem or need.

If they get part of the solution free, and it works for them, they are more likely to buy the rest of the solution from you.

This gift should be designed to establish your credibility and build a level of trust your prospect has in you, a demonstration of your skill or level of knowledge in an initial free product will be 100 times more effective than if you simply tell people that you can provide answers in your sales copy and asked them to buy immediately.

Your gift can also be designed to create additional income if you include various recommendations for products that your prospect may need to help them find their solutions. You receive an affiliate commission if they click on the links and buy.

You would also include a short “call to action” at the end of the gift relating to your product or service, you can put a few links or a small advert partway through the gift but it should not look like one long sales pitch for your product or service.

As explained before your aim is to give the maximum amount of value at this early stage to generate goodwill and a high level of trust in your capabilities and to let them know you can provide further answers in due course. Obviously, if they want these additional solutions to their problems you will be charging a fee which is when your business starts to operate profitably.

### **How to find or create effective gifts..**

1. Think about what information, in the form of a PDF document, you could give away within your niche or business industry that would be of real value to your prospects and which would give them some “results in advance” of purchasing something from you.
2. Search (Google, Bing) for “free giveaways” to see lots of things you could offer as an incentive for leads to subscribe to your email list.

**For more tools Register at the ONLINE! SUCCESS Member's  
Area for more training, information & Tools**

<https://www.carlhenryglobal.com/members>

## Action Step 5 - Automatic Email Delivery



Your main job is to focus on the marketing of your online business, some say 80% of your time should be spent on this, so you must find ways to automate the sales process. Your online business system should be selling while you drive more potential customers to it.

After people give you their name and email address you need to have a system in place to deliver a series of emails that are designed to build a relationship, remind them to take action and offer additional products for them to buy.

**An email autoresponder will sell for you 24 hours a day seven days a week!**

This is called an “autoresponder”, normally an online service where you pay a monthly or annual service fee, that will provide you with the signup form facility described before and will allow you to create

## ONLINE! SUCCESS 2.0

a series of emails which are pre-written and will be delivered at pre-set intervals in the days, weeks and months that follows their subscription to your email list.

In most cases a **person needs to be offered a product between three and seven times before they will buy online**, each time they see your offer it should be supported by further proof of your skills and expertise. Each email that you set up gives you an opportunity to offer more **free advice**, don't simply send sales messages, reinforce your authority and expertise in the mind of the reader.

You need to maintain a delicate balance between “giving and asking” for the sale, there is no problem asking for the sale if the proposition does not look too one-sided in your favour.

If you imagine that you are dealing with your best friend, your brother or sister, or even a close relative you would immediately know how to act with them, this is how to treat the people on your list. You would show empathy and caring and you would ensure that whatever you were offering would be of high value to them.

Maintaining consistent honest contact with your prospects is vital if you wish to develop a relationship with them, remember you will probably never meet these customers so your only way of building trust is by regular communication.

### **Now get your email system**

1. Login to your [Get Response](#) account (that you created before)  
Check out the training videos on how to set up autoresponders
2. If you have not already; Open A [free Get Response Trial Account](#) and check out the training videos

**Register at the ONLINE! SUCCESS Member's Area for more training, information & Tools**

<https://www.carlhenryglobal.com/members>

## Action Step 6 – Developing or Finding Products



The principal activity of your online business is to make money by selling various products and possibly services (Yes I know that's obvious, but often setting up the system can take over most of the time). An online business can sell any type of product and service including off-line businesses such as services, consultancy, shops and restaurants.

Therefore; when designing your online business system, you need to establish your clear goals and objectives and what benefits you will provide to the customer. Using these goals, objectives and benefits you can then design the appropriate website and social media presence to attract the ideal prospect to your landing page.

When people buy online they will feel more comfortable if the initial purchase is as low cost as possible, if they can “try before they buy” (Free Trial) it's even better. You must also offer a solid guarantee to refund their money if they're not happy and you must stand by it, because if one customer decides that your product or service is not for them someone else they know may actually become a happy customer.

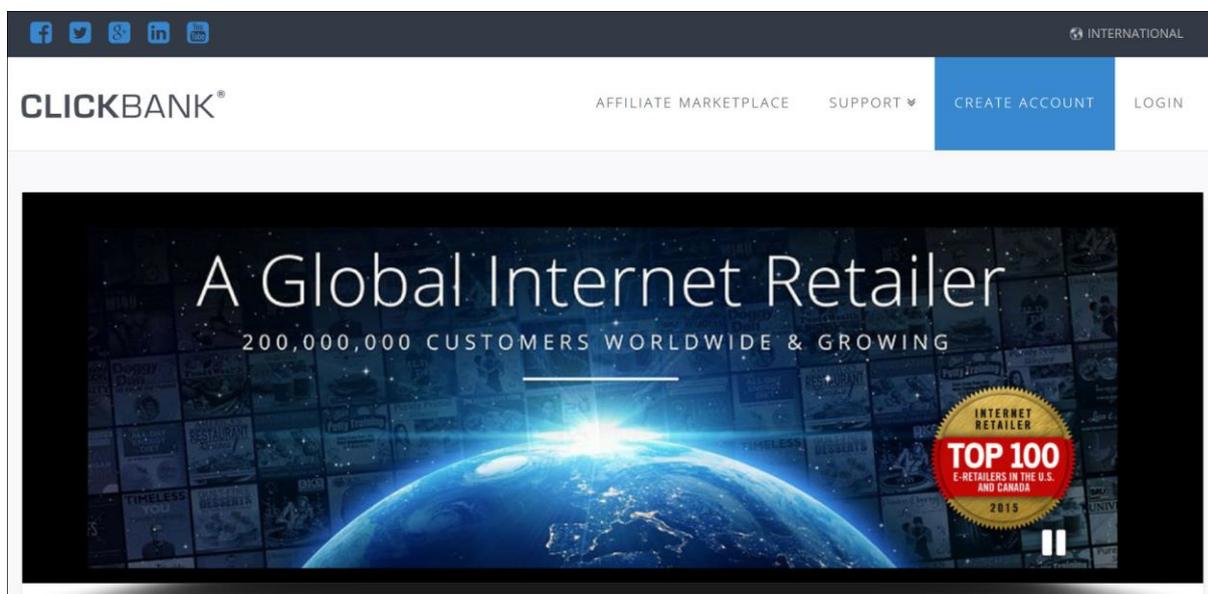
## ONLINE! SUCCESS 2.0

Ideally you have a series of offers which start with a (very) small commitment; then as the customer becomes more comfortable with you, and your offers, you can increase the price and value of the product or service you are selling.

This demonstrates why having automatic follow-up emails is so powerful, once they have made a first commitment to try or purchase, your follow-up emails can gradually offer other products or services with increasing prices.

The Internet is ideal to be selling digital products, eBooks or software that can be downloaded directly from your website immediately the sale is completed, this makes the sales process fully automated so you can focus on marketing.

As discussed above; you need several products starting at a small price (\$5 to \$10) and then at various levels up to \$197 or more – these are to be used to ‘up-sell’ to your customers after they know, like and trust you and your judgment. There are several sources of existing products where you can earn an affiliate commission such as Clickbank, we will start with Clickbank as it is the longest established and most reliable. [Open a free Clickbank account now....](#)



## ONLINE! SUCCESS 2.0

Another product type is the paid for newsletter or membership site, quite often subscribers will be attracted by offering them the first month free or for as little as one dollar so they can sample your content with virtually no risk.

The benefit of them paying a small amount of money is that they have already given you their payment information so that if they continue to pay the subscription in the second and subsequent months you will automatically receive the full amount due. Again this will succeed or fail depending on the quality of the information you provide.

The quickest way to get started making money online is to sell other people's products as an affiliate, I have this free training that explains everything about **Affiliate Marketing** from beginners to advanced subjects – [Open an account and enjoy 120+ free training videos](#);



It is perfectly feasible for you to create your own digital products, the easiest is to write an eBook about a subject you know well, this would be converted into a PDF document and can be sold automatically from your website or through Clickbank.

## ONLINE! SUCCESS 2.0

As I said before it is also perfectly possible to sell yourself as a consultant, sell your services such as website design or even gardening services. The principles as outlined before still apply – You need to demonstrate your skills, offer some incentive to join your list, develop an online relationship through useful automated emails and subtly but clearly ask for the sale.

Remember that normally you will be solving a problem or filling a need for your customer – so explain how your product or service does that for them!

### **Find or define your product**

1. Think about who your ideal customer is, what solutions or needs they are interested in and how your offer will satisfy them.
2. [Visit the Clickbank Knowledgebase area](#)
3. [Open a free Clickbank Account](#) and look for available products
4. [Read Advice for New Affiliates](#)
5. Succeeding as an Affiliate; [Watch the videos](#)
6. [Take Free Affiliate Training with Affilorama](#)

**Register at the ONLINE! SUCCESS Member's Area for more training, information & Tools**

<https://www.carlhenryglobal.com/members>

## Action Step 7 - Getting paid



### PayPal®

To make money from your online business you need a method of receiving online payments. If you want to sell your own products or services directly from your website to your customers the best and quickest answer is to open a PayPal account.

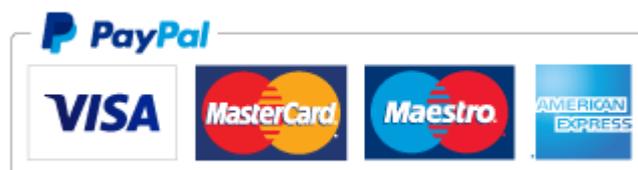
Opening a business [PayPal account](#) is straightforward, after you have opened your account you add a credit or debit card and a bank account so you will be able to make payments and withdraw money from PayPal as you make money.



## ONLINE! SUCCESS 2.0

PayPal allows you to create buttons that you place near your products or inside your shopping cart that when clicked take people directly to PayPal where they can make their purchase securely using a wide range of credit or debit cards and of course their own PayPal account.

Another useful facility of PayPal is that you can send an email request for payments directly to your customer's email address, this contains a link to enable them to make a secure payment directly into your PayPal account, this is particularly useful if you need to take an initial deposit or advance payment for off-line business.



If you are selling digital products it is possible to have PayPal send your customer back to a download page immediately after they have made their payment (Called "Instant Payment Notification"), so when you send traffic to your landing page, they click the pay now button and pay through the secure PayPal interface - the delivery of the product is fully automated.

If for some reason the payment is not successful, then the customer will not receive the product and can be redirected to a page explaining the situation and suggesting other actions or methods of payment. Other features of PayPal include accepting donations and also recurring payments both of these can be worked into your product or service offering.

### **CLICKBANK®**

If you use Clickbank® to sell your products, they will collect the money and pay you weekly or every other week directly into your bank account. You will also be able to set the threshold that will trigger a payment, it starts at \$25 and offers you stages up to \$1 million. The benefit of this is that you will not be paid until your chosen figure is reached which avoids bank charges for small amounts.

There are several benefits of selling products through ClickBank, the first is that click bank has been around for many, many years and is highly trusted in the online community. One reason for this is that they offer a no questions 60 day money back guarantee, they will handle complaints and return the funds to any dissatisfied customers which gives your customers a higher confidence to buy your product.



They will also deal with a lot of the Administration of your online business through your membership interface. They will also securely collect your money and they have a very high reputation for making payments to their vendors on time every time.

Recently they have also introduced five new languages in addition to English which are French, German, Italian, Portuguese and Spanish. This gives you a massive opportunity to open up new markets for your product by simply translating it.



The final benefit that I will highlight here is that you also get access to click banks approximately 100,000 affiliates, these affiliates are always looking for good products to promote. This means that if you list your product on their marketplace other people are quite likely to spend money promoting your product in return for a commission

percentage, typical commissions paid to affiliate's range between 50% and 75%, you choose the commission level that you wish to pay the affiliates.

I will give you more information about Clickbank at the end of this eBook

### **Open up your online payment services**

Open a [PayPal Account](#)

1. Visit <http://www.paypal.com>
2. Take a tour of the various features
3. Set up your PayPal profile, add a bank account and debit/credit card

Open a [Clickbank Account](#)

1. [Click here to visit Clickbank](#)
2. Create your free Clickbank Account
3. Read through the Affiliate Support
4. Read through the Vendor Support

## Action Step 8 - Your primary activity is Marketing



Your “Marketing” efforts to promote your product or service will be a combination of website articles, blog posts, social media posts, more traditional networking and word-of-mouth methods.

In this book I have been highlighting the possibility of automating as many functions as possible to have your online business system functioning and performing for you 24 hours a day 7 days a week. If you are publishing valuable and helpful content online relating to your niche and industry the search engines will visit this content to include it in their search engine results pages (SERP’s) when people enter related keywords or key-phrases.

The downside of this method of getting traffic, called “Search Engine Optimisation” (SEO) is that it can take a long time for the content to be listed and the competition for popular keywords makes the results, like appearing on the first page, unpredictable. Some people call SEO “Free Traffic” meaning that you don’t pay for organic results – this ignores the hundreds of hours you have to spend

producing and optimising your content which has a definite cost to it.

### **Consider PPC (Pay Per Click) To Create Initial Traffic**

Previously we have discussed generating traffic by appearing in the search engine results. Even though we're giving you some clues of how to appear in the organic search engine results quickly PPC is a way to generate instant traffic, if you have a little budget available.

### **PPC is a way to generate instant traffic!**

“Pay per Click” advertising is a method of bidding on key words and key phrases so that when your advert is seen in the search engine rankings (at the top, right side or bottom of the page) and somebody clicks on it they will arrive at your website for a specific cost per click.

You are able to set a daily limit for your expenditure and you are fully in control of how much you pay for each keyword. Our advice is that you bid the minimum possible (\$0.05) on a keyword and let the system tell you what the minimum you must bid to arrive on the first page.

If you have created good website copy that converts visitors into customers, pay per click advertising can launch your website instantly and assuming that the profit on your product or service is higher than the CPC (*cost per click*) budget you will start to see your online business income building swiftly.

Once you have an effective online business system in place; that you have refined and is working perfectly in converting leads into customers, your main role is to continue with online marketing to drive more and more specifically targeted traffic to your landing page.

If you have set up your system correctly everything that happens after they arrive at your landing page should happen automatically 24 hours a day.

This way except for driving traffic, which can be done by PPC (Pay Per Click) advertising, you will have little or nothing to do other than to investigate your next niche subject and set up an additional online business system.

### **Paying for Traffic & Leads**

There are free ways to generate visitors but when you consider the time required to make this effective and the delay to getting your system “Live” there is a real opportunity cost.

**The quickest way to get your online business off the ground is to carefully buy traffic to your website or social media pages.**

The three recommended places to buy your traffic are Facebook Ads, Google AdWords and Bing Ads, I will be publishing separate detailed advice on this because using these platforms requires a whole eBook on its own.

Here is a brief introduction to the three main advertising options.

#### **Facebook Ads**

This has become the best form of advertising because of the very detailed targeting, Facebook holds massive data on your likes, interests and personal details so this allows you to target your adverts specifically to people interested in your product or service. You will need to set up a Facebook business page for your product or service to use this facility.

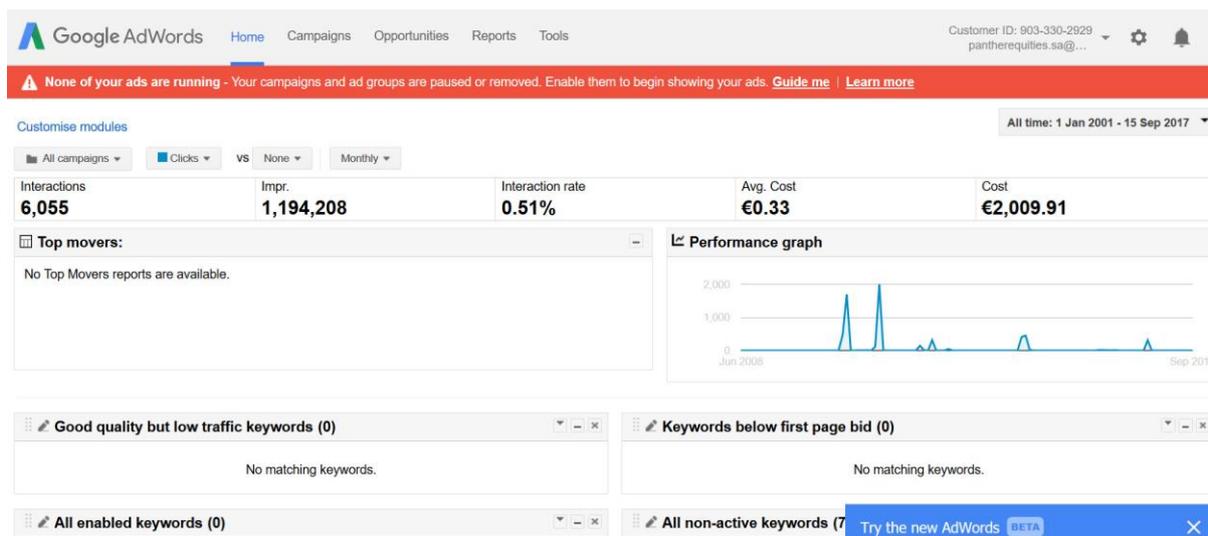
# ONLINE! SUCCESS 2.0

The screenshot shows the Facebook Adverts Manager interface for the account 'Carl Henry Global'. It displays a table of campaign performance with columns for Campaign name, Delivery, Results, Reach, Cost per res..., and Amount spent. The table includes a summary row for 62 campaigns.

	Campaign name	Delivery	Results	Reach	Cost per res...	Amount spent
<input type="checkbox"/>	Post: "No Deposit to buy a house, or, selling a house in..."	Recently completed	264 Link Clicks	9,301	€0.11 Per link click	€30.00 of €30.00
<input type="checkbox"/>	CHG Free Charity Websites (Likes)	Not delivering	21,783 Page Likes	58,622	€0.005 Per Page Like	€106.49
<input type="checkbox"/>	Domains & Hosting	Not delivering Advert set inactive	9,746 Page Likes	20,910	€0.01 Per Page Like	€74.08
<input type="checkbox"/>	WebSHOP - Likes	Not delivering Advert set inactive	6,566 Page Likes	21,510	€0.01 Per Page Like	€50.14
Results from 62 campaigns Excluding deleted			—	500,803 People	—	€2,605.80 Total Spent

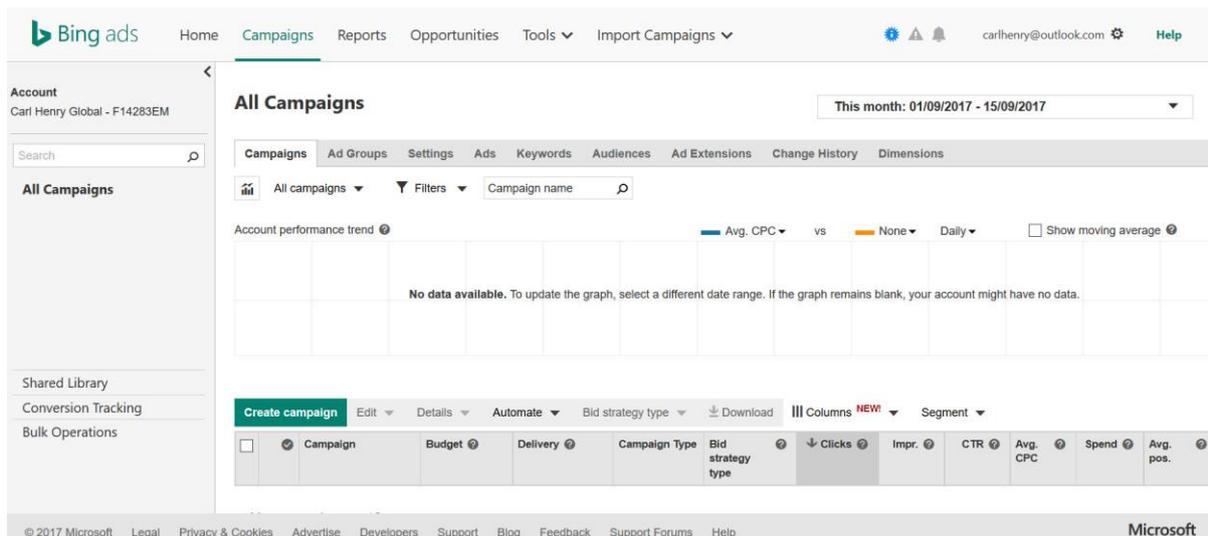
## Google AdWords

AdWords is the next most popular and the longest running advertising option, the main benefit is that they have massive data on what people search for and the keywords or key-phrases they use. So your adverts will be triggered based on the subjects people are searching for.



## Bing Ads

While Bing is not as big as Google, it works the same way and you can actually import Google Adverts and campaigns into Bing Ads, the benefit is that the adverts are cheaper and because Bing was based on the old MSN.com search engine and is now integrated with Skype (Owned by Microsoft) the reach is quite good.



For now I have included links to these three advertising options below so you can investigate them.

Although there are a great many PPC advertising options, which you can find by searching on the Internet, here are the most well-known and popular PPC advertising options;

Facebook Ads: [http:// www.facebook.com/Ads](http://www.facebook.com/Ads)

Google Adwords: <http://adwords.google.com>

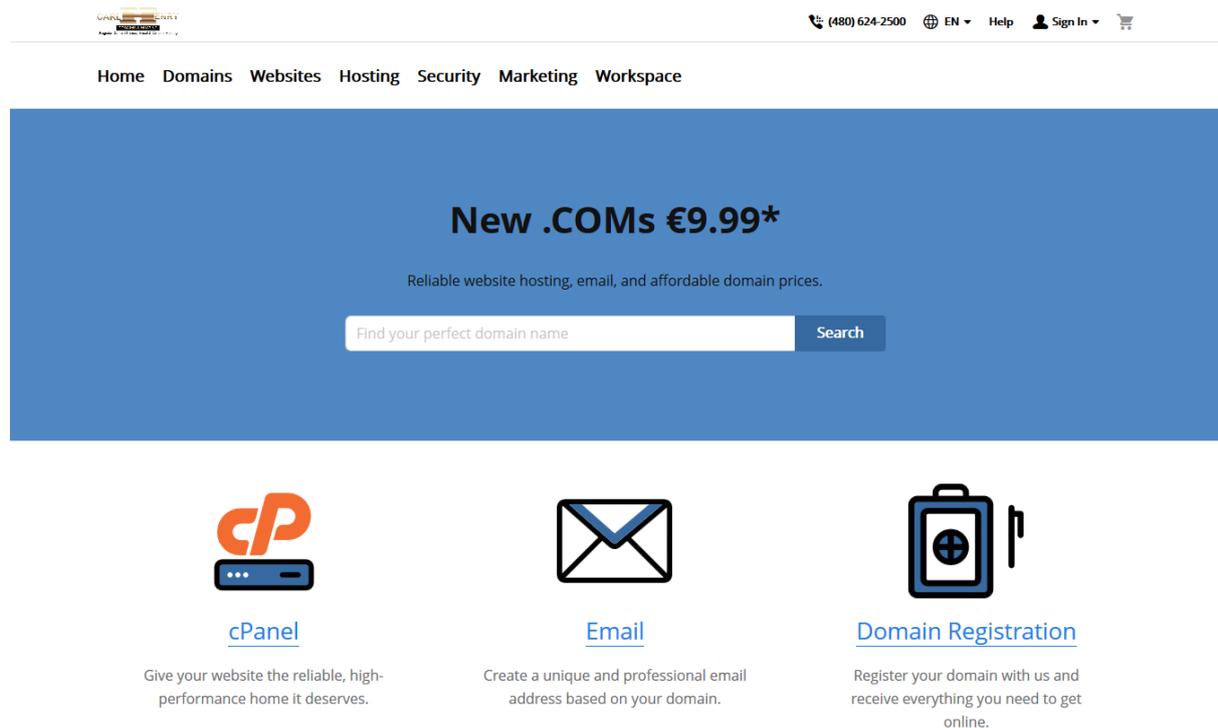
Bing Adverts: <https://advertise.bingads.microsoft.com>

## Learn About Pay Per Click (PPC)

1. Visit [Facebook business page](#)
  2. Visit: <https://www.facebook.com/business/>
  3. Watch all Videos Set up a Facebook Business Page
  4. Learn About Facebook Insights [Facebook Insights](#)
  5. Read about How Google Adwords works: [Google Adwords “How it works”](#)
  6. Open Google AdWords account <https://adwords.google.com>
- Check out the Google Keywords Tool: [Google Keyword Tool](#)
7. Open Bing Keyword Research account: [Bing Keyword Tool](#)

**Register at the ONLINE! SUCCESS Member’s Area for more training, information & Tools** <https://www.carlhenryglobal.com/members>

## Action Step 9 – Setting up the online business system



Home Domains Websites Hosting Security Marketing Workspace

**New .COMs €9.99\***

Reliable website hosting, email, and affordable domain prices.

Find your perfect domain name

  
[cPanel](#)  
Give your website the reliable, high-performance home it deserves.

  
[Email](#)  
Create a unique and professional email address based on your domain.

  
[Domain Registration](#)  
Register your domain with us and receive everything you need to get online.

Now you have analysed the market, identified your niche and understand it fully; **it is time to do something much more interesting.**

You need to [search for a domain name](#) which will become your online brand.

### **Your domain name is your online brand**

For any serious online business, **you must have your own domain name and matching email address**, because using Gmail as your main contact address looks very unprofessional and does not build trust.

The main thing is to ensure that your [domain name](#) is easy to explain to anybody even if you're on the telephone.

## ONLINE! SUCCESS 2.0

While you're totally free to use numbers and hyphens in order to obtain your desired domain name you must think carefully how easy it will be used to explain to somebody and the likelihood that people will misspell your domain name and go to another website by mistake.

Here are a few examples, imagining trying to explain them on the phone;

Domain with Standard Format: [www.tobeornottobe.com](http://www.tobeornottobe.com). You can capitalise the words to make it easier to read in print or on your website: [www.ToBeOrNotToBe.com](http://www.ToBeOrNotToBe.com) But imagine;

Domain Name With Numbers: [www.2beornot2be.com](http://www.2beornot2be.com) but this could be mistaken for [www.twobeornottwobe.com](http://www.twobeornottwobe.com). Domain Name With Hyphens: [www.to-be-or-not-to-be.com](http://www.to-be-or-not-to-be.com) or [www.two-be-or-not-two-be.com](http://www.two-be-or-not-two-be.com) Would be a nightmare to explain, I've given detailed advice on picking a domain name later.

You should go over to our domain name and hosting service [www.carlhenrydomains.com](http://www.carlhenrydomains.com) and do some searches to see what names are available that relate to your chosen niche. If you are not certain how to start, just type the name of your niche and the system will suggest various optional domain names.

### **Develop Your Own Asset and Brand with a Domain Name**

You can either choose a domain name that is very descriptive of your online business, in the niche you will be operating in, or you may decide to invent a word which is memorable and fun similar to Google, Skype, Yahoo! Etc.

You will probably find that the shortest (readable) domain name you can secure these days for a reasonable cost is 5 or more characters, you can have some fun trying different searches and don't forget to

## ONLINE! SUCCESS 2.0

review the suggestions the [domain name search tool](#) gives you – you might find a real gem!

If you are very happy with the domain name that you choose you may want to protect your brand by buying the domain name with different extensions such as .net .info and.org – this way your competitors cannot try to divert your traffic to their website.

It is also perfectly possible to buy several different domain names and have them all pointing to your website, one domain name may be keyword rich and the other may be easier to explain over the telephone you would just need to ensure that when people arrive at your website it is clear that they are at the right place!

Link: [Search For A Domain Name Now](#)

### **Useful links;**

<http://www.carlhenrydomains.com>

<http://www.carlhenryhosting.com>

## Action Step 9a - How to Pick a Domain Name



Here is some advice on picking a good domain name for your niche online business;

### **Make it easy to type**

Don't use slang (u instead of you), numbers (or you will have to explain "it's O.N.E." or "it's the digit 1"), hyphens or dashes and words with multiple spellings (express vs. xpress) if possible, because it will make it harder for customers to find your site. If you do have a domain that could be miss-typed, try to buy both versions and point them both to your website.

### **Keep it short**

Shorter domains are easier to remember and prone to less mistakes, although very short ones are either taken or very expensive now, so try to stick to words most people know how to spell and remember easily – but it can be a fun game trying out various names and getting the one you want, keep a list of any domains that are close to what you want, try various combinations and then create a shortlist.

## **Use keywords**

Try using keywords that describe your business and the services you offer. Create a list of words that relate to your niche (type your niche into google and see what suggestions drop down from the search box) this will show you the keywords that people enter when searching for your products or services.

## **Target your area**

If your business is local, consider including your town, city, county or state in your domain name to make it easy for local customers to find and remember.

## **The Telephone test**

Imagine telling someone your domain name on the telephone, how easily do they understand and write down your domain name? Remove anything that they could get wrong or register each possible version.

## **Be memorable**

There are millions of registered domain names, so having a domain that's catchy and memorable is essential. Once you've come up with a name, share it with close friends to make sure it sounds appealing and makes sense to others.

**Quick solution:** Got a great idea for a domain? Go to [www.carlhenryhosting.com](http://www.carlhenryhosting.com) and register it before someone else beats you to it.

## **Important: Research Online before you buy it!**

Make sure the name you've selected isn't trademarked, copyrighted or being used by another company. It could result in a huge legal mess that could cost you a fortune, as well as your domain!

## **Use an appropriate domain name extension**

Extensions are the bit at the end of your domain, such as .com or .net, .info etc. These can have specific uses, so make sure to choose one that works for your business. The .com domain extension is far and away the most popular, but it can be tough to get a short and memorable .com domain name because it's been around for so long.

There are now a lot more new [generic top-level domains](#) like .photography, .nyc, .guru, .club and many more. Don't ignore them because they offer a great opportunity to register short and highly relevant domain names.

Here are some other top extensions and how they're often used:

- .com:** normally this is an eCommerce website.
- .co:** an abbreviation for company, commerce, and community.
- .info:** included information based websites.
- .net:** technical, Internet infrastructure sites.
- .org:** non-commercial and non-profit organisations.
- .biz:** business or commercial use, like e-commerce sites.
- .me:** blogs, resumes or personal sites.

**Domain tip:** You don't need to build a website for every domain. You can [forward many additional domains to one website](#).

## **Protect and build your brand**

To protect your brand, you should purchase various domain extensions, as well as misspelled versions of your domain name.

## ONLINE! SUCCESS 2.0

This prevents competitors from registering other versions and ensures your customers are directed to your website, even if they mistype it.

### **Act fast!**

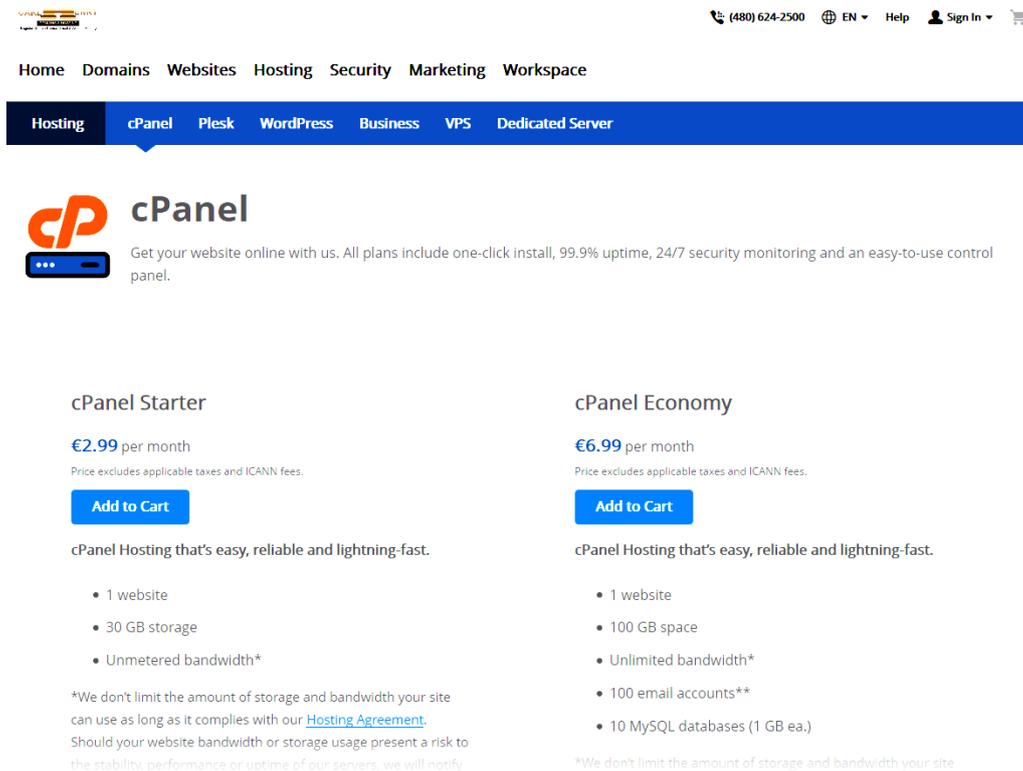
Domain names sell quickly. Thankfully, they're also inexpensive, so register your favourite domain name(s) as soon as possible. If you're having trouble finding an available name, we will suggest alternate names during your domain search to help you find the perfect domain name.

Useful links;

<http://www.carlhenrydomains.com>

<http://www.carlhenryhosting.com>

## Action Step 9b - Select & Set It Up Your Hosting Plan



The screenshot shows the cPanel website's hosting plans page. At the top, there is a navigation bar with links for Home, Domains, Websites, Hosting, Security, Marketing, and Workspace. Below this is a secondary navigation bar with links for Hosting, cPanel, Plesk, WordPress, Business, VPS, and Dedicated Server. The main content area features two hosting plans:

- cPanel Starter**: Priced at €2.99 per month. It includes 1 website, 30 GB storage, and unmetered bandwidth. A note states that storage and bandwidth are unlimited as long as they comply with the Hosting Agreement.
- cPanel Economy**: Priced at €6.99 per month. It includes 1 website, 100 GB space, unlimited bandwidth, 100 email accounts, and 10 MySQL databases. A note states that storage and bandwidth are unlimited.

In order to publish a website to the Internet you will need to [secure hosting server space](#) – this is where you will put all of your website files so that it can be seen on the Internet.

The most economic hosting plan allows you to publish one website to the Internet but for a small additional payment you can select hosting that will allow you to create multiple websites on the same server all with their own domain names.

Your hosting account is the foundation of your online business system so you should select your hosting company very carefully and ensure that they offer you all of the tools and facilities you will need to build your business in future.

[See Hosting Plans Here](#)

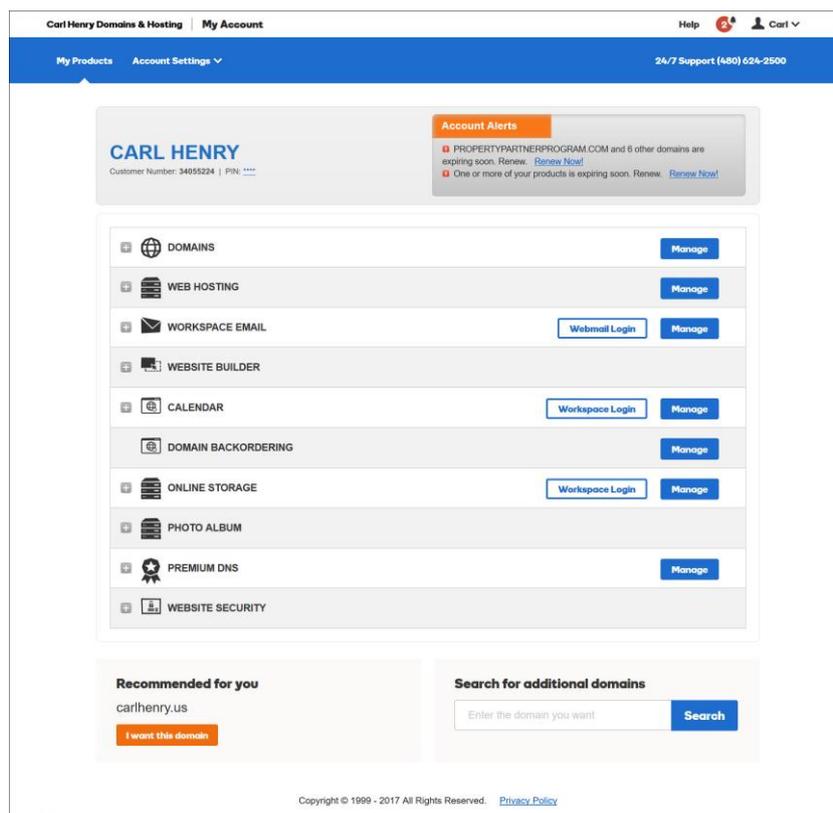
## Use A Website Hosting Company That Gives You Tools

You can find many free website and blog hosting companies that allow you to start developing your online presence, but, this will never be an asset you totally control. Using these services are a good way to get started if you have absolutely no resources but as soon as you control your own **domain name** and **website hosting** you are truly building an online business that can **generate income** and **become a real asset** (You might be able to sell it when you have built it up and established it).



We have developed [website servers](#) and [domain name hosting](#) services that are particularly aimed at needs of the online business builder. **We have servers and localised in America, Europe and Asia.** We've also offer 24 hour help by email or telephone to ensure that you are never left with a problem that cannot be solved quickly. [We also have lots of help files online.](#)

You'll also find that there are lots of free and useful services included with even the basic registration of a domain name and hosting. You can control every aspect of your website including uploading and downloading files to your computer all within your hosting control panel.



You can also monitor every aspect of your websites performance and link to many tools provided by third parties to improve and monitor your website.

## Useful links;

<http://www.carlhenrydomains.com>

<http://www.carlhenryhosting.com>

## Action Step 9c - Set Up Your Email Address and Signature

Once you have your domain name is time to setup your email account. It is much more professional to have an email which has the same name as your website. This is important for credibility, it also helps you build trust and stops customers from becoming confused.

[Click Here to see email plans.](#)

The screenshot displays the Carl Henry website's email service page. At the top, there is a navigation bar with links for 'Home', 'ICANN', 'My Account', 'Make Money With Domains & Hosting', 'Click Now!', 'Free Training', and 'FAQ'. A search bar is also present. Below the navigation, a banner for 'Business Class Email' features the text 'Personalized email now even faster for you. Example-based servers make the difference.' and images of a laptop and a smartphone. The main content area is titled 'Plans & Pricing' and 'Features'. It includes a section 'Create a unique and professional email address based on your domain.' with four key benefits: 'Build your business identity', 'Receive only the email you want', 'Get live, expert help', and 'Grab your email anywhere'. Below this, three pricing plans are shown: 'Personal' (starting at €1.92/month), 'Business' (starting at €3.75/month), and 'Unlimited Business' (starting at €4.67/month). Each plan lists its features, such as the number of email addresses, storage capacity, and interface options. An 'Add to Cart' button is visible for the Business plan. At the bottom, there is a section 'All Plans Include' listing various features like 'FREE Calendar!', 'FREE Online Storage!', 'FREE Webmail', 'Secure 256-bit encryption', 'POP3', 'Text-mail service', 'Strong virus, spam and fraud protection', 'Desktop notifier', and 'Fast European-based servers'. The footer contains a 'Share Here' section with social media icons and a 'Use of this Site' disclaimer.

## Create an email “Signature”

A very important marketing tool is the *signature* at the end of each email that you send out. In your webmail (accessing your email account through your internet browser such as Internet Explorer, Firefox or Safari) or in your email client (Outlook or similar) on your computer you will be able to write a message at the bottom of each email that will appear automatically. This should include your name, the name of your business, a brief description of your business, your contact details and a link to your website. For Example;

John B Website Owner

Wonderful Website Company

*“We will build you a Fantastic Website Every time”*

Tel: +00 3333 5555

[www.WonderfulWebsites.com](http://www.WonderfulWebsites.com)

When you do this every single email you sent out will be working to generate new traffic to your website and build your online business.

### Useful links;

<http://www.carlhenrydomains.com>

<http://www.carlhenryhosting.com>

## Action Step 9d - Install a Content Management System



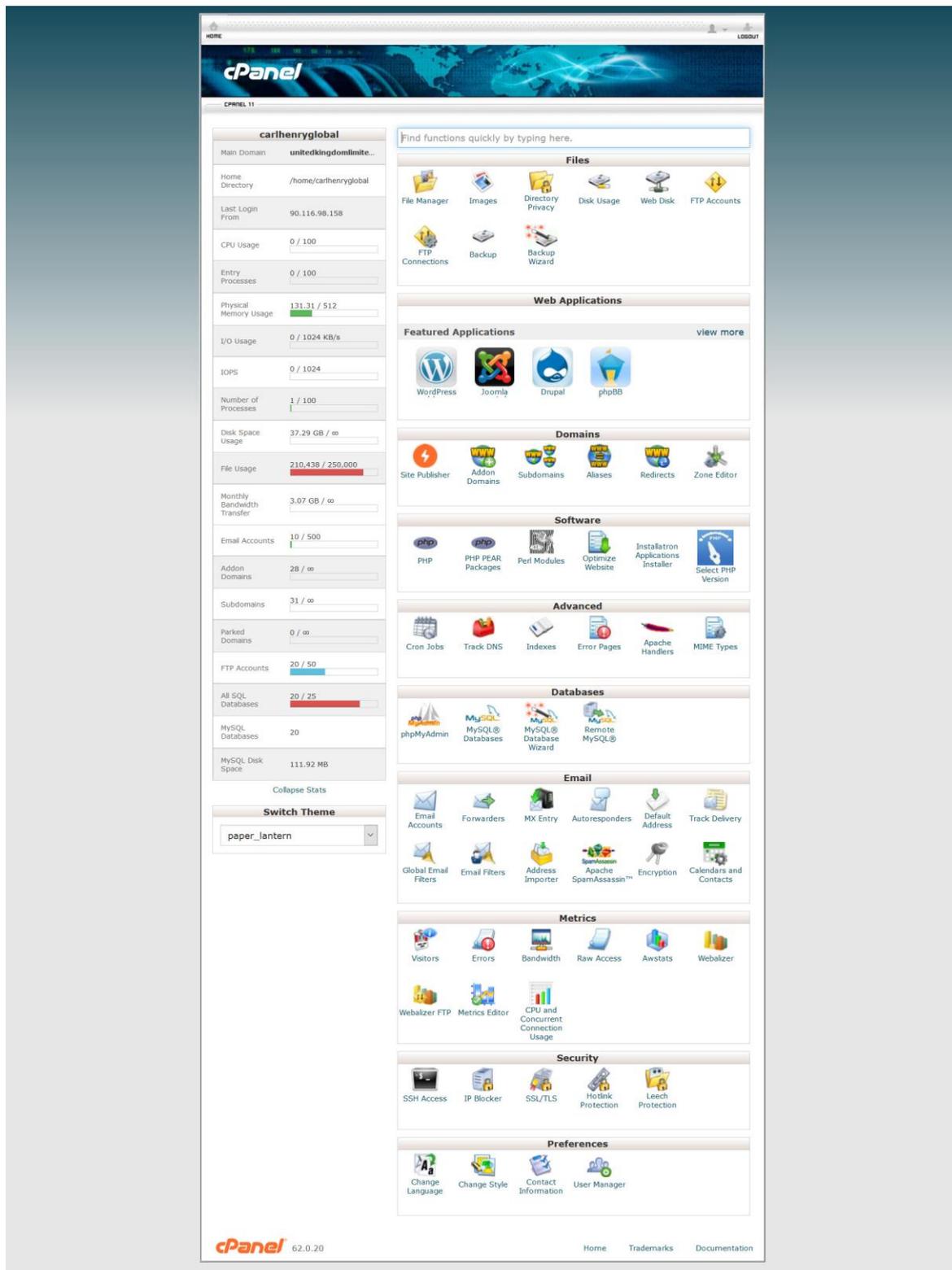
Once you have set up your [hosting plan](#) to you can then install your website software. This software is called a CMS (content management system) which offers you a structured framework and administration area that allows you to control every aspect of your website in an efficient manner.

You should avoid publishing static web pages to the Internet because these will take a long time to manage and update.

**You can install powerful website software directly from your control panel, we recommend Joomla! Which we have used to build over 5,000 websites.**

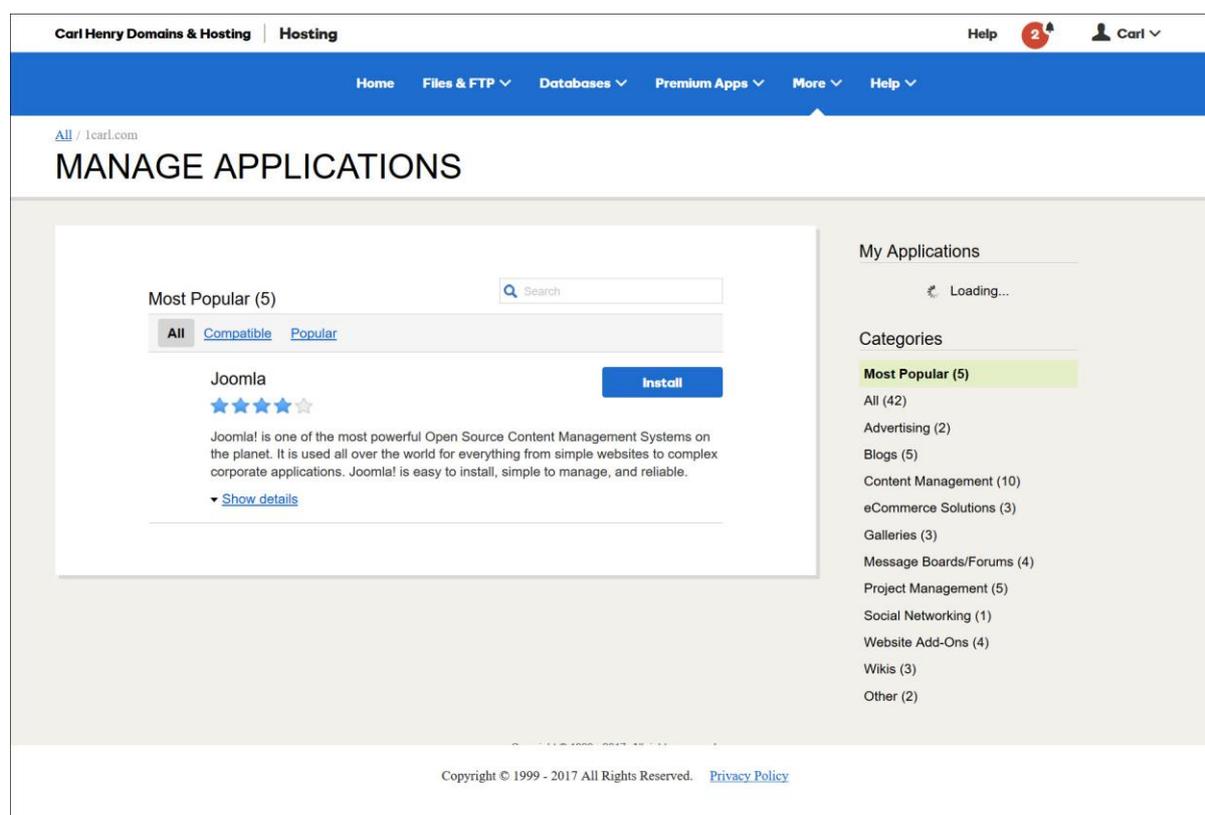
You can learn more here; <https://www.joomla.org>

You will control your server using cPanel below;



## Website Installation

You can install a complete content management software with a few clicks and under 10 minutes, this website will be mobile ready, which means it will adjust it's size for smartphones & tablets automatically and you can manage every aspect through an administration centre.

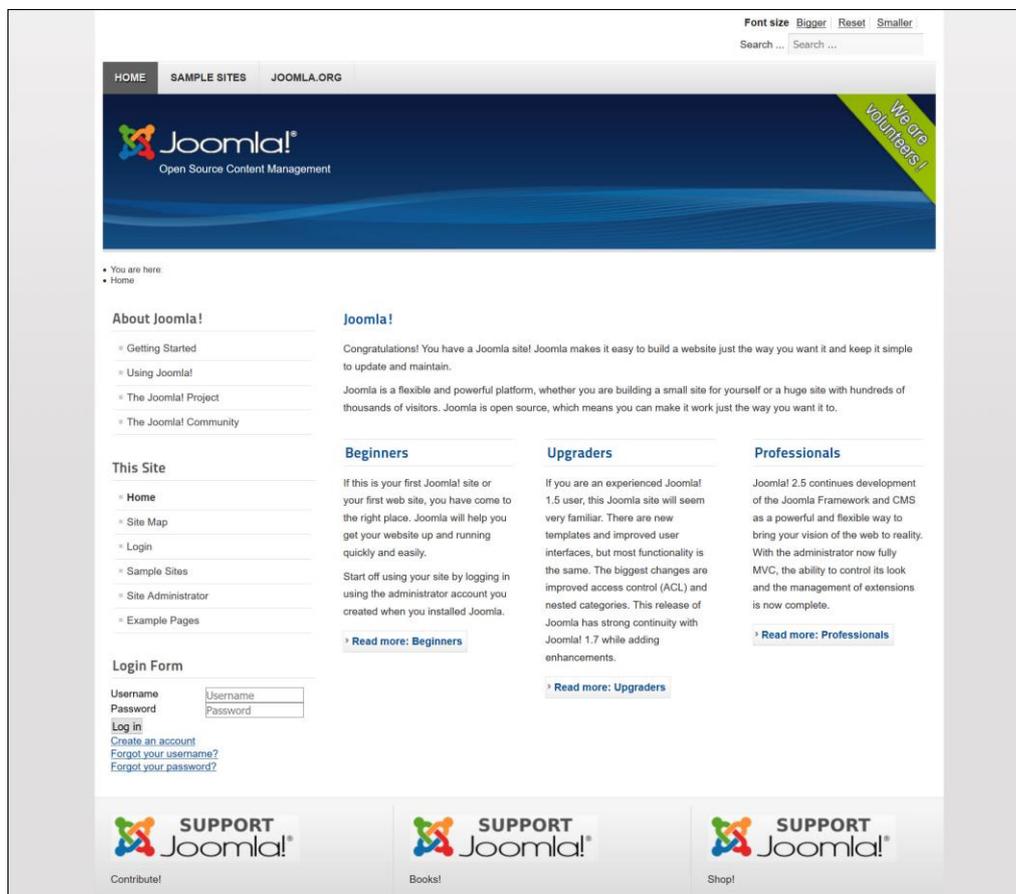


Our hosting plans allow you to install all of the latest and most popular content management systems totally free of charge including **Joomla! (Our Preference)** and WordPress Blogs Automatically – in your hosting control panel you will see a link to “Value Applications”. You can read more details about each one of them and choose to install them with a simple click.

You will be able to install complex and cutting edge website management software with a few clicks and in less than fifteen minutes. You will see that there is also free forum and online shopping cart software available.

## Website Content Management System (CMS)

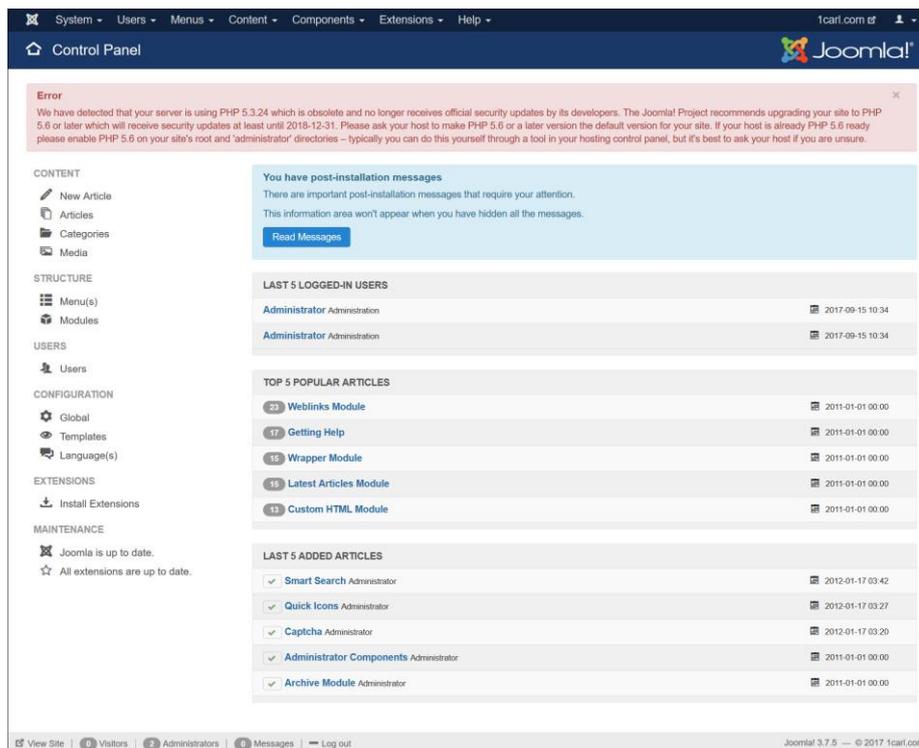
Here is the homepage of a new installation of Joomla!



Joomla! Is suitable for all experience levels; Beginners, upgraders and professionals. You will be able to add features and change the look or layout with page templates, many of which are available free. You will find various training videos about Joomla in the members area.

## Website CMS Administration

Each website comes with an administration centre through a link in your browser, you can manage every aspect of your website and its content.



## Useful links;

<http://www.carlhenrydomains.com>

<http://www.carlhenryhosting.com>

## Add A Sitemap And Submit It To Google And Bing

Most content management systems allow you to add extra software that will create a *sitemap* of your content which you can display as a page on your website. In addition the software will create a special type of “XML” sitemap that can be submitted directly to the search engines, these sitemaps are specially coded to be read by the robots that search engines send out around the Internet to create their listings.

By submitting a sitemap you are sending the search engines direct links to all of your website pages. This way the search engines are able to *find and index* your content much more completely and very much faster.

To be able to submit to a site map you will need to open up webmaster accounts with both Google and Bing, this is free of charge and can be carried out on the links below;

Google: <https://www.google.com/webmasters/tools/home?hl=en>

Bing: <http://www.bing.com/toolbox/webmaster>

In addition to submitting sitemaps you'll also find many tools available which will help you to run your website much more efficiently and to understand your website statistics, the health of your website and how people are interacting with your website on the Internet.

### **Add Email Capture Facility and Give A Valuable Gift**

There are many marketing methods to increase sales from your website, one of the most powerful and widely used is **email marketing**. I have mentioned this before in this publication, I'll just give you a little more detail.

Email marketing allows you to remain in contact with your prospective customers so that you can offer them special offers or remind them about your products and services. You are also able to develop a relationship with them and build their trust in you and your online business.

In order to build a list of website users that are interested in your particular business industry you need to include a form on your web page where the visitor can enter their name and email address.

To encourage visitors to subscribe to your website you will normally offer them something that they value and that can be delivered instantly from your website. This can be a special PDF report or eBook, a promise of the newsletter or even a discount coupon that they can redeem if they make a purchase in the future. The most important thing is that the gift that they receive has a real value to them and relates to your specific niche.

Your content management system will normally offer you a module where visitors can become a subscriber to your website but it is much better than they subscribe directly to an email generating program called an auto responder.

There are services which offer you the facility to create attractive subscriber forms and also to automatically send out your sales emails at the frequency that you decide. You can create a series of emails that you load into the autoresponder program so that each new subscriber starts to receive the email over a pre-programmed time.

The benefit of this is that you can concentrate on marketing and building traffic while your sales follow up is being carried out automatically 24 hours a day. You can get trial periods of third party software on these following links;

**Link: [Get a Free Trial of Get Response](#)**

This service offers superior email delivery services including email and newsletter templates with many tools to manage your lists and deliverability. These are highly trusted companies - the only downside is that the system is not 100 percent in your control.

Remember that with email marketing you should only send information which will be interesting and of use to your customers, you should select a frequency of emails that is not so frequent it annoys your users but often enough to remind them that your website is there.

## **Develop Your Website Look and Feel**

Both Joomla and WordPress have a few standard templates included with the installation and there are lots of free templates available online to get you started, you can install these through the administration areas, just do a search in the search engines and you will find many free and paid template options. Of course if you

have skills with HTML code and CSS you can build your own custom templates.

### **Add Content to Capture Your Visitor's Interest**

All visitors to your website will be looking for an answer or a solution to a problem that they have – your job when creating your website text is to show your visitors how your product or service addresses *their* needs.

Remember to keep in mind your target customer and ‘speak’ directly to them when you’re writing your website copy. You should write as though you are having a conversation with a close friend who you are trying to help.

You should only talk about your product or service in terms of how your website visitor will derive a benefit from them. You should show your visitor **how their lives will be improved** by the use of your product or service.

You may also include other back ground information such as comparisons with your competitor’s products and services, or if appropriate you may include additional technical information that may **help them to make a decision to buy**.

This may be the only opportunity for you to develop a level of trust and a relationship with your visitor so be sure to include details about yourself, your business and how they should contact you with queries or any problems they may have.

Having photos and graphics is always a good idea and will help your visitors understand your product and service clearly. Although you should make certain that you only include images that help you to explain the page objective, avoid unnecessary image content that will distract the visitor.

## **Focus Your Content on Keywords and Key Phrases**

From your research earlier you should have uncovered certain seed keywords and key phrases that describe your business activities, together with a number of secondary key words and key phrases that describe subdivisions of your main activity.

Your homepage will normally focus its content on your seed key word(s) and sub-pages will focus on the secondary keywords. Your text should be written in a natural fashion and should use your keywords in a normal way, avoid using your keywords too many times and never repeat them in an unnecessary way.

It is quite normal for your keywords and key phrases to make up about five to ten percent of your content particularly on highly focused websites.

Remember that each page in your website should have a specific objective which may be to inform the visitor about specific aspects of your product or service, the goal may be to encourage your visitors to take a specific action like complete a form or click a 'Buy Now' button.

**Make certain that you include the 'call to action' on the page and explain the action that you want the visitor to take.**

## **Other Options to Build Your Website**

If you want other alternatives that do not involve understanding the technical aspects of building and designing your website we can offer you other very effective solutions.

### **Online Website Builder**

You will find this [website builder](#) very fast and you can use the drag-and-drop functionality and within 3 steps you can design and build a professional website.

It also includes your hosting and 24 hour support, visit this link to learn more;

Link: [Try our online website builder](#)

### **Quick Shopping Cart**

You can also build a [professional online shop](#) with the same functionality as described above.

You will have everything you need to open your own online store.

You don't need technical skills to build a successful Web store. Quick Shopping Cart makes it easy to create an eye-catching store that accepts credit cards, integrates with Google® and eBay® and offers multiple shipping options – all with no set-up fees! Click this link for full details;

Link: [Try our Online eShop Builder](#)

## **Your turn to set up the website system!**

Visit <https://www.carlhenryglobal.com/resources> for live links to all of these recommended Resources.

1. [Open a free Domains & Hosting account](#)
2. [Search for potential domain names](#)
3. Buy your domain name and hosting package
4. Open an [AdSense account](#)

### **Useful Links**

[Domain Search](#) – Search for a name now

[Hosting packages](#) – Professional worldwide service

Link: [Try our online website builder](#)

Link: [Try our Online eShop Builder](#)

## **Do you want to use our services**

Over the last 20 years we have built over 5,000 websites of every type and in multiple industries.

**If you want us to build your online business system let us know and we will give you a quotation.**

If you want to know more contact:  
[onlinesuccess@carlhenryglobal.com](mailto:onlinesuccess@carlhenryglobal.com)

## Conclusion and Recap



So there you have it, 9 straightforward steps to creating and setting up an automated online business system.

I hope by now you can see that there are very clear steps you need to take to establish your very own online business, everything here has been done thousands of times before and you are perfectly able to replicate what others have done.

While some people have been dealing in the online marketing world for many years and will talk about quite large income numbers, your success will depend on focusing on earning your first \$1.00 or £1.00 or €1.00, then scaling your marketing activity upwards gradually. You can then move towards creating larger and larger income at the pace that you feel comfortable and with the minimum of risk.

As you build your income your work will get much easier; in the beginning, you may be doing most of the tasks yourself, if they are new to you it will feel a little awkward initially and you may lack confidence in the potential outcome. Don't Worry about this it's normal, **with repetition it will become easier to the point it will be second nature to you.**

People from all walks of life and who started with very little have managed to get through this uncomfortable early stage. You simply need to follow each established step and copy the moves made by others, if you keep at it you will see sales begin and money coming in.

**Your success will depend on focusing on earning your  
First \$1.00 or £1.00 or €1.00!**

## ONLINE! SUCCESS 2.0

Once you have income you can invest in larger advertising budgets which will give you a compounding growth in sales and you can start to delegate work to outsourcers giving you more freedom to do what you are best at, enjoy the most and have more freedom in your life style.

I hope you have taken all the recommended “Action Steps” along the way, if not please become familiar with all of the resources and complete all of the steps below.

Action Step 1 - Choose a Niche Subject

Action Step 2 – Attract Targeted Traffic

Action Step 3 – Setup Online Capture of Leads

Action Step 4 – Give a Gift

Action Step 5 – Use Automatic Email Marketing

Action Step 6 – Find Affiliate Products or create your own

Action Step 7 - Getting payment systems

Action Step 8 – Focus on marketing

Action Step 9 - Get a your own Domain Name & Hosting

“If you have carried out all the steps outlined above you will have done more than most people *ever dream* of doing when Starting an Online Business!”

This has only been an overview of the major steps because there is a constant learning curve of new techniques and deeper knowledge of website development, online marketing and search engine optimisation.

We will be constantly adding training, walk throughs & “How to’s” to the member’s area so you know exactly what to do – if you need anything let us know on [onlinesuccess@carlhenryglobal.com](mailto:onlinesuccess@carlhenryglobal.com)

**Register at the ONLINE! SUCCESS Member’s Area for more training, information & Tools**

<https://www.carlhenryglobal.com/members>

## **Free Membership – Updates, Tools & Training**

To Support our publications we have created a free membership area on our website so that we can give you updates, additional training, to give you more tools and resources – [Access your Free Membership. Click Here](#) to continue to build and manage your online business.

**As I have said before the objective is to start from where you are then continue taking steps in large and small everyday towards your objective of creating a full time online income.**

I would like to wish you the best of luck in your online endeavours and finally to remind you to [subscribe to our mailing list](#) so that we can send you further more detailed information on specific areas of developing your online business.



If you want help from us check out our services below to see how we can assist you in completing all or part of the work described.

Best regards,  
Carl Henry  
CEO Carl Henry Global

Please send all enquiries, suggestions or questions to;  
[onlinesuccess@carlhenryglobal.com](mailto:onlinesuccess@carlhenryglobal.com)

**Part 3**

# Part 3

## ONLINE! SUCCESS – A Business Opportunity!



Here is the good news! In addition to other ideas you might have for products to sell you can start promoting this very eBook, membership area and associated products through Clickbank as an affiliate starting immediately.

**If you are interested in the Training & Online Services niche ONLINE! SUCCESS could be your first product!**

Visit our Affiliate Partner Welcome Page where you can meet me in the video and understand our evolving concept and growing product range.

A screenshot of a webpage. At the top is the same 'ONLINE! SUCCESS' banner seen in the previous image. Below the banner, the text reads 'Welcome to Our Affiliate Partner Page'. Underneath that is a paragraph: 'Thank you! for visiting our partner's page, I'd like to introduce you in more detail to how we would like to work with you....'. Below the text is a video player. The video thumbnail shows a man in a suit (Carl Henry) and text that says 'Hi I'm Carl Henry And Welcome to ONLINE! SUCCESS The Fundamentals'. There are 'Watch later' and 'Share' icons. Below the video player are two input fields: 'Name:' and 'Email address:'. At the bottom of the form is a blue button that says 'Affiliate Partners Register Now!'.

I have set up a very comprehensive affiliate partners section which is packed with all the tools, resources and ideas to effectively make sales of ONLINE! SUCCESS.

If you [click here](#) or on the image you can watch a video which explains exactly how our concept works and how we want to work with you to make yourself successful online.

**If you have found this product useful, enjoyable and affective what better product could you promote and one that you have already found beneficial?**

ONLINE! SUCCESS is both an information product and a product that you can sell As an **Affiliate Partner** helping other people learn how to become an ONLINE! SUCCESS.

On in addition to this initial product you will see in the video that we will be constantly expanding our product range giving you a bigger and bigger opportunity to make online sales.

Some of the products & training in the pipeline are;

- ONLINE! SUCCESS - Automation of Website & Online Tasks
- ONLINE! SUCCESS - Build & Manage A Website
- ONLINE! SUCCESS - Social Media & Website Traffic Mastery
- ONLINE! SUCCESS - Domains & Hosting Income
- ONLINE! SUCCESS - Email List Building & Marketing
- ONLINE! SUCCESS - Selling eBook & Info Products
- ONLINE! SUCCESS - Social Media Marketing
- ONLINE! SUCCESS - Start A Website & Online Marketing Agency
- ONLINE! SUCCESS - The Amazon Opportunity
- ONLINE! SUCCESS - Traffic Generation
- ONLINE! SUCCESS - Video Marketing
- ONLINE! SUCCESS - Viral Marketing

If you have any questions please contact me on [affiliate-partners@carlhenryglobal.com](mailto:affiliate-partners@carlhenryglobal.com) and you can learn more about us at <https://www.carlhenryglobal.com>

Please [click here](#) to learn more about the opportunity now!

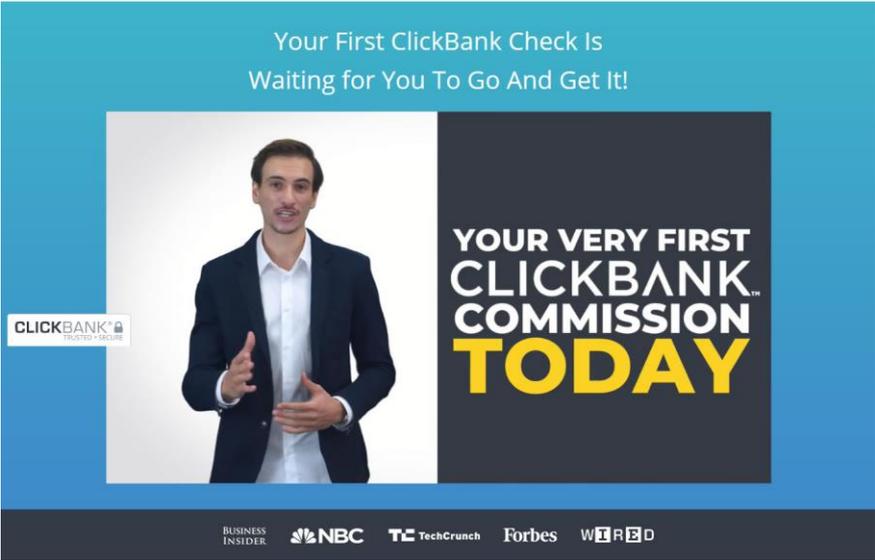
## A Fast Start Way to Make Money Online

The fantastic thing about the Internet and running your own website is that there are multiple ways for you to make money where you don't need to create or deliver the product.

If you don't want to create your own products - There are literally thousands of existing products in multiple niches that you can sell online and earn a commission.

## Clickbank University

Over 100,000+ people are successfully generating an online income with ClickBank and they all have one thing in common... [click here to learn what it is...](#)



The image is a promotional banner for ClickBank University. At the top left is the ClickBank University logo. To its right are two small buttons: a blue 'Like on Facebook' button and a green 'UNIVERSITY ACCESS' button. The main text in the center reads 'Your First ClickBank Check Is Waiting for You To Go And Get It!'. Below this text is a video frame showing a man in a dark suit and white shirt speaking. To the right of the man, the text 'YOUR VERY FIRST CLICKBANK COMMISSION TODAY' is displayed in large, bold, white and yellow letters. A small 'CLICKBANK TRUSTED + SECURE' logo is visible in the bottom left corner of the video frame. At the bottom of the banner, there is a dark blue bar containing logos for 'BUSINESS INSIDER', 'NBC', 'TechCrunch', 'Forbes', and 'WIRED'.

## ONLINE! SUCCESS 2.0

THERE IS ONE THING that is the "secret to their success" that is being revealed by ClickBank themselves (for free) right now in this video. [Click Here To Find Out The CRAZY Secret](#) - This video went to the masses so make sure to watch it ASAP before it's taken down.



The best thing is the ClickBank secret comes from the most trustworthy source there is..., ClickBank itself!

ClickBank University is THE ONLY learning environment that trains you exclusively in becoming a successful ClickBank marketer BY CLICKBANK themselves.

Whether that's as a successful ClickBank product vendor, or as a ClickBank affiliate earner, ClickBank University gives you the training, the blueprints, the roadmaps and the latest methods to reach your goals as a successful ClickBank marketer.

[Go ahead click to check out the enrolment video now.](#)

I think you'll discover with the right ClickBank-oriented training, your online income goals are not just achievable..., they're easily reachable through a daily action plan all laid out for you.

[Click Here to Learn More \(or on the image\)](#)



## Affilorama - Free Affiliate Training

You can promote third party “Affiliate Products” and services on your website that relate specifically to your online business niche or sector. If you restrict these extra channels of income to products and services that directly relate to your keywords your visitors will see these as added value and you will save your customers a lot of time searching around the web.

To learn more about Affiliate opportunities and in depth training [access these free affiliate training articles and videos;](#)



### More opportunities!

I am going to research more opportunities and make recommendations of affiliate programs you can join or products that will help you generate income. Register at the ONLINE! SUCCESS Member’s Area for more training, information & Tools <https://www.carlhenryglobal.com/members> to receive full details.

Visit <https://www.carlhenryglobal.com/resources> for “clickable” links to all of our recommended Resources.

## How we can help you - your options!

When you decide to put together the online system you may need some help depending on your own level of expertise, you have 3 main options;



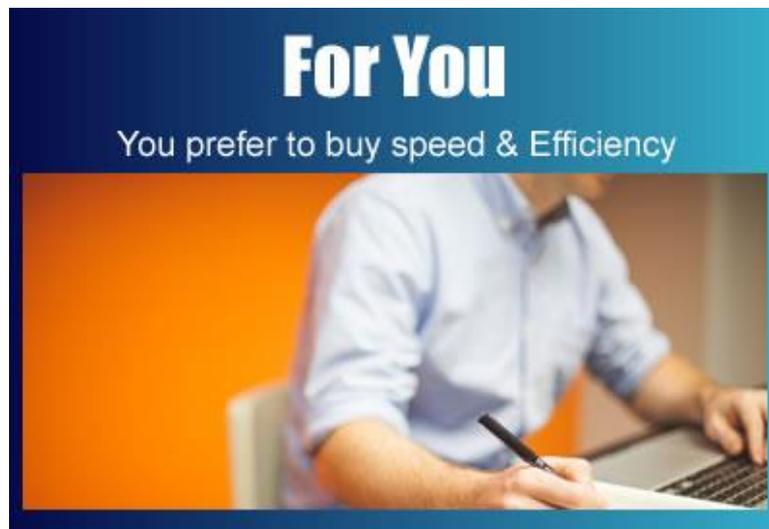
### **TRAINING (Show You)**

Get someone to show you how to do it using information such as this course and supporting media. This is useful if you have a lot of time to learn and you want to reduce the initial investment you have to make.



## **CONSULTANCY (With You)**

Get someone to do it with you and provide the assistance you need when you need it. This is an idea balance between the time and money required to get started, you can do most of the work and only access our help as you need it, or, if you need it!



## **SERVICE (For You)**

Have someone set it up for you 100%, this perfect if funds are available and time is the issue for you, because we do this all the time we can complete the work in a fraction of the time it would take doing it the first time.

**We can help you with each of these, just contact us to [onlinesuccess@carlhenryglobal.com](mailto:onlinesuccess@carlhenryglobal.com) to know more.**

## **Our other websites & social media**

**Carl Henry Global sa – A Global Internet Marketing Company  
Supporting Online & Offline Businesses**

Learn More at: [www.carlhenryonlinesuccess.com](http://www.carlhenryonlinesuccess.com)

Contact Us Now: [onlinesuccess@carlhenryglobal.com](mailto:onlinesuccess@carlhenryglobal.com)

**We Offer a Complete Support System For Business Based Online & Offline;**

[www.carlhenryfinance.com](http://www.carlhenryfinance.com) – Opportunities, Advice, Property Investments & Online Documentation

[www.carlhenryproperty.com](http://www.carlhenryproperty.com) – Advice, Trading, Investments, Management, Developments & Refurbishment

[www.carlhenryinternet.com](http://www.carlhenryinternet.com) – Mobile Ready Websites, Applications, Online Business Sales Systems & Online Shops

[www.carlhenrycorporate.com](http://www.carlhenrycorporate.com) – Offshore Company Formations, Bank Accounts, Offshore Nominee Directors & Shareholders

[www.carlhenrylifestyle.com](http://www.carlhenrylifestyle.com) – Social Media & Digital Publications On A Wide Range of Lifestyle Subjects

[www.carlhenrymodular.com](http://www.carlhenrymodular.com) – Offsite Precision Modular Construction of Residential Housing

[www.renttobuytrust.com](http://www.renttobuytrust.com) – Alternative Techniques To Buy or Sell Housing In Any Negative Situation

[www.carlhenrymakemoneyonline.com](http://www.carlhenrymakemoneyonline.com) – Cutting Edge Techniques for building Online Sales Systems for Online & Offline Business

[www.carlhenrydomains.com](http://www.carlhenrydomains.com) – International Website Domain Registration & Trading For All Countries Of The World

[www.carlhenryhosting.com](http://www.carlhenryhosting.com) – High Security Website Hosting based in USA, Europe & Asia With Multiple Management Tools

Good luck and contact us through [Facebook](#) or [Email](#) if you have any questions or suggestions for additional content.

You can find various videos on our [YouTube Channel](#) Search for Carl Henry Global - [Top - Back to the Contents of the Document](#)