

7 Steps To Your First \$1000 Online

**How to launch your online business and earn your first \$1000
in 7 easy to follow, but crucial steps**



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7 easy to follow, but crucial steps

John VanDerLaan

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PERSONAL MESSAGE FROM John VanDerLaan

Dear Reader,

I first want to congratulate you for taking this step to learn how to make real money online. You're about to learn the steps necessary to add a tremendous amount of income to your business, as long as you follow the simple steps in this book.

I've been making a very good living online for over 10 years. I've tried everything under the sun. I've studied the best marketing minds of our generation and I've implemented every high-converting secret you can think of.

The steps you're about to learn have helped me create a real, profitable business that I can operate from anywhere in the world, as long as I have access to the internet!

You need to understand that this is not a 'Get Rich Quick Scheme'. Frankly, there is no such thing as "Get Rich Quick".

This is a real business and needs to be treated as such. It will require a lot of hard work and determination, but if you follow these steps, the rewards will be tremendous!

Not only can you make more money than you ever have before, but you will have something much more valuable...

You will have what I call Time Freedom, the freedom to do what you want with your time! You will also have Location Freedom, the freedom to spend your time in any location you choose!

Get started reading now! These 7 steps can be life changing!

Very truly yours,

John VanDerLaan

Forward

Launching an online business can be a daunting task, but if you break the process down into steps and complete those steps one at a time, you'll be making money before you know it!

I think it is important to reiterate here that building an online business is a lot of work.

I'm not trying to scare you away.

I just want you to have a realistic expectation.

There are plenty of Gurus and scam artists out there that are going to tell you that you can make money online by just pushing a button, or purchasing their don-for-you systems.

Don't fall for it!

As a matter of fact, run in the opposite direction!

As fast as you can!

Successful online businesses are a real thing.

I am proof of that, and there are many others that are proof as well.

Be careful who you listen too.

Find successful entrepreneurs that you can trust.

Sounds simple enough right?

Let's examine the 7 steps to launching your online business...

Step 1. Find a niche that you are passionate about!

There are plenty of people out there in the online world that will tell you that you can turn any of your passions into a profitable online business. While this is true to some extent, there are some niches that have the potential to make more money than others.

For example, let's say your passion is rock collecting. You could build a search engine optimized website and get traffic from other people interested in rock collecting, but what are your monetization methods? You can run google AdSense ads and maybe make \$100 a month, but that's a lot of work for a hundred dollars a month. You could probably find some affiliate programs that have products related to rock collecting (Amazon comes to mind). My guess is that's not what you're trying to do.

So, let's look at how to find a profitable niche...

- 1. Make sure it is something you are passionate about!** You are going to be spending a lot of time on this topic. You are going to be creating content and you are going to be positioning yourself as an expert on this topic. All of that becomes very difficult over time without passion.
- 2. Make a list of all the topics that you are passionate about** and we will "test" them to see if they can be profitable.
- 3. Are there a lot of people in the world that share your passion?** This is the first "test" to determine the profitability of a niche.

4. **Is there a lot of competition in your niche?** This is very important and where a lot of new online marketers make a mistake. You **Want** a lot of competition in your niche! This proves that it is profitable. So many people find themselves with a “great” idea and they can’t believe that nobody else has thought of it yet. Well, I’m here to tell you that if there isn’t any competition, there is a reason for that. **Don’t be one of those people!** Think of your niche as a pie, the bigger the pie, the easier it will be for you to get a piece.

I know what you’re thinking... How do we find all of that information? We are going to use the tools below to research each niche. Take your time with this. It is probably the most important step in launching your online business!

1. **Facebook!** Facebook is an amazing tool for research and as you will find out after you launch your business, it is also an incredible advertising platform. You want to search for pages and groups within your niche and look for pages with a lot of likes. Thousands are good and tens of thousands are really good. Spend some time researching on Facebook.
2. **Amazon!** Research your niche in amazon. Look for books in your niche and read the comments. These are a great way to find out what people are looking for in your niche. Use the comments to find what the book is missing and supply it! Let’s say you are in the weight loss niche and you find a book titled “How to Lose 10 Pounds in 30 Days”. You read the comments and one of them states “ I love the book, but I wish it included exactly what to eat over the 30 days”. **Boom! There’s an article or a book or a product to sell!**

“The Exact Foods to Eat to Lose 10 Pounds in 30 Days”.
Use the resources and let the people in your niche tell you what they want... Then give it to them!

3. **Magazines.com!** Go to magazines.com and look for magazines in your niche. Chances are if there are magazines in your niche then there are a lot of people interested in that niche.
4. **Clickbank.com!** Clickbank is an affiliate marketplace dedicated to digital products. Sign up for an account. It is free. Once you sign up, go to the marketplace. You will see a menu on the left with all of the niches. If you click on each niche, then it will break out sub niches. Once you click on a niche you will see the products available to promote. Go to the top right and sort the products by gravity. This shows you the top products that are selling. Any product with a gravity of 20 or better is worth promoting and has good competition.

The most profitable niches tend to fall within 3 broad topics.

1. **Health** (Physical, Spiritual, and Emotional)
2. **Wealth** (Business, Investing, Careers, Etc.)
3. **Relationships** (Marriage, Dating, Parenting, Etc,)

These are by no means the only profitable niches. There are plenty of niches outside of the big three that make people millions of dollars.

As long as you have passion, a large audience willing to spend money and plenty of competition, you can turn any viable topic into a money making business.

Ok, you have a profitable niche... Now what?

Step 2. Start a Website or Blog!

If you are serious about building an online business, you are going to have to have an online presence. The good news is it has never been easier to start a website or blog!

I recommend that you build your website or blog with WordPress. Do not use one of the builders like Wix or Weebly. These are terrible website builders and you will pay for it in the long run with frustration and downtime. Trust me... I've tried them!

The first thing that you need is web hosting. This is very inexpensive. I have joined forces with Bluehost and they offer web hosting for under \$4.00 per month!

EASY, HASSLE-FREE
WEB HOSTING
FOR **\$3.95/MONTH**

unlimited space, transfer, & domains on 1 account



sign up >

You can sign up here [===>Bluehost](#).

Next you will need to install WordPress. Bluehost provides a simple 1 click install right from your dashboard once you sign up for hosting.

Then you need a WordPress theme. There are many FREE ones available that you can choose from, but if you are serious about building your online business, I highly recommend Thrive Themes. Thrive offers several themes that all have one purpose... To convert your visitors into subscribers and buyers!

You can Check them out here [===>Thrive Themes](#)

There is a learning curve associated with using WordPress and if you've never used the platform before, some training can shorten the curve dramatically!

Wordpress training is one place that you do not have to spend any money.

There is a ton of free content that you can access by simply Googling it.

If you prefer a more structured learning environment that is actually hands on, where you will build a WordPress website from start to finish, complete with video and written training, then I highly recommend [Wealthy Affiliate](#).

It is 100% free with no credit card required.

Go Here [===> Wealthy Affiliate](#)

Now you are ready to start adding content!

Content is going to be the lifeblood of your online business.

A whole book can be written about creating content, but it all starts with keyword research.

This is taught in depth and for free at [Wealthy Affiliate](#).

Basically, keyword research is the act of finding words and phrases that people are searching for online that are not too competitive.

Once you find these words and phrases, you create content around them so that people find your content when they search on Google.

That is the simple explanation.

Do yourself a favor and join Wealthy Affiliate for free to learn more.

Step 3. Build an Opt-in Page!

To build an online business, you are going to need to build an email list. To build an email list, you need to build an opt-in page. An opt-in page is basically an ad that offers a free gift in exchange for an email address.

There are many ways to create an opt-in page. If you are good with html and css you can certainly build your own, but I use Thrive Architect. It is very simple and very user friendly and they also integrate seamlessly with an autoresponder. You can sort their templates by conversion rate which show you the best ones to use.

Check it out here Thrive Architect.

An opt-in page consists of three parts:

- Headline
- Bullet Points
- Opt-in Box

The headline is the most important part! You have only a few seconds to grab your visitor. Make the headline count!

There are three keys to building an opt-in page that converts...

1. Test
2. Test
3. Test some more!

Sometimes a small tweak in the headline can make a huge difference. The only way you'll ever know is to test!

The bullet points should tell your reader clearly and concisely exactly how the free gift is going to benefit them.

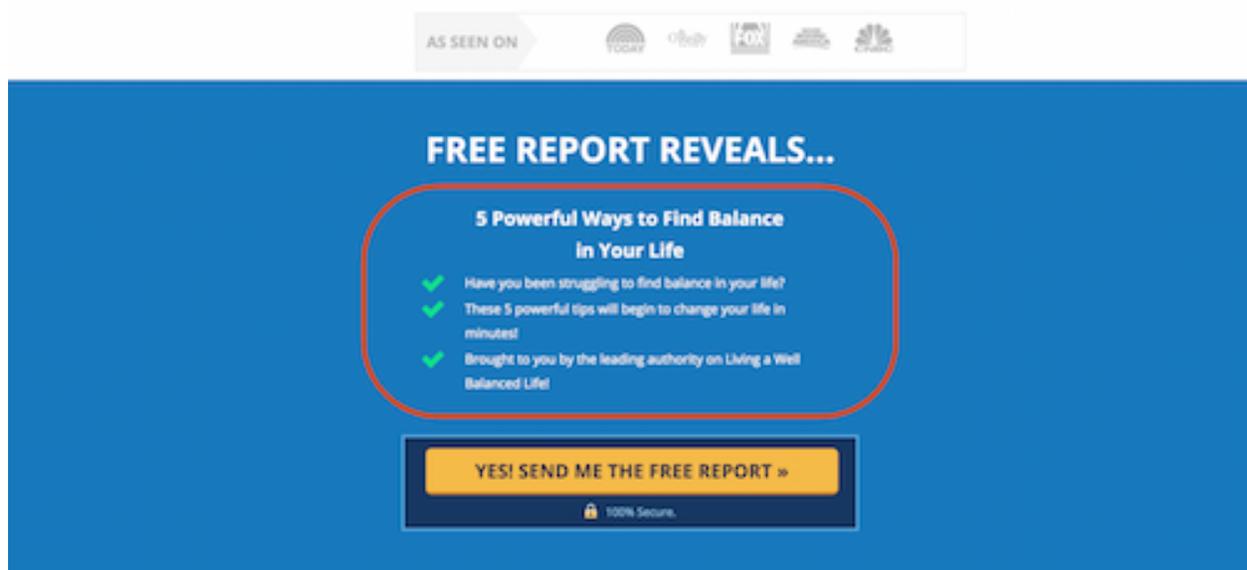
Your opt-in box will state a clear call to action such as Download Now, or Give Me Access.

The free gift...

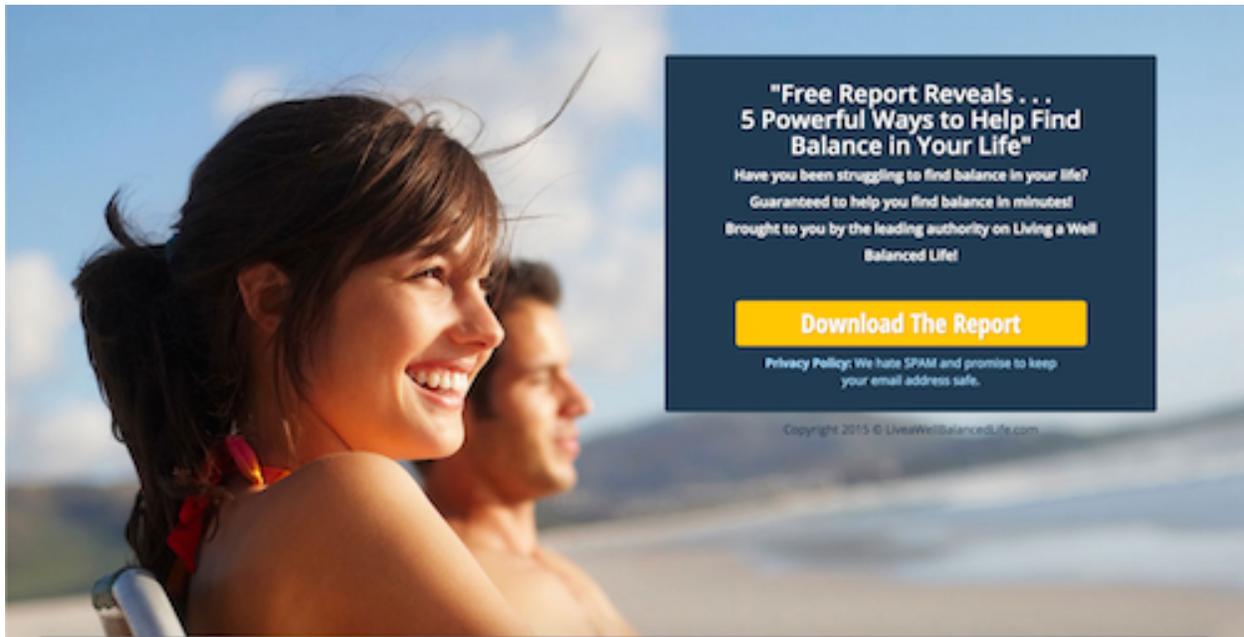
The best advice that I can give you about the free gift is...

Use the word FREE! Research has proven time and again that the word free sells, and yet to this day I still see opt-in pages that don't use the word free.

Here's an example of an 2 opt-in pages that I have tested against each other...



Guess which one performed better.



Before I started all of my testing, I would have bet that the second one above would have converted better.

If I went by my gut and not with testing, my conversions would have been half of what they are.

Yes, the first converted 50% better!

That is why we test.

Step 4. Set up an Autoresponder!

An autoresponder is a database that all of your clients information is stored in. You can then log in to your autoresponder and send an email to all or part of your list. You can also program your autoresponder to send a prewritten email to your list at any interval you choose.

There are a number of good autoresponder companies out there. I personally use GetResponse. I really like the ease of use and the reliability.

Other companies would include Aweber, Mailchimp, Icontact and Infusionsoft.

I'll tell you a little story about how I decided on Getresponse...

I had narrowed my choices down to Getresponse and Aweber, so I signed up for a free trial with each company. I immediately received the “automated” welcome email from Getresponse, but never... No never... received the automated welcome email from Aweber! How was I supposed to trust them to send automated emails to my clients when they subscribed, when they couldn't even send me an automated email when I subscribed!

Strike one, two and three as far as I was concerned. That being said, there are lots of people that love Aweber so you will have to choose.

[Go here to learn more about GetResponse.](#)

Step 5. Find Your Free Gift!

Your free gift can be a report, an ebook, a cheatsheet, a video or an audio file. It needs to provide an answer to a question that your niche is looking for. You will probably come across some of these questions that need to be answered in your niche research. Look at the comments in amazon and find what it is that people are looking for. Then give it to them!

The best free gifts provide a solution to a problem in a certain time period.

Hint... This ebook that you are reading right now is a free gift!

How about...

FREE REPORT REVEALS...

How to Launch Your Online Business in 7 Easy Steps!

The free gift is always a downloadable file such as a PDF, or audio file or a video that they can watch.

I like to create my own, but there are other ways you can create your free gift.

- 1. Use PLR content!** PLR stands for Private Label Rights and that means that you can take content and put your name on it and use it as you see fit. I always recommend that you use the content as a template and rewrite it in your own voice. Two sites that I use for PLR content are IDPLR.com and PLRassassin.com.

2. Come up with an idea and a catchy headline and out-source it! You can find writers that will turn your ideas into a report or ebook at a number of websites very inexpensively. Here a few that I recommend... Odesk, Elance, Guru, and lwriter. I have heard a number of people recommend Fiverr, which is basically a site where everything is five bucks. I can tell you that I have not yet had a good experience there and will not be using them anymore.

One last thought on your free gift, which also carries over into every aspect of your business...

Always under promise and over deliver!

The people that are successful in this business, and in life follow this rule religiously. Learn this rule and practice it in every aspect of your business and life!

I have a great solution for easily creating ebooks and reports.

It is called Scribe and it is a software that creates ebooks and reports in minutes.

Very cool tool that is also very inexpensive.

Learn More Here ==>[Scribe](#)

Step 6. Writing your emails!

Here's what I suggest...

Sign up for my email list and sign up for every email list in your niche that you can find. In a very short time, you will come to find the emails that you like and the emails that you don't. You are not any different than any other subscriber. Some people's emails will resonate with you while some will not. Learn from both! Try to emulate the ones that you like and try to avoid the ones that you do not.

There are three types of emails that you should be sending...

1.Content Emails

2.Relationship Emails

3.Promotional Emails

Let's break them down...

Content Emails - These are your bread and butter. Most people think that you make money in internet marketing by selling things... Uhhh... No. That couldn't be further from the truth. You make money in internet marketing by providing people with valuable, relevant content on a regular basis. You want your subscriber to feel like they learn something new every time they get an email from you. You want them excited to open your emails and learn more!

Content emails provide real value. They can be articles tips, etc.. You can send your reader to your blog or to other blogs.

You can send them to videos and webinars, as long as the content provides real value.

Relationship Emails - It is extremely important to develop a relationship with your list. Try to involve them in your life. You can do this by giving them a glimpse into your life. Pictures of your family or pets are a great way to do this. Also sending them to your videos, so they can see the face behind the emails.

Think about it this way. Are you more likely to buy something if a friend recommends it or if a stranger recommends it? While you may not actually be friends, you can be perceived that way, and you can definitely use these emails to no longer be a stranger.

Be sure to include your Facebook and Twitter info and again videos of yourself and pictures of family and pets help tremendously.

Promotional Emails - These are your sales emails. The important thing to remember about promotional emails is that they rarely work without a well planned strategy using the other two types of emails. None wants to only receive sales emails in their inbox, but if they are mixed in with some quality content and relationship building emails, your subscriber will be much more likely to buy.

When I have a really good, quality product to sell, I like to borrow a promotional email strategy that I learned from Ryan Deiss.

It is a 3 email sequence and it is called **Gain - Logic - Fear**, and it works!

Here is an example:

Email #1 (Gain) - 1 Day After Initial Opt-In

SUBJECT: Did you see this?

SUBJECT: Yep, this actually works

SUBJECT: BOOM! That just happened...

Yesterday you requested my [insert lead magnet title/description here], and I just wanted to check back in a see if you had a chance to [read/watch] it yet.

More importantly, I wanted to make sure you saw this:

LINK TO TRIPWIRE SALES PAGE

If you're really serious about [insert topic/known desired end result], then this is the ideal first step.

Not only does it work, at only [insert price] it's the tiniest investment you can make and still have a realistic expectation of results.

So get it now while you can:

LINK TO TRIPWIRE SALES PAGE

This price won't be available much longer, so I would grab your copy now while it's still fresh in your mind.

Talk soon,
[Name]

Email #2 (Logic) - 2 Days After Initial Opt-In

SUBJECT: Call me crazy, but...

SUBJECT: Really...really!!

SUBJECT: Frankly I'm a little surprised

Call me crazy, but I'm a little surprised you still haven't taken me up on this:

LINK TO TRIPWIRE SALES PAGE

If you really want to [insert known desired end result] (and I'm guessing you do or you wouldn't have even visited my site), then this is the ideal first step.

Remember, not only will it get you [insert specific benefit provided by the tripwire here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

So DO IT NOW before it gets lost in the shuffle of life. ☺

Talk soon,
[Name]

Email #3 (Fear) - 3 Days After Initial Opt-In

SUBJECT: Last chance?

SUBJECT: Bad news

SUBJECT: You're about to miss out

OPTION 1: SCARCITY-BASED

Yep, this is pretty much your last chance to get [insert tripwire name] at this price:

LINK TO TRIPWIRE SALES PAGE

On [insert date] the [price is going up to \$XX -OR- offer is closing], so you better get it now, because chances are you won't see it again [at this price] for quite some time.

Good Luck,
[NAME]

P.S. Remember, not only will it get you [insert specific benefit provided by the tripwire here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

Get off the fence and get started NOW:

LINK TO TRIPWIRE SALES PAGE

OPTION 2: NO SCARCITY

This is it...I'm done talking to you about this:

LINK TO TRIPWIRE PAGE

For the last few days I've been encouraging you to get in while you can, but now time is up. After today, you won't hear me talking about it any longer.

So this is your last chance.

Get in now, or risk missing out completely:

LINK TO TRIPWIRE PAGE

All the best,
[YOUR NAME]

P.S. Remember, not only will it get you [insert specific benefit provided by the tripwire here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

Get off the fence and get started NOW:

LINK TO TRIPWIRE SALES PAGE

That is a great example of the Gain - Logic - Fear sequence and while you should be using it, it has to be mixed with highly valuable content emails and relationship emails in order to be effective.

Remember to always give more than you take!

5 Powerful Ways to Get Results From Your Emails.

- 1. Always use a catchy subject line.** Your first concern is that your subscribers open your email, so your subject line has to catch their attention. Remember, they may be getting 100 or more emails a day, give them a reason to open yours. Subjects like “I need to speak with you” or “OMG Really?” or “Did you see this”. Always use a catchy subject line.
- 2. Why?** - Always state upfront why you are emailing them. Keep it simple, yet powerful, pleasant and effective. Most people will scan your email looking for the “Why”. If they don’t find it, they are leaving.
- 3. WIIFM!** This is an acronym that you should have in the back of your mind overtime you are creating any content. Your readers number one concern is always **WIIFM. Whats In It For Me?** This goes hand in hand with the “Why?”. Your reader is going to scan your email looking for **WIIFM**. Be sure to give it to them early and often. “Hey, John here, Today I have an amazing gift for you”. **BAM!** The “why?” and the **WIIFM** are covered immediately. Your reader knows exactly why you emailed them and whats in it for them.
- 4. Format** - Your email needs to be easy to read! Use short sentences and paragraphs. Include bullet points when possible. Include 3 links in different locations. Always use a P.S. and include a link there.

5. Spell Check! - This should go without saying, but I get emails everyday with incorrectly spelled words. It is just unprofessional and speaks volumes about your attention to detail. Always spell check!

I hope that you found this section on writing emails useful. I could literally write a whole book just on this one topic, but I have included some really valuable information that you can use to help you make money online.

Let's move on to step number 7... Driving Traffic.

Step 7. Driving Traffic to Your Opt-in Page!

Basically, there are really only two ways to get traffic to your opt in...

- 1. Free Traffic.**
- 2. Paid Traffic.**

First let's cover free traffic.

Free Traffic

Free traffic can be some of the best traffic that you can get for building an email list, but it takes a lot of time and a lot of content to develop.

“How does it work?”

Basically you create a lot of valuable content on your website or blog and people find that content. They like that content and they want to hear what else you have to say!

They begin to like you and your content and your style, so they sign up to your opt in on your website.

This is the best subscriber that you can get. They like you. They trust you, and they want to hear more from you. That plays perfectly into an email campaign where you will provide them with more great content and occasionally offer them something valuable which they can purchase.

Also, be sure to promote your content via social media.

At the very least, you should be actively promoting on Facebook and twitter, and don't get discouraged. It takes time.

Growing your online presence is like the proverbial snowball. It starts small but if you just keep it rolling it will eventually grow to be enormous!

The whole key to this process is great content.

You can't just offer your subscriber things to purchase. You must provide lots of valuable content that they can use.

You must always give more than you take, or you will... and should lose your subscriber.

The lesson that you need to learn here is that you don't succeed at something by trying to make money.

You succeed at something by trying to succeed at that thing... and money will follow. Internet marketing is no different.

My goal in Internet Marketing is to provide people with top quality, valuable content.

That is why I am successful! I make a lot of money because I achieve my goal.

You need to step back and be able to "see the forest through the trees".

If your only goal is to make money online... you will fail!

You need to have a goal to help people to find the quality, valuable information that they seek. Only then will you make money online!

So... We've established that the best subscribers that you can get are from free traffic, but it takes a lot of work and a lot of time to get them. That leads us to the second way to drive traffic to our opt in for building an email list... Paid traffic.

Paid Traffic

First of all, let me say that I don't like the term "paid traffic". While it is true that you have to pay for it, it is more of an investment, because the whole idea here is that you are investing in a subscriber for the opportunity to provide them with valuable content and occasionally sell them a valuable product... **OVER THEIR ENTIRE LIFETIME!**

Do you see my point? You pay once for a subscriber, but if you treat them right and provide them with a valuable resource, you can sell them things that will benefit them for the rest of their life! That is why I like to refer to paid traffic as... **"Investment Traffic"**

Okay, I can hear you saying..."Alright already, just tell us how to GET "investment traffic!"

There are a number of ways that you can get investment traffic for building an email list, but for this report, I am going to cover the three that have worked best for me.

- 1. Solo Ads**
- 2. Facebook Ads**
- 3. PPC Ads**

First, let's talk about solo ads.

What is a solo ad?

A solo ad is something that you can purchase from someone that has a large list in the niche that you're interested in and can be used for building an email list.

Let's say that you want subscribers in the internet marketing niche. You come to me and say, "I will pay you a dollar per click to send people from your list to my opt in." I agree and I send an email to my list with your offer, and if they like your offer, they click the link to your opt-in and sign up for your list.

I know what you're thinking... "Why would they buy something from me when they have probably already been offered the same thing from you."

It comes down to a rule that we learned in a college marketing course... Yes, it's a little fuzzy after all these years, but rules always ring true.

The "Rule of Seven".

The Rule of Seven is a marketing term which dictates that the average prospect needs to see and hear a marketing message at LEAST seven times before making the decision to purchase... So, by sharing subscribers on a list, you are actually increasing your odds that they will buy from you.

If you are interested in building an email list quickly, solo ads are probably your best bet. Keep in mind that they are expensive. You are going to pay anywhere from \$.70 to \$1.20 a click,

but when you factor in what the subscriber is worth over a period of time, solo ads make sense.

Where can I find Solo Ads for Building an Email List?

Solo ads are readily available online. A simple Google search will produce a number of outlets for solo ads.

I have used Clickonomy.com among others and have found them to be very useful. Clickonomy.com is a very user friendly platform where you can see the profile of the sellers as well as the reviews of each seller in each particular niche, and exactly what they charge per click.

There are many Solo Ad providers online.

A simple Google search will reveal the best.

Well, we've covered solo ads, let's move on to my next favorite place to drive traffic to my opt ins... Facebook.

Facebook Ads for Building an Email List

First let me say that I LOVE Facebook ads! Similar to solo ads, they are expensive, but they are very easy to implement, and you can start with a small budget, if you wish.

The key to succeeding with Facebook ads for building an email list is targeting. The tools in Facebook will let you whittle down your target audience to really focus on a particular segment.

Here are some tips to get the most out of your Facebook Ads...

- Use keywords that your audience will “like”.
- Target public figures and authors in your niche.
- Target large brands and competitors that are well established.

Yes, Facebook will send your ads to people who “like” your competitors. How powerful is that? If you are Pepsi, You can send an ad only to people that have “liked” Coke... Wow!

I have only begun to tap the resource that is Facebook. If you are focused on building an email list in this day and age, you need to have a strategy for advertising on Facebook.

PPC Ads

PPC stands for Pay Per Click. In other words, you pay overtime someone clicks on your ad. The most well known platform for PPC is Google Adwords. It is also the most expensive, which is why I don't use it.

My Favorite platform for PPC is 50onRed.com. You bid for the keywords in your niche and 50onRed will show your ad across their network on those keywords. I have niches where I can get clicks for a penny and sometimes less!

The initial deposit with 50onRed is \$500, so it costs more to get started than Facebook, but your cost per subscriber can be as little as a penny!

50on Red also will assign a sales rep to your account to help with conversions at no cost to you. Go to 50onRed.com and look around to see if it is for you.

Conclusion - If you put the information contained in this report to use, you can be making money online in your first month. When I started my online business, I used these exact methods and made \$165 my very first week! I'll never forget when I received that check from Clickbank. What an awesome feeling!

Now I average more than that in a day!

Please understand that this is not a get rich quick plan. Frankly, there is no such thing. You need to treat your online business as a "real" business or you will never succeed. It requires hard work and smart decisions, just like any other business.

I hope that you've learned a lot from the content in this ebook. I trust that you've found it valuable and relevant.

If you have any questions, you can email me at john@jvanderlaan.com.

Please join me on Facebook at facebook.com/jvanderlaandotcom

Please follow me on Twitter at twitter.com/LivWellBalanced.

You can follow my blogs at www.jvanderlaan.com

I'll leave you with this thought...

Do you know the difference between those of us that are successful and those that are not?

Those of us that are successful take ACTION!
Don't just think about making money online... Take ACTION!