



Take Control

The Passive Income Internet Business
Start-Up Guide

By Andrew Fling
A Storehouse*Builder.com* Resource

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Congratulations

Congratulations on your decision to take control of your financial future!

This eBook is designed to help you begin building a passive income website that will allow you to experience financial freedom like never before. However, before you can begin enjoying years of working less and earning more, you will need to put forth a strong initial effort. Roll up your sleeves, and let's get to work.

Legal Disclaimer

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Table of Contents

Week 1: Defining Your Product

Week 2: Developing Your Business Plan

Week 3: Choosing an Effective Passive Income Business Model

Week 4: Identifying Powerful Keywords

Week 5: How to Choose an Unforgettable Domain Name

Week 6: Website Design Elements You Don't Want to Be Without

Week 7: AdSense, Affiliate and Membership Website Resources

Week 8: Attracting Target Market Traffic



Week 1: Defining Your Product

Your journey will begin by defining the products that you will offer on your new website.

Internet based businesses offer 3 different types of products:

- 1) Information
- 2) Digital Products
- 3) Affiliate Products

Information

If you are interested in sharing what you know with others, your role will be to create high quality content. You will need to develop well crafted content has a message. It should be focused, and have a goal to accomplish. Before your start writing, ask yourself these questions:

- Who is my target audience?
- What is the problem?
- What is the solution?
- How will my solution be better than the one my competition offers?

Remember, never sacrifice your visitors experience for search engine rankings. Search engines are not your target market. Your primary purpose should be to convert visitors into customers, or in the case of free resource websites, visitors that are so delighted by what they found that they refer your website to a friend.

Digital Products

If your talents lend themselves to creating digital products, you might consider developing eBooks, podcasts, printable resources, desktop screen savers or mp3 music recordings. You can offer them for purchase, or as freebies. If you don't want to offer your entire collection of resources as freebies, you should include at least a few. Free products have the potential to supercharge your marketing efforts, and quickly send your site to the top of the search engine results.

Be creative. Think quality. Every product/service you offer should represent your online business well. Free products don't have to have as many features, though they should always represent the kind of quality that customers can expect from you.

Affiliate Products

If you would enjoy a much more intensive sales/marketing focused business, you could establish a relationship with merchants to help them sell their products. Instead of being a product producer, you will be a product promoter.

You may have an affiliate product or two in mind already. Spend some time with it. If you like it, you will have an easier time selling it to other people. If they like it, they will trust you to recommend other products in the future.

Homework

Answer the following question.

What type of products will you offer?



Week 2: Developing Your Business Plan

This week you will work to develop your business plan. With a well thought out business plan you will be well on your way to building a successful online business. With a poorly designed plan, or no plan at all, you may be finished before you even begin. This weeks effort will be focused on developing your business plan.

Your plan should include:

- 1) Your Market
- 2) Your Solution
- 3) Your Traffic
- 4) Backend Sales

Homework

Read each article listed below, and then answer the following questions. Your answers will form the basis of your business plan.

[Developing a Business Plan | Your Market](#)

[Developing a Business Plan | Your Solution](#)

[Developing a Business Plan | Your Traffic](#)

(For AdSense websites including products/services for additional revenue.)

[Developing a Business Plan | Back-End Sales](#)

(For AdSense websites including products/services for additional revenue.)

Will my business provide a much needed solution? What is it?

Does my target market have disposable income to spend on solutions? Who are they?

Who is my competition?

Is my market hot or cold? Why?

Can I offer something that my competition does not? What is it?

Will the internet reach my target market? Why?

How will I build relationships with target market visitors?

How will I maximize the lifetime value of each customer that visits my website?



Week 3: Choosing an Effective Passive Income Business Model

StorehouseBuilder lays the groundwork for 3 types of passive income websites:

- 1) Advertiser-Supported Content-Based Website
- 2) Affiliate Product/Service Website
- 3) Subscription Membership Website

All three business models represent a plan for success. This week you will decide which business model interests you the most, and is best suited for your product.

Advertiser-Supported Content-Based Website

AdSense websites are advertiser-driven content-based information resources. As an owner of an ad-supported website you would be responsible for identifying a target market, creating quality content, strategically placing AdSense ads for maximum visibility, and driving traffic to your website.

Google's AdSense program will automatically deliver the perfect ads to your website from a network of thousands of advertisers. The ads will be so well targeted to your content that visitors interested in your content will also be interested in your ads. Income is generated each time a visitor views or clicks on an ad.

After a strong initial investment, AdSense website owners may scale back their time commitment to the occasional addition of new content and answering email.

Affiliate Product and Service Website

Affiliate websites are ideal for individuals that enjoy a much more intensive sales/marketing focused business. You would be responsible for identifying a target market, forming relationships with companies offering affiliate programs, promoting their products and services, and collecting commissions. Commissions are paid to referring websites when the customer takes the desired action, typically a sale.

After a strong initial investment, affiliate website owners may scale back their time commitment to creating newsletters, evaluating the success of current products/services, reviewing new products/services, maintaining marketing efforts, and occasionally creating new content.

Subscription Membership Website

Membership websites are typically content-based information resources. The content is offered to subscribing members for a fee. You would be responsible for identifying a target market, creating quality content, maintaining a membership payment system, responding to the needs of your members, and driving traffic to your website.

After a strong initial investment, membership website owners may scale back their time commitment to creating "Tip of the Week" newsletters, maintaining marketing efforts, and the occasional addition of new content.

Homework

Answer the following question.

Which passive income business model will your website follow?



Week 4: Identifying Powerful Keywords

This week you will select the keywords that will drive search engine traffic to your website. Before you even begin to develop content for your website, you should identify which keyword phrases will attract the most visitor traffic. Once you have identified a possible set of keyword phrases, you can put them to the test with WordTracker's free keyword tool. The purpose of this tool is to discover which keyword phrases are more frequently used in a natural search.

Homework

Read the article, *How to Drive Traffic to Your Website* (specifically the section on keywords), and begin to research your keywords and keyword phrases.

Read [How to Drive Traffic to Your Website](#)

Make a list of keywords that you feel best describe your product/service:

Visit [WordTracker.com](#) to test your keywords with their free keyword tool. List the high traffic keywords/keyword phrases suggested by WordTracker.

Narrow your list by entering your keyword phrases into Google's search box. In the upper right side of the search results page, Google will tell you how many competing pages there are for your chosen keyword/keyword phrase.

Example: Results **1 - 10** of about **1,550,000** for **free printable sheet music**

Keyword phrases with reasonably high traffic and fewer competing pages are the best choices for new websites. When your website is more established, you can revise your keyword phrases to include the keywords that draw the most traffic.



Week 5: How to Choose an Unforgettable Domain Name

This week you will choose a domain name. It is the first and most important step in building brand identity for your online business. It will effect how people think about, talk about, and navigate to your website. Choosing a domain name wisely will establish your brand before your visitor comes to your website for the very first time.

Homework

Read the article, *How to Choose an Unforgettable Domain Name*, and begin to consider a domain name that will represent your product effectively.

Read [How to Choose an Unforgettable Domain Name](#)

Make a list of your most important keywords. One or two of these words should be used in your domain name. The use of these words will help you establish your brand, and give people an idea of what you have to offer.

Make a list of domain name ideas.

Visit [GoDaddy.com](#) to check the availability of your domain name. If it is available, you should buy it before someone else does.

Your Domain Name: _____



Week 6: Website Design Elements You Don't Want to Be Without

This week you will be considering the four website design elements that will play an important role in the success of your website.

Your website is a gateway to your company. The design of your website will give potential customers and clients an impression of what your company offers the moment they see it. If you don't capture their attention quickly, they may look elsewhere to find what they need. To capture and hold your visitors attention your website should be designed in a way that reinforces your what you are all about, has a clear purpose, and has an architecture that helps people to navigate easily.

These elements will include:

- 1) Brand Identity
- 2) Color Pallet
- 3) Purpose
- 4) Architecture

Homework

Read the article, *Website Design Elements That You Don't Want to Be Without*, and then carefully consider the following questions. Your answers will dramatically effect visitor retention.

Read [Website Design Elements That You Don't Want to Be Without](#)

How will you build brand identity for your website?

Which competitor websites that have color pallets that intrigue you? If you can, describe why they could effectively communicate your brand.

What will the primary goals of your website be? Map out an effective layout for your homepage on a separate piece of paper.

What will the architecture of your website be? Define your website's architecture on a separate piece of paper.

Share these sketches with your website designer.



Week 7: AdSense, Affiliate and Membership Website Specific Resources

This week you will finalize the plans for your website. The following links will guide you to resources specific to your business model.

AdSense Websites

A significant challenge to new ad-supported website owners is knowing which ad units to choose, and where to place them for the best results. The first four articles will guide this part of your journey. The next article will help you keep your account open, and pressing onward toward the prize. The final two articles will help you compose content that will attract the most traffic.

Homework

Read these articles and answer the questions that follow.

- [How to Apply for a Google AdSense Account](#)
- [Google AdSense CTR | What Should I Expect?](#)
- [AdSense Channels | Vital Statistics for Increasing Profits](#)
- [Cracking the AdSense Code | Insider Secrets](#)
- [Google AdSense Mistakes for Beginners](#)
- [How to Write Content that Gets You Noticed](#)
- [How to Write Titles That Get Noticed](#)

Which ad units will you use?

Where will you position them first?

Affiliate Websites

Finding the right products is great, but if you don't know what to do with them you are sunk before you begin. The first two articles will help you find the perfect products. The next four articles will help you make them profitable.

Homework

Read these articles and answer the questions that follow.

- [How to Select Profitable Affiliate Products](#)
- [Where to Find Profitable Affiliate Products](#)
- [Building Your Opt-in Mailing List](#)
- [How to Write Content that Gets You Noticed](#)
- [How to Write Titles That Get Noticed](#)
- [How to Write Compelling Ad Copy](#)

How are your products relevant, profitable and worthy?

How will you promote your products?

Membership Websites

As a membership website owner it won't be enough to just produce great content. You will have to understand the mechanics of building and maintaining this machine. The first two articles will help you get set up. The last five will help you get things rolling in the direction you would like to see things go.

Homework

Read these articles and answer the questions that follow.

- [7 Winning Membership Website Models](#)
- [Collecting Subscription Membership Fees](#)
- [10 Secrets to Building Profitable Membership Websites](#)
- [Building Your Opt-in Mailing List](#)
- [10 Common Membership Website Mistakes](#)
- [How to Write Content that Gets You Noticed](#)
- [How to Write Titles That Get Noticed](#)

Homework

Which membership model seems most appropriate for your product?

What will you do to retain current members?

What will you do to attract new members?



Week 8: Attracting Target Market Traffic

Now that you have everything that you need to successfully launch your website, we will focus on off-site marketing. The final week of this course will be spent considering in-bound link building.

Link building is the most important off-site effort you will ever make toward building targeted visitor traffic to your website. Not only are you creating additional points of entry to your website, but you are telling search engines that there is something worth sharing on the other end of that link. If search engines believe that you have something worth sharing, they will want to share it too. The outcome is a higher placement in search engine results.

While each resource will not be effective for every website, the recommendations given represent the best resources and best practices for in-bound link building. Take the time to review the options, and then create a marketing campaign that will have the greatest potential, based on your website content and skills.

Homework

Read the following article, *How to Drive Traffic to Your Website*, and then commit to three in-bound link building strategies.

Read [How to Drive Traffic to Your Website](#)

Choose three in-bound link building strategies that you will use in your marketing campaign.

- 1) _____
- 2) _____
- 3) _____

Conclusion

I wish you the best, and will leave you with these three words:

Decide. Commit. Persevere.

These three words will guide you to your victory, or define your downfall. Decide what you want to achieve. Commit to a plan of action that will meet your goals. Persevere in a way that allows to overcome every obstacle in your path. At some point your plan of action may need to change. Some plans just don't work. Be creative. Figure out what will work and keep going.