

# **My Path to a Dependable Online Income**

## **7 Step Strategy**



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**Disclaimer**

## **Introduction**

***Welcome to the start of YOUR own dependable online income journey!***

I am guessing that you are reading this report because you haven't yet made any money online and you want to do so pretty desperately.

***You've done what you were told, yet nothing works... And it's maddening and demoralizing as hell.***

***What I'm sharing here is what I finally adopted for my business because it is not only practical, but it's **the most common method** used by successful people to get a steady flow of cash to their bank account.***

***Of course, it will take some work***, but it's not difficult... it just requires ***focus, determination, and persistence***.

***The rewards are well worth the effort, and they WILL come IF you implement the strategy outlined below.***

But first, there are two misconceptions you need to remove from your thinking:

1. People have been conditioned into believing that money will appear without work, and
2. That results will come overnight – Results will come, but only when you methodically implement the formula presented here and ***persist till you get results***.

**This formula is how most successful online marketers make the bulk of their earnings, **even though few of them reveal this because it doesn't fit what they are now selling.****

Below are the steps you need to take to make this work for ***YOU***.

## **Step 1 – Business Model & Niche**

First, I'm going to share with you the best business model to use to get started. And also, how to choose a niche to target.

Let's jump right in with the business model = **Affiliate Marketing.**

Affiliate marketing is the process of promoting other people's products and getting paid a commission for every sale you make.

Here are just a few reasons why this is such a great model to use:

- **No product research**
- **No product development**
- **No upfront costs**
- **No customer service**
- **No payment processing**
- **No shipping products**

The only thing you have to focus on is choosing good products and putting links to those products in front of people who might be interested in buying.

**When they do, you earn your commission.**



And the good news is that there are hundreds of affiliate programs you can join, many from companies you already know.

Amazon, eBay, Target, Godaddy, Shopify all have their own affiliate programs you can join.

**And there are thousands more out there too.**

### **How Does It Work?**

Once you join an affiliate program, you can then choose a product that you want to promote.

You'll then be given a unique link to use and that's the link you want to put in front of interested people. That's how your sales are tracked.

Each company has its own terms for how and when you get paid, so you'll need to check those before you commit to one.

But hopefully you can see just how easy and powerful this business model is.

### **Choosing A Niche**

A niche is simply a category of products.

Ideally, it's best if you start with just one niche until you get some experience under your belt.

*Some popular niches include:*

- Health & Fitness
- Make Money Online
- Dating
- Home & Garden
- Gaming
- Finance

But you're not limited to just those.

Almost any niche can be monetized through an affiliate program.

You might choose a niche because you are passionate about it, you find a good affiliate program to use or maybe you have a small interest in it.

The main thing is to pick just one for now and then move on to the next step.

## **Step 1 Homework**

So your homework for step 1 is to pick a niche you like the look of.

Then search for affiliate programs to join that have products in that niche.

Some popular affiliate networks you might want to look at are:

**ClickBank**

**CJ**

**Amazon**

**Shareasale**

Or you can head over to Google and type in “niche affiliate programs”. Just replace 'niche' with your chosen niche. Then go through the results and you should find plenty of programs to join.

## **Step 2 – List Building & Giveaway Product**

At this stage, you should now have a niche and some affiliate products to promote.

### **Congratulations!**

You've made the first step to making your first \$100 online.

The next step is to look at how to market your products to people who would be interested in buying.

**And to do that, we're going to use probably the most widely used strategy, email marketing.**



Email marketing is where we build an email list and send out emails to people who sign up to that list.

This is all 100% legal and ethical marketing. We are in no way sending out unsolicited (spam) emails.

### **How Does It Work?**

The way it works is you are going to give something valuable away for free, in return for someone giving you their email address.

You set up a simple web page online (*covered in a later section*) that gives away the free product and then send people to that page.

They enter their email address, get added to your list building software and get what they opted in for.

You then have their email address and can send more emails to them, promoting the same or other products in the niche.

**The reason I'm choosing email marketing is that it is an extremely effective way to sell digital products.**

You can contact your subscribers whenever you like. ***Thus, you effectively have traffic on demand.***

Please read the next paragraph carefully till you burn it into your brain. I emphasize this to **EVERYONE** in my audience.

**Your *list* and *a self-hosted website* are two assets YOU own.**

**Everything else that you use online you ‘rent’ from someone, and they can cut you off on a whim.**

No doubt you are familiar with some of the horror stories associated with algorithm changes, and having your account cancelled, that have destroyed people’s businesses overnight.

### **How To Find Products To Give Away**

You could create your own report to give away, and at some point, in the future you’ll want to do this.

But to earn your first \$100 online faster, there's an easier way to get started.

And it's to use Private Label Rights (PLR) products.

These products are already created, you simply need to purchase a license to use them. And typically, they cost just a few dollars.

The way to find them is to head over to Google and type in “niche PLR”. Obviously replace 'niche' with your chosen niche.

Then go through the results and you'll find websites dedicated to PLR products. Simply choose a product that comes with giveaway rights and that's the one to use for your own marketing funnel.

## **Step 2 Homework**

Your homework at this point is to follow the steps just mentioned and get a PLR product that you have the rights to give away.

## **Step 3 – Marketing Funnel**

You're now at the stage of needing a marketing funnel to give your product away.

*Don't worry, this isn't as complicated as it sounds!*

In fact, there is inexpensive software that you can use to build your marketing funnel for you.

You'll basically need 2 things:

- **Lead Capture Page (also known as a squeeze page)**
- **List Management Software**

You can use separate software for these but the easiest way to get started is to use one that does both.

Here are some great examples to use:

Aweber  
Getresponse  
Mailchimp

All those have built in lead capture pages and will also store your email list and you can use them to send emails too.

I have used **AWeber** exclusively for years, as they are reasonably priced, efficient, and provide 24/7 support which is so helpful, especially when you're starting out.

You can also Google "best autoresponder" too and find other alternatives to use.

### **What's A Lead Capture Page?**

This is the page you're going to send people to that has your free giveaway product.

They are usually very simple in design, will mostly just have a large headline with a benefit of what you're giving away and then a form for them to enter their name and email address.

Here is one of my high converting lead capture pages:

The screenshot shows a web browser window with a lead capture page. The page has a dark blue header with navigation links: 'ate Bliss', 'Customize', '0', '+ New', 'Edit Page', and 'Caching'. The main content area is white with a blue border. On the left, the title '5 Ways to Get Cash into Your Bank Account Within 48 Hours' is displayed in bold black text. Below the title is a list of five bullet points: 'Discover 5 ways to start earning money fast', 'Learn the step by step process to get started Now!', 'Get rid of nagging bills fast', 'Enjoy the freedom of being **YOUR OWN** boss!', and 'Download the PDF with all the details Now! =====>'. A blue link 'Edit This' is positioned below the list. On the right side, there is a section with a red border. It features the text '100% **Free** PDF' and 'Discover 5 Fast Cash Methods' in red. Below this are three bullet points: '\* Choose your preferred income method where YOU are the BOSS', '\* Start your side income now and get rid of nagging bills', and '\* Watch your bank account grow'. Underneath these points is the text 'Fill in the form Below:' followed by two input fields: 'Enter name...' and 'Enter email address...'. A large yellow button with a red shadow and the text 'Get Instant Access' is centered below the form. At the bottom right of the page, there is a small 'Privacy' link.

As mentioned, you don't have to design these from scratch. The software companies mentioned above have pre-made templates you can edit for your own use.

Once someone fills out the form, they will be taken to a page where they can download your PLR product.

**And more importantly, they will be added to your email list.**

### **Step 3 Homework**

Choose an autoresponder software (*a free trial is fine*) to use and set up your lead capture page.

## **Step 4 – Email Sequence**

### ***Now it's time to let automation take over!***

With the autoresponder software you have chosen, you have the ability to set up an email sequence that gets sent out automatically to everyone who signs up.

So basically, if they sign up on a Monday, they can get sent emails on Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday and as long as you set the email sequence up for.

Once set up, these emails get sent automatically without you touching a button.



### **What To Put In These Emails?**

The main purpose of the emails is to provide extra value about your chosen niche and to also include affiliate links to products you are promoting.

Adding value is really easy to do.

You could:

- Link to relevant YouTube videos
- Provide a list of tips
- Send out useful articles

- Link to popular podcast episodes
- Create product reviews

With each email, you just need to provide value but also include your affiliate links.

By doing it that way, people will see you're trying to help and won't mind (*or know*) that you're including affiliate links.

### **Step 4 Homework**

Create and schedule at least 7 emails in your autoresponder. Set them to go out once per day.

***Don't forget to add your affiliate links to products you're promoting!***

## **Step 5 – Social Media Traffic**

At this stage, your marketing funnel is ready, and you should have at least 7 emails scheduled in your autoresponder.

So, it's now time to start getting people to your lead capture page.

The best way to do this for free, is to use the power of social media.

Sites like Facebook, YouTube, Instagram, LinkedIn and TikTok have millions of daily visitors for you to take advantage of.



You just need to create niche relevant content, add it to your platform(s) of choice and link directly to your lead capture page.

All platforms allow you to do this in different ways. Some let you add a link to your bio, whereas others allow you to put them directly in the description.

### **Best Way To Start?**

Choose one platform.

**Add new content on a regular basis, ideally at least once per day.**

If you like creating videos, then use TikTok, YouTube Shorts, Facebook Reels and Instagram Reels.

Those are hot right now.

Prefer to write?

Then add content onto your profile or even create your own Facebook Group about your niche.

Then go and request other people as friends, who are showing a clear interest in the same niche.

You can link to your lead capture page in the comments of your Facebook posts (otherwise they will limit the reach, if you add links in the posts themselves).

Keep adding useful content as often as you can.

### **Step 5 Homework**

Choose one social media platform.

Add content regularly to that platform, build your audience and put your lead capture page link where the platform allows.

### ***Unannounced Bonus:***

In response to inquiries from my audience, I put together a report about how to get free traffic from Facebook. It's currently selling for \$27 but it's yours FREE as a thank you for joining my list.

**Get your FREE copy [HERE](#).**

## **Step 6 – Paid Ads**

If you're someone who is time poor but has some spare cash, then you might want to choose paid ads instead of social media.

**While these will obviously cost you money, they will likely get people into your marketing funnel a whole lot faster.**

With paid ads, you're simply stating the benefits of the product you're giving away for free and linking to your lead capture page.

**You can get people to that page literally starting today with paid ads.**

Some popular platforms to use would be:

Google Adwords

Facebook Ads

Bing Ads

Or you might want to head over to Google and type in “niche media advertising” or “niche paid advertising”. Obviously, replace 'niche' with your chosen niche.

Go through the results and see if there are any options that would suit your niche.

The main thing with paid ads is you'll need some sort of tracking in place. That way you can see which platforms perform best and give you the most leads into your marketing funnel.

Most will allow you to add some code to your product download page, which will track your opt-in rate.

## ***My Preferred Paid Ads Option is Solo Ads.***

Solo Ads are dedicated emails sent on your behalf by a marketer who owns a large list.

Solo ads are especially effective in the make money online niche. But they are effective in other niches as well.

**I have used solo ads from [UDIMI](#) exclusively to grow my list for quite a while now. This way you grow your list as fast as your budget allows.**

Once you find a platform that works for you, so you make a profit or at least break even, your advertising is basically free. You then can scale your business to whatever level you desire, AND as fast as you want.

### **Step 6 Homework**

Take a look at the various paid advertising platforms and decide if one matches your budget.

If it does, then set up an ad campaign and put it live. **Be sure to set a comfortable daily budget, so that you can always keep within your comfort level.**

## **Step 7 – Scale & Repeat**

**If you've implemented the last 6 steps, then you now have your marketing system set up.**

If you haven't completed all the steps, don't worry, ***making money online is a marathon not a sprint.***

Just take your time to understand each step but be sure to also implement them as you go along.

### **So What's Next?**

Well, you now have a few options.

If you have started building your list and maybe even had a sale or two, then you can focus on driving more people to your lead capture page.

So create more content or ads and get them out there.

Or now that you know what to do, you might also decide to enter a brand new niche and repeat everything you have learned.

**This model works in almost any niche...**

***So, the sky really is the limit for you right now.***

## Summary

I hope you have learned a lot from this report.

The business model you learned can literally make you 6 or even 7 figures once you implement it.

In a nutshell, drive people to your lead capture page, build your email list, send out emails to your list with affiliate links to products you're promoting.

***As simple as that sounds, it's deadly effective, and as such, it's the base for a hugely profitable and life changing business.***



**You owe it to yourself and your family to go make it happen :)**

Thanks for reading!

*Juan Rademacher*

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