

# **10-Steps to Online e-Bucks**

A practical guide for gaining geographic, financial, and time freedom through an automated & scalable online business you can operate from anywhere in the world.

**By Robert J. Russo, Jr**

**Alpha Affiliates**

An Alpha Group Enterprises LLC Company

# Introduction

Congratulations! You've taken the first step and decided you want to start making money online and live the "Laptop Lifestyle". Or maybe you've been trying for some time, and haven't had much success. Well, whether the goal is to quit the 9-5 or just earn some extra income on the side, you're going to need to have the proper systems and tools in place in order to achieve success. Once set up, however, you'll be well on your way to a passive, run from anywhere, fully scalable online business. So let's get right to it with our 10 step checklist, from deciding what products to sell, setting up your landing pages and email campaigns, to tracking, optimizing, and running ads.

## **Step 1 - Decide What To Sell**

The first step is to decide what you will be selling. Generally, you'll have two options:

1. **Create Your Own Product Offering** - This can be the more profitable route, as you will get to retain 100% of the profits earned from your sales. However, putting together your own product offering can take time to develop, and once developed it will take even more time to get traffic. So when starting out, it could be better for you to start with selling an existing product.
2. **Sell a product created by someone else (Affiliate Marketing)** - When you're just starting out, or you're unsure what to sell, getting your feet wet by selling someone else's product can be an attractive strategy. Affiliate Marketing, as its called, can be a highly lucrative venture, if done correctly. Vendors have spent the time and resources to develop their own product, and you sign up to give them a hand in distributing the product to the masses. You receive an Affiliate Link, a unique URL you can share with your customers that tracks and credits your account for each sale.

## **Step 2 - Create a Free Giveaway (e-Book Giveaway)**

Everyone loves Free (like this e-Book), and developing a good free giveaway to introduce your prospective customers to you is a great way to

start the relationship, build trust, and get them to like you. Importantly, it also gets your potential customers willing to provide their contact information for your email list. Many internet marketers swear by their e-mail list, as email is still one of the best, and most cost effective ways to market today. More on that later.

### **Step 3 - Build Your Funnel**

So you've got the product you want to offer, you've got your free giveaway, now it's time to build your Funnel. A sales funnel (or marketing funnel, purchasing funnel, etc) is the buying process a business takes a customer through, from their first interaction, to the time the actual sale is completed and they become a customer. Many types of funnels exist, but in its most basic sense it has four (4) components: **Awareness, Interaction, Interest, Action.**

**Awareness:** Your prospective customer learns about your existence, either through an Ad you've placed, a social media post, referral from a friend or colleague, or some other source.

**Interaction:** The customer now interacts with your company/brand, this could be a visit to your website, one of your social media pages, or a number of other interactions

**Interest:** After interacting with your brand, the prospect likes what he sees, and is starting to get interested.

**Action:** The prospect has made it to the bottom of the funnel, and they're ready to take action. They purchase your product, sign up for your newsletter, download your free offer, etc.

One of the most important components of your funnel is your landing page. This can be built using a website builder (Weebly, Squarespace, Wordpress, to name a few), or sometimes using an email marketing program (Mailchimp, AWeber, GetResponse, etc), and it's where prospects learn about your company and product or service for the first time, is typically offered to join your mailing list (and is enticed into getting your free offer), and moves down along the funnel.

## **Step 4 - Set Up an Email List**

Next is building and growing your mailing list. As you're driving traffic to your landing page organically through social media and purchased through digital PPC advertising, and you have your free offer set up, you're going to begin collecting emails of your prospects and building your mailing list. As you get more advanced, you'll have multiple funnels and landing pages for different target markets, offers, or niches. These emails collected will automatically go into your email manager of choice, and you can begin to sort them by the type of offer they responded to or their niche. This will help when choosing marketing more products, as you'll have a better idea what type of offers will be attractive to your audience.

Another powerful tool with your email list is an auto-responder. This allows your prospects to be automatically sent pre-written emails, including a thank you/welcome email when they first sign up, a follow-up email the next day to provide another offer, another email two days later to follow-up and provide another offer, etc. You can really get creative and a lot of the autoresponders have features for a variety of events that your prospect may be experiencing.

## **Step 5 - Embedded Tracking Codes**

Tracking codes are powerful little pieces of code that are placed on your website/landing page that give Google & Facebook the ability to monitor your prospective customers behaviors as they view your site. They can tell you things like how many views your site is getting, the geographic location of your users, the amount of time they're staying on the site, where the traffic is coming from, and much more. For Google you'll want to download the Google Analytics App, and for Facebook you'll need a Facebook Pixel, found within Facebook Business Manager. Many Email programs offer tracking automatically, otherwise you can always google Facebook Pixel and Google Analytics set up and find a guide pretty easily online.

The Facebook Pixel and Google Analytics code also become powerful later on when you want to create specific types of Ads to target your audience. If a prospect visits your page, but doesn't buy, for example, you'll have the ability to create what's called a "Retargeting" Ad, where Facebook will display your Ad specifically to an

audience that has visited your page but didn't buy. This is a very powerful tool, as it's well known that purchases generally happen the more interactions with your brand and customer experiences. It can thus increase conversions, and ultimately drive sales.

### **Step 6 - Set Up A Facebook FanPage**

Facebook is one of the most powerful Marketing tools online today. With hundreds of millions of users and the amount of data Facebook users voluntarily provide, you can understand why. This is why it is essential to set up and maintain a Facebook Fan Page (Its free and you can create as many as you'd like). You'll be able to tell the Facebook community about your product/service, post content to drive engagement and views to your offers, and run ads using powerful audience targeting tools.

### **Step 7 - Set Up an Instagram & Twitter**

Setting up Instagram & Twitter pages for your business are also important steps. With Instagram being owned by Facebook and having such huge popularity, it's one of the most popular places to get your message out and grow followers and ultimately sales today. Create a business profile on Instagram and Twitter handle, and begin posting and growing your following and engagements. Be sure to have a link to your landing page in your Bio and reference it fairly often.

### **Step 8 - Run Ads Through Facebook, Instagram, & Google**

Online advertising generally comes two ways, Organic and Paid. You can grow organically, by following the steps in 6 and 7 above to build your following, posting content, interacting with other users, and getting your message out. The other way is through Ads. Facebook, Instagram, and Google Ads are some of the most powerful ways to drive traffic, grow your audience, and ultimately increase sales. Facebook and Instagram especially, you can target audiences using all of the data the platform's users voluntarily enter into the site. You can choose to show your Ads to only Females in California, Men in Florida, people with children, who like Baseball or Jewellery, by Age range, and the list goes on and on and is virtually endless. Get on the Ads platforms and start exploring all the different options. I will, however, recommend to be careful and start slow. You can waste a lot of money on Ads if you don't know what you're doing. You may even want to outsource your Ad work to a professional. They can usually

provide stronger results, and it frees up your time to focus on the other steps in the process. If you want help setting up and managing your social media and digital marketing, [click here](#).

## **Step 9 - Monitor Results**

By this point, you've decided what to sell, created your free giveaway, build your funnel and landing pages, set up your email with autoresponders, placed the appropriate tracking codes on all your sites, created all of your social media accounts, and have begun running ads. You're all set up and now it's time to driving traffic to your site, monitor the results using all of the powerful tools you've created, and (fingers crossed) start making sales.

## **Step 10 - Repeat, Optimize & Scale**

Your online business is never complete. You'll want to continue to test different strategies, tweak and fine tune your funnel and messaging, learn and try new things, and continually strive to improve. As your email list starts to grow, your ads and organic marketing begin to take hold, and sales start coming in, you'll want to scale up, increase ad spend, create new offers, new funnels, and onward and upward. I can't make any guarantees, but it's not unheard of to make tens of thousands, hundreds of thousands, and even millions using these very strategies. The more you learn and the more you apply yourself, the more you will grow and the more success will accrue.

Building and growing an online business can be fun and exciting, and the geographic, time, and financial freedom that's possible is arguably unmatched in any other industry. As you begin your journey, I wish you much success, and if you ever have any questions, concerns, or just want to say hey, feel free to reach out at the below channels.

**Don't miss the Important Resources on the next page....**

## Tools you NEED to get started (Click and Download them NOW)

[GetResponse](#) - Probably the most powerful Email Marketing platform out there. Create and monitor your entire email marketing campaign, auto-responders, landing pages, and much more to support your success. If you get it today, you get a [30-day free trial](#), and it's very affordable after that. [Click here](#) to sign up now.

[ClickFunnels](#) - Clickfunnels is a Software as a Service specifically designed for building sales funnels of all kinds in a super easy to use layout. I highly recommend if you're going to build your first funnel, build it with [ClickFunnels](#). They also have a bunch of additional valuable internet marketing related products that you should totally check out. [Click here](#) to get a FREE 14-Day Trial. If you want an even more special offer from Clickfunnels sponsored by Grant Cardone, check out this link [HERE](#)

On our Social Media ([Facebook](#), [Instagram](#), & [Twitter](#)), we share fun strategies, tactics, & offers for growing & scaling your online business.

### Like, Follow & Share with us on Social Media!

Facebook: [@AlphaAffiliates](#)

Instagram: [@AlphaAffiliates](#)

Twitter: [@AlphaAffiliates](#)

And feel free if you ever have any questions or concerns, or need help implementing anything, feel free to send us a DM on Instagram, or a message on Facebook Messenger! We'd be happy to assist.

To Your Success,

**Robert J. Russo, Jr.**

**Founder, CEO**

**Alpha Affiliates**

An Alpha Group Enterprises LLC Company