



Presented by
MyNAMS Insiders Club



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Table of Contents

Copyright Notice	1
Table of Contents	4
To Achieve the \$100 StartUP:	5
Bootstrap Your Business In 30 Days.....	5
Good Business Strategy and Planning to Keep Your Costs Low	5
Information Marketing:	6
Sell Services Online:	6
E-Commerce Sites:	7
Affiliate Marketing:	7
Cost Per Action (CPA) Business Model:.....	8
Think about your skill set:	8
Building Your Online Business on a Budget	8
Fixed, Recurring and Invisible costs	9
Popular Tools for Building Your Business on a Tight Budget.....	9
Domain Name:	10
Website hosting:	10
Blogging platforms:	11
E-Commerce Solutions:.....	11
Business Directories:	12
Strategies to Keep Your Online Business Running on a Budget.....	12
Maximize Your Profitability	13
Keep Your Day Job and/or Partner Up	13
Barter Instead of Paying for Goods and Services.....	13
Take on an Investor	13
Develop a Win-Win Intern Relationship	13
Develop a Thrifty Mindset	14
Save Money on Invoicing and Bookkeeping	14
Budget Marketing Solutions	14
Harness the Power of Online Reviews	14
Start a Blog	14
Go Social.....	14
Join Forums and Chat Rooms.....	15
Get on HelpAReporter.com	15
Give a Testimonial	15
Hit the Question and Answer Sites	15
Conclusion – Create Your Action Plan	15

To Achieve the \$100 StartUP:

Bootstrap Your Business In 30 Days

- ✓ The objective is to plan, start and maintain an online business within the limits of a strict budget
- ✓ Businesses want to reach as many prospects as possible

- ✓ 3 Billion+ people have Internet access (Aug. 2015)
- ✓ Population is growing and technology makes Internet access easier
- ✓ Technological advancements make it inexpensive to contact your target

- ✓ Two of the largest Internet businesses were started with little money
 - Amazon
 - Google

- ✓ Tracking marketing and sales has never been easier
- ✓ Find the perfect way to present your product or service
- ✓ Quickly and easily test promotions or products & services

Good Business Strategy and Planning to Keep Your Costs Low

- ✓ Smart strategy is essential for any online business
- ✓ Consider simplicity, technology and tools
- ✓ Planning allows for finding value

- ✓ Test the marketplace by googling your product or service to see what results come up
 - Advertisements?
 - Lots of results?
 - Results with quotation marks?

Information Marketing:

- ✓ eBooks, reports, downloadable courses
- ✓ Simple & budget-friendly

- ✓ Benefits of information marketing include:
 - Developing a reputation as an expert
 - Little start-up cost
 - Have affiliates sell for you
 - Up-sell
 - Build a list

- ✓ Negatives of information marketing include:
 - You can't charge too much
 - Customer service issues
 - Competition

- ✓ You can also sell media downloads, such as:
 - Podcasts
 - Interviews
 - Videos
 - Movies

- ✓ It's easier to store and transfer text content
 - Media downloads pros/cons are the same
 - But transferring media is more expensive
 - Also higher possibility of problems

Sell Services Online:

- ✓ You can sell services online and don't need a website
- ✓ Benefits of these sites are
 - Free
 - Instant start-up
 - Fast global reach
- ✓ Negatives of using other sites to sell include:
 - Lack of control
 - Inability to tackle poor reviews

- Lots of competition

E-Commerce Sites:

- ✓ E-Commerce & store-based sites have links to physical items
- ✓ You will need a variety of skills, such as:
 - Knowledge of e-commerce solutions
 - Web/Graphic design
 - Copywriting
- ✓ You need to make sure your supply chain is effective
- ✓ You need to understand the logistics
- ✓ More expensive to set up, run and maintain
- ✓ You are able to sell your own physical products
- ✓ Online store software packages can help
- ✓ Easy scale up
- ✓ You can sell someone else's goods
- ✓ You are in total control
- ✓ More of a 'hands-on' business
- ✓ You can set up a simple or intricate website to sell your own products
- ✓ Entry to market can be low or high
- ✓ You will need content written and management systems in place

Affiliate Marketing:

- ✓ Affiliate marketing is the easiest way to get started online
- ✓ Probably the least expensive option
- ✓ Start with minimal skills
- ✓ Send traffic to someone else and get commission when they make a purchase
- ✓ You don't need a site, but it's advisable to have one
- ✓ Establishing an online presence and marketing will help make more sales
- ✓ You will be given a specific URL
- ✓ Software recognizes your specific link

- ✓ If a sale is made, you receive a pre-set commission

- ✓ Advantages of affiliate marketing include:
 - Quick start
 - You don't need your own website, product or service
 - The company handles issues

- ✓ Negatives of affiliate marketing include:
 - You are not in control of the company
 - The company can cancel your affiliation at any time
 - You are at their mercy to act fairly

Cost Per Action (CPA) Business Model:

- ✓ With CPA you get paid each time a visitor performs a certain action
- ✓ Companies figure out how much they're happy to pay for each prospect
- ✓ CPA entails the same pros and cons as affiliate marketing
- ✓ Once you have a web business running, you can benefit from advertising
- ✓ You have to show advertisers you get lots of traffic
- ✓ Most companies will provide their own designs
- ✓ You don't have to worry about customer service problems
- ✓ It's easy to find advertisers when you have a good stream of traffic
- ✓ You are in control

Think about your skill set:

- What do you like to do?
 - What are you good at?
 - What can you outsource/handle yourself?
-
- ✓ Match your mindset and skills to your business type to avoid frustration
 - ✓ Also look at your business goals
 - ✓ Take into account the pros and cons of each type

Building Your Online Business on a Budget

- ✓ You don't need to spend lots of money on unnecessary services
- ✓ You will have start-up investments and continuous operational costs

Fixed, Recurring and Invisible costs

- ✓ Fixed costs include:
 - Software
 - Web design
 - Computer
- ✓ Recurring costs include:
 - Domain name registration
 - Web hosting
 - Site maintenance
- ✓ Hidden costs include:
 - Time
 - Rent/Mortgage
 - Web access
- ✓ Not every business requires all costs
- ✓ A micro shoestring might include:
 - Domain name registration
 - Web hosting
 - Wordpress blog
 - Paypal integration
- ✓ The beauty of an online business is scalability
- ✓ Do your due diligence before making investments

Popular Tools for Building Your Business on a Tight Budget

- ✓ Take a look at the model you have chosen

- ✓ Study typical costs covered in the last module
- ✓ This will give you a range
- ✓ Focus on service providers that are:
 - Reliable
 - Efficient
 - Budget Friendly

- ✓ Many large internet marketers still use budget friendly options as they work well
- ✓ Remember, you have made a business plan and a budget. Stick to it.
- ✓ Go back through previous modules to reinforce the action steps you took
- ✓ Focus on necessary elements

Domain Name:

- ✓ Think of your domain name as your home address
- ✓ Smart practices include:
 - Register a .com name
 - Keep it to three words or less
 - Make sure it's descriptive
- ✓ Examples of domain registration sites:
 - GoDaddy.com
 - Domain.com
 - Name.com
 - Register.com
 - WIX.com
 - Namecheap.com

Website hosting:

- ✓ Your hosting provider is where your business is located
- ✓ This is where people are sent
- ✓ Often you can purchase your hosting and domain name at the same time
 - SimpleNicheDomains.com
 - Ehost.com
 - iPage.com
 - Bluehost.com
 - HostClear.com

- IdeaHost.com
 - HostGator.com
 - FatCow.com
 - WebHostingHub.com
-
- ✓ Do your due diligence first
 - ✓ Read reviews and recommendations
 - ✓ You may want to pay a bit more for reliability

Blogging platforms:

- ✓ You can launch your business on a free blogging platform
- ✓ You won't have as much control
- ✓ You're also limited in design options
- ✓ Examples of free platforms:
 - WordPress.com
 - DoodleKit.com
 - Moonfruit.com
 - Webstarts.com
 - Blogger.com
 - Tumblr.com
 - Medium.com
 - Weebly.com
 - WIX.com
 - WordPress.org (thousands of free themes available)
 - SquareSpace.com
 - Jimdo.com
 - IMCreator.com
 - One.com
 - 1and1.com

E-Commerce Solutions:

- ✓ E-commerce solutions allow you to have a shopping cart on your site
- ✓ People may have to leave to pay, but will be redirected back
- ✓ Examples of e-Commerce solutions:
 - [Infusionsoft](#)
 - WooCommerce (Free plugin for WordPress, but expensive for additional features/extensions)
 - Shopify

- 1shoppingcart
- 3DCart
- Volusion
- BigCommerce
- SquareSpace
- PinnacleCart
- X-Cart Cloud
- JVZoo
- ClickBank
- Warrior Forum

Business Directories:

- ✓ There are thousands of directories to get your business listed
- ✓ Listing in every directory possible goes a long way to getting found
- ✓ Stick to reliable sites. For example:
 - Google Places for Business
 - Bing Places for Business
 - Yahoo Local
 - LinkedIn
 - Superpages.com
 - Tripadvisor.com
 - Yellowpages.com
 - WhitePages.com
 - Yelp.com
 - EZLocal.com
 - FourSquare.com
 - Urbanspoon.com
 - BBB.org
 - MerchantCircle.com
 - Yellowbook.com
 - Local.com

Strategies to Keep Your Online Business Running on a Budget

- ✓ It's not enough to simply build a website
- ✓ You have to get the word out about your business

- ✓ Show everyone what you have to offer and why your solution is the best
- ✓ You don't have to spend too much money
- ✓ There are also free ways
- ✓ Certain strategies help to increase value and reduce cost

Maximize Your Profitability

Keep Your Day Job and/or Partner Up

- ✓ Even if you're making money, keep your day job for a while and put money back in
- ✓ Take on a partner to halve the time you spend on your business
- ✓ It can also add an extra funding source

Barter Instead of Paying for Goods and Services

- ✓ Reduce capital investments by bartering for goods and services
- ✓ Trade something you have for something you need

Take on an Investor

- ✓ There are probably other people who would love to invest in your business
- ✓ Many investors won't want to get involved
- ✓ Make sure your relationship is agreed in writing

Develop a Win-Win Intern Relationship

- ✓ Many interns will work for experience instead of pay
- ✓ Teach them everything you know and have learned in exchange for their time
- ✓ Can provide you with a partner in the future

Develop a Thrifty Mindset

- ✓ Shop around for the best deal
- ✓ Do your research
- ✓ Try looking for coupons or discount codes before you buy

Save Money on Invoicing and Bookkeeping

- ✓ You need effective accounting and invoicing to keep track
- ✓ Lots of software packages are free
 - Wave Accounting
 - Turbo Cash
 - GnuCash

Budget Marketing Solutions

Harness the Power of Online Reviews

- ✓ Online review sites can drive traffic
 - Yelp!
 - Google+ Local
 - Yahoo! Local listings

Start a Blog

- ✓ Blogs are easily integrated into top website platforms
- ✓ Share information and develop a sense of community
- ✓ Blog for others in your industry

Go Social

- ✓ You need an established social media presence to compete
- ✓ Some sites allow you to create your own groups
- ✓ Provide offers for social media users and add relevant buttons to your website

Join Forums and Chat Rooms

- ✓ It's easy to find forums that are relevant to your industry using a Google search
- ✓ Use your signature to create backlinks
- ✓ You can also drive qualified leads to your site

Get on HelpAReporter.com

- ✓ HelpAReporter.com is free and allows you to add updates to your business
- ✓ Online and offline media companies will share your story if it sparks their interest

Give a Testimonial

- ✓ Give authentic testimonials to others in your industry
- ✓ Add a link back to your own site

Hit the Question and Answer Sites

- ✓ Answer questions to position yourself as an expert
- ✓ Drive traffic and develop backlinks
 - Yahoo! Answers
 - Quora
 - Answers.com

Conclusion – Create Your Action Plan

- ✓ You don't have to do it all yourself
- ✓ Brining in professionals allows you to build things faster
- ✓ Go back over this course, write a business plan and develop a budget



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