

THE TOP STRATEGIES

For Building Your Online Business



THE TOP STRATEGIES I'VE USED TO BUILD SUCCESSFUL BUSINESSES ONLINE

Hi,

My name is Anthony Morrison and you're reading this short book because you've found one of my amazing student's websites and requested it. I wrote this short book to outline how I've started many businesses online before the age of 34 - all of which have been successful.

I've given my students permission to to re-distribute this book so that they can spread great information to help people around the world build their own online businesses the right way the first time.

If you find this information to be valuable, consider opening any emails you receive so that you can continue learning and of course starting to earn money from your own online business.

Please remember that starting an online business can be a lot of fun and very profitable IF it's done the right way. In this short report my goal is to outline some of the quickest ways you can start earning money online.

If you're interested in additional training or learning more about me feel free to visit us online at <http://www.MorrisonPublishing.com> and check out our products and of course our blog posts. the planet focus on?

TOP ONLINE BUSINESS STRATEGY #1 – BUILDING AN EMAIL MARKETING BUSINESS

If you read anything about me on the Internet you’ll find I am a passionate and devoted email marketer. I believe this to be the fastest and most reliable way to build a business online.

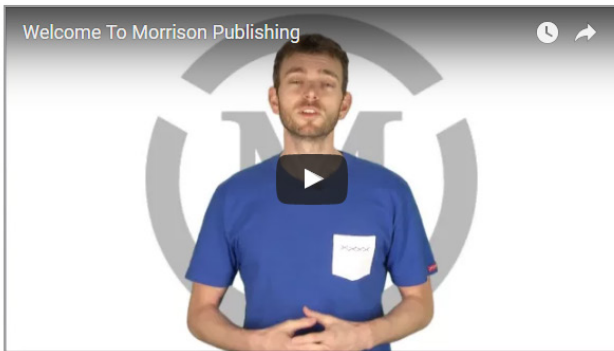
Things on the Internet are changing so much and so fast! Email Marketing, however, hasn’t changed in years. The lifeline of your business is the number of leads you can generate, which is why building an email list, is so important.



In order to be a successful Email Marketer you’ll need just a few things, which I will go ahead, and outline for you below:

1. **Auto-Responder** – This is where you’ll store your subscribers and of course where you’ll send your emails. There are many different auto-responders, however, one of my favorites is Aweber.com
2. **Optin Page** – You’ve got to have a page where people can simply “Opt In” to receive emails from you, I am sure you’ve seen a page that looks similar to this one before right?

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3. **Lead Magnet** – You will need something to “offer” visitors in exchange for them giving you their email address. These vary depending on what niche you are in, but they are massively important to your overall success.
4. **Thank You Page** – This is simply a page that someone goes to after they subscribe to your email list – thanking them for joining! I always suggest implementing a “profit center” on this page because it simply makes sense.
5. **Profit Centers** – This is how you make money! There are many different types of profit centers such as Shopify, Affiliate Programs, Amazon Stores and more.



TOP ONLINE BUSINESS STRATEGY #2 – BUILDING AN ECOMMERCE BUSINESS

I will be totally honest with you when I say that I did not want to ever do another e-commerce business in my life! When I was about 23 years old I started a full blown online store selling Mustang parts and the business grew to far more than I ever expected. In just a few short months we were earning over \$250,00 per month selling simple parts online.

The money was great HOWEVER the stress from this business was more than I could personally handle. There were so many moving pieces and so much “tech” involved in everything that I hardly ever slept.

I ended up shutting down the business and focusing on a different method for success (which I'll describe next) and at the time it made total sense.

Now here we are many years later (I now have grey hair and about a decade of marketing behind me) and my life has come full circle. We're back to ecommerce!

So what made me change my mind?

As I mentioned earlier the Internet is always changing and now it's far easier to start an online store using Amazon or Shopify.

What used to take me hours to do now can be done on either of these platforms in just seconds. They've simplified the entire process of making money with ecommerce online.



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The reason this works so well is now people know, like and trust buying on the Internet. When I had my online store a decade ago people “shopped” online, but they didn’t actually BUY. They always wanted to call (which resulted in over 200 calls per day by the way) in order to make their purchase.

Today my brother (and most recently myself) operate a Shopify store that does north of \$10,000 per day in sales and we never speak to a customer on the phone! That was unheard of when I first started my business so many years ago.

The emergency of Alibaba and the ability to get products overseas has made the ecommerce world a complete hit for Internet Marketers. You can now have fully customized products made and shipped to your customers without every seeing them. We’ve come a long way and now I have come full circle.

I highly suggest an e-Commerce business as one of the top ways to start making money from an online business.

Top Online Business Strategy #3 – Building An Affiliate Marketing Business

So in the last section I told you when I stopped my online store so many years ago it was because I had found another exciting way to make money online and I am about to tell you exactly what I did and how you can do it too.

Affiliate Marketing is one of the simplest ways for someone who's brand new to Internet Marketing to break in, start a business and generate some profits.

Affiliate Marketing is basically a situation that allows you to promote another company's products and earn a commission when you refer a sale to them.



Now think about this very clearly.

You never have to ship anything.

You never have to deal with customer support.

You don't have to worry about "branding" your business.

When you are an affiliate marketer your sole focus is on direct response marketing. That means you are only focused on how many dollars did I bring in for each dollar that I spent marketing this product or service.

This really does simplify everything because it takes the moving pieces and the real "hard work" out of your hands completely and lets you focus on simply marketing products that customers are already looking for online.

Example – Marketing Credit Cards Online

Have you ever applied for a credit card online?

If not chances are you probably know a few people who have in the last year alone. All the major banks spend millions of dollars branding themselves so that when you go online you think to yourself “oh I should go apply for a credit card from X company”.

Imagine being able to promote credit cards for those very banks who are spending millions of dollars to drive customers to search for their cards online.

Do you think that could be profitable?

That’s exactly what I did years ago when I got started and I was able to build my business to over \$250,000 per month in revenue extremely fast. Heck the best part about marketing credit cards online is you aren’t even selling anything!

Think about that for a minute ok?

You can earn a commission and literally NOBODY spends a single penny in most cases, which is exactly why it works so well.

There are many resources you can use online to find some of the most profitable affiliate programs, however, I suggest checking out <http://www.offervault.com> to see the ones that will pay you the most money to generate sales and conversions for them.

What Should You Do Next?

At the end of the day it's completely up to you which path you take to build your own business online. I hope in this short book I have outlined something that really appeals to you and interests you enough to get started.

All 3 of these strategies have worked extremely well for me over my 10 year Internet Marketing career and the best thing is they really have stood the test of time. These are strategies that I see being long term, sustainable businesses that you can continue to enjoy for many years to come.

The best thing for you to do right now?

TAKE ACTION AND GET STARTED

#nevergiveup

- Anthony Morrison