

## Sell Your Knowledge Online Series

# Wise Investments to Make Money Online

A FREE eBook By Michael Erik, MBA



### You Too Can Build a Money-Making Blog - Become an Entrepreneur!

**Making money online** by selling information-based products is easily within everyone's reach today. In fact, there's no better time than today to start an online information-based business to sell your knowledge and make money.

**Some have made Millions of dollars** and many of them continue to rake in Millions in residual income that could last them a lifetime. The time invested to build such a business for residual income, is well worth it.

**Everyone should be doing this**, especially in today's economic hard times. Stop looking to the government for solutions - create your own wealth and freedom!

*Michael Erik, MBA*

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**p.s. AN IMPORTANT MESSAGE TO GET STARTED RIGHT!**

# Treat This Like a Business Make Wise Investments!

I can't emphasize to you enough how important it is for you to treat your online business like any brick-and-mortar business. This means you must be willing to INVEST in your STARTUP and in your SUCCESS!

## Key Points You Should Know:

- Many franchise businesses cost between \$50,000 to \$250,000 to start!
- Your investment into an online business is below \$2000 and somewhere between \$500 and \$1500 **depending on how professional you want to be.**
  - You **MUST** invest that amount, at minimum, to be successful
    - I'm being honest here - there is always some investment!
  - Again, this is FAR LESS than a franchise business investment
- **Remember the old saying in business - nothing ventured, nothing gained -** you **MUST** treat this like a legitimate business, from taxes, accounting to *investment!*
  - \$500-\$2000 is much less risk than a \$50,000 - \$250,000 investment risk, wouldn't you agree?! Online businesses also don't take a decade to build up like a franchise does! Are you ready then, to invest small, for your **BIG** success?

Let this serve as a resource guide, a necessary investment checklist or action guide, for EXACTLY the things you need, to be successful & professional online

1. **You need at least one domain name, if not several** domain names, depending on your range of ideas and what market you're after.
  - a. I've used [1and1](#) for several years and they have always done right by me. **I've heard of horror stories with other domain hosts!**
    - i. I have owned over a hundred domain names with 1and1, and have never had a problem. They are fast, easy, responsive.
  - b. Most domain hosts seem to deal deceptively. Not 1and1. I wouldn't use them as my domain host if they were unreliable or shady!
2. **You also need a place to host your content on - a content host.** Your domain will give you a name. A content host gives you the **space** for the content. I have used both [Bluehost](#) & [SBI](#) - both are OUTSTANDING!
3. **You need the right information to do all of this right** - from trusted sources! Remember these are business investments, so invest in yourself
  - a. **My 3 Free eBooks:**
    - i. [How to Find a Money Making Niche](#) (requires you to subscribe and then to get a password - just go to my homepage at [www.2makemoneyonline.org/](#) and register in the box on the front page, and then I'll e-mail you instructions to get the free eBook - **it's all a matter of just clicking on a couple links, and entering the password sent to you in the e-mail.** Easy!
    - ii. [22 Immutable Laws of Blogging](#) - excellent information for you to learn about blogging, as you start an online business

- iii. [7 Investments for Your Online Success](#) - another excellent source of information, reinforcing this post script, also providing links and several **example graphics of successful professional bloggers** and again links to the **exact tools** they use as online professionals - the same tools I mention here.
- b. [Invest in my 6 Premium eBooks](#) - I teach you all the core knowledge you need about finding and starting a niche idea, SEO, marketing, writing for the web, blogging and making money online successfully.
  - i. I sell my eBooks for only \$14 each, and when you buy one, I throw in a bonus eBook absolutely free - what a deal!
  - ii. If you want **ALL 6 of my eBooks, I sell them at a discounted special of only \$49, to include the 6 additional free eBooks = 12!!! PLUS - I throw in a huge bonus that you don't get with my other packages if you buy the eBooks separately - 50 FREE top-notch Wordpress Blog Theme Templates!**
- c. Invest in **THE BEST** [HOW-TO videos on the Internet](#) today to help you get set up right - don't be a cheapskate here - invest!
- d. Bookmark my FREE website and subscribe to my RSS feed and to my newsletter at my website for the most current up-to-date information so you don't miss it - <http://2MakeMoneyOnline.org/>
- 4. **You need information products to sell and make money with.** Why not get started by [selling my information products and keep 55%](#) of the commissions?
  - a. That's right, I get only 45% and you keep **55%** of the share as an incentive for you to market and sell my product!

5. **You MUST use a merchant to store and deliver** all of your electronic goods and even your hard goods (does both!). I compared Clickbank, Paydotcom and Dealdotcom and I concluded **e-junkie** seemed to be the best deal - so I chose [e-junkie](#) for my products - fully Paypal friendly!
6. **You ABSOLUTELY need a professional Autoresponder** that allows you to put a e-book and newsletter subscriber add-in on your blog and manage your subscribers as well as follow-up campaigns. **This is vital for marketing and repetitive contact** - so you get people to subscribe with their e-mail address and so you can keep them engaged with free eBooks, newsletters and other offers. I personally use [Aweber](#), they're terrific!
7. **You HAVE TO have a professional looking blog because in marketing, appearance is everything.** Say you have a solid product but a poor looking blog - do you think they'll buy? **No!** You need to make a first and lasting impression - A professional impression - this is your business!

That's why **I highly recommend going with a professional blog template** since they have many more features than free templates. You get what you pay for, and that little extra for more flexibility, a greater look and less time messing with code, is worth so much more than what they cost.

**You have many choices - so pick the one you think will serve you the best:**

- Some of the nicest I've ever come across - [Templatic's Various Themes](#) - even a [super eBook theme](#) - very cool in-your-face template!
- The famous and inspiring [Carl Ocab's Blog Themes](#) - this kid made big money online - wow - if he can do it at age 13, so can you and I!
- Very Impressive - Unique Blog Designs' [Affiliate Theme](#)
- Another one that's among the best - the "[Ultimate Blogging Theme](#)"

- Finally, this theme is highly endorsed by people like Lisa Irby of 2createawebsite.com and it seems to be very nice - the [Thesis Theme!](#)

8. **You Need Professional eBook Creation and Marketing Tools!** You MUST invest in the best, to make your eBook sizzle and sell!

You may have wondered how the professionals do this stuff, and look so good doing it - how they get their blogs to look so professional. Below is their secret. Now you have those exact same resources at your disposal!

- 1800 Homepage [Minisite Deal](#)
  - 1800 Homepage [Minisite Design](#)
  - 1800 Homepage [Custom eBook Cover Design](#)
  - 1800 Homepage [Banner Ad Design](#)
  - 1800 Homepage [XsitePro Design](#)
  - **A Super Hot Advertising Technique** Used By The Best Professional Bloggers and now finally available to you - [Instant Slide Up](#) this program is said to increase opt-ins for eventual sales by 25% !!!
9. **Vital software and hardware products to protect your data**, back it up, recover lost data and to stay secure online and prevent Hackers from stealing your information and everything you've worked so hard for!
- a. A Must-have [All-in-one Antivirus-Antispyware-Firewall Suite](#)
  - b. Top Rated [Software to Recover Accidentally Deleted Files](#)
  - c. Must-have [Encryption Software to Protect Your Information](#)

- d. For **BEST and CHEAPEST deals on top hardware, software, and peripherals** - like removable hard drives and thumb drives to back up all your data to an extra location, top computer deals, fax and scanner all-in-ones, etc. - trust me - **invest in the best for your business** - [Tigerdirect!](#)

The worst thing that could happen in an **information-based business** is if you **lose all your data** and cannot get it back. Spend the money to protect your data - it's potentially worth hundreds of thousands of dollars, **a critical investment to protect the most valuable asset!**

**True story:** One evening due to a system error, I lost all my data in an instant - and could not get it back. Because I backed it up the night before, I was able to restore ALL of it from my removable hard drive and was up and running in a couple hours. I was so glad I took measures to protect my data - **your data is MOST CRITICAL!**

10. **Without a doubt, you'll need industrial strength tools** (not just free stuff.) What tools? [Professional Site Analytic Tools](#) to keep track of your key site information and statistics and achieve better sales! **Also, you get 10 directory listings for you site = better search rankings!!!**
11. **You should definitely use the best in graphics and multimedia for your website or blog.** In a Web 2.0 world, this is a must - appearance is key. [Here's a very reasonable option at 99 cents each, to get you started](#) - pics for your website or blog - people love em - they will set you apart!

There are other stock photo site options out there as well, and their pictures can range from anywhere between \$1 - 10 per photo. Again, this is an investment into the professional look and feel of your business:

- a. There's [Canstockphoto](#)
- b. Then there's also [Fotolia](#)

- c. Or, there's [Bigstockphoto](#)
- d. Another one is [Crestock](#)
- e. And finally [123RF](#)

12. **EXTRA CREDIT INVESTMENTS** = Further monetize with products from any (or all) of these affiliates - there are plenty to choose from!

**A. Top affiliates to join, sell and buy from** - yes even the domain hosts I talked about earlier - become their affiliate, not just their customer!

- [Text Link Ads](#) (possibly **better** alternative to Google AdSense)
- [DealDotCom](#) (sell your eProducts there and become an affiliate)
- [PayDotCom](#) (sell your eProducts there and become an affiliate)
- [Bluehost](#) (buy a hosting plan, and become an affiliate)
- [Site Build It](#) (buy a hosting plan, and become an affiliate)
- [1and1 Domains](#) (buy domains, a hosting plan, become an affiliate)

**B. Other Outstanding Resources** By Some of the Best In the Business - buy from them, and/or become their affiliate too! They are:

- [MaxBlogPress's Outstanding 55% Commission Affiliate Programs!](#)  
Aside from just serving as affiliates, the products are worth a try!
  - i. [MaxBlogPress's Top 4 Affiliate Program Offerings](#)
    - [Ninja Affiliate Tracking Tool](#)

- [\\$365K Blog Traffic Formula](#)
  - [WordPress Wizard 2.0](#) - a SUPER how-to compilation!
  - [RSS Email 2.0](#)
- ii. **MaxBlogPress's FREE Wordpress Plugins** - This is THE BEST thing I have ever heard of - make money recommending FREE Wordpress Plugins - and I actually use many of these plugins personally and HIGHLY recommend them regardless whether I make money on them or not, because they're simply terrific!
- **MaxBlogPress** [Optin WP Plugin](#)
  - **MaxBlogPress** [Different Posts Per Page WP Plugin](#)
  - **MaxBlogPress** [MaxBlogPress DealDotCom WP Plugin](#)
  - **MaxBlogPress** [MaxBlogPress Unblockable Popup Plugin](#)
  - **MaxBlogPress** [MaxBlogPress Ping Optimizer WP Plugin](#)
  - **MaxBlogPress** [MaxBlogPress Stripe Ads WP Plugin](#)
  - **MaxBlogPress** [MaxBlogPress Favicon WP Plugin](#)
  - **MaxBlogPress** [SEO Post Link WP Plugin](#)
  - **MaxBlogPress** [Duplicate Post Checker WP Plugin](#)
  - **MaxBlogPress** [Max Banner AdsWP Plugin](#)
  - **MaxBlogPress** [MaxBlogPress Optin Form Add WP Plugin](#)

- **MaxBlogPress** [Psychic Search WP Plugin](#)
  
- **Other Outstanding Affiliate Programs** From the Pro's Themselves!
  - i. **Josh Spaulding's eBook** [Article Marketing Domination](#)
  - ii. **Josh Spaulding's eBook** [Info Product Success Formula](#)
  - iii. **Yaro Starak's eBook** [Blog Mastermind](#)
  - iv. **Yaro Starak's eBook** [Blog Profits Blueprint](#)
  - v. **Michael Rasmussen's** [Mini Site Profits Exposed](#)
  - vi. **eBook** [Wordpress Gold Mine](#)
  - vii. **The Affiliate** [Linkshare](#)

**C. Second Life Marketing** - a whole new world of virtual possibilities for making money online, that surprisingly not many in the "make money" niche have really blog much about yet. I call it "Sims on steroids" - where you not only play, but you also make and spend actual money!

I see [Second Life](#) as a **HUGE** opportunity to get creative and make money as an entrepreneur in the virtual world. Take a look at the potential of this, at the link below. The possibilities are endless. It's said that new vistas of financial opportunity will open, if you delve into this new world - well worth a look and try!

- How to [Make Money with Second Life](#)

**Remember...**

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- If you follow at least these steps outlined above, you'll be **WELL** on your way to online success, so you can soon achieve financial independence!
- If you've ever needed to put anything on credit (which I am not a big fan of - but there are exceptions - like this investment) - or if you've ever thought about applying for an [SBA Loan](#), the investments here are it!
  - This is the smartest thing you'll ever do - **make a real investment into your business and your success** - so get started now! Every day you wait is an **extra day you spend in the regular grind**, enslaved by debt, trading time for money, and **not reaching your goals of financial freedom and life freedom!** What's most important to you? **Go for what you know, right now!**

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**p.s.s. - MY FINAL NOTES:** If you have 1 single Niche Concept in mind and don't want to hassle with half of these investments, then I highly suggest you go with the top-notch ALL-IN-ONE solution to a NICHE idea theme site host - [Site Build It - SBI](#)

I've used SBI personally, and I was extremely pleased. Their forums filled with information and generous people giving their 100% full attention, help, valuable time & support on this big entrepreneurial journey - **ALONE** - makes SBI an investment

**worth its weight in gold!**