

# From Zero to Cash-on-Demand

Top 5 Tips to Kick-Start  
Your Online Business



MJ BARRELET



# About the Author

Hi, MJ Barrelet here!

I'm so glad that you have downloaded this report! These **Top 5 Tips to Kick-Start Your Online Business** will give you a huge advantage when it comes to increasing your success online. In fact, these are the *same tips* I was taught when I first started after struggling online for a number of years. And, if followed, it will help you too!

You see, I have a passion for helping people understand what Digital Marketing is all about. Helping people succeed with their online businesses has always been a priority for me. And it brings me great pleasure when you succeed!

In this free report, you'll find out what tips and strategies you need to apply to be able to have a successful "**cash on demand**" business. The **goal** here is to **drive unlimited traffic** to your offer or site so that you become profitable fast. These few strategic tips will help you create a growing list of engaged customers which will result in a successful business for you!

Happy Reading!



*MJ Barrelet*

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# Driving Traffic Using Digital Marketing

You have worked hard building your website. You thought of everything from choosing a beautiful design theme to writing great content.

You have done all you can to get your website out there in front of potential customers. But no matter what you do, your business is not getting much *traffic*. Your sales are not increasing, and it scares you because you do not want to lose everything.

But do not despair, because it isn't as difficult as you may think! Below are a few strategic things you should do...

Maybe you did *NOT* master this one thing...

## Digital Marketing

You probably heard about Digital Marketing before. So what is Digital Marketing? For your reference, Digital Marketing can also be known as Online Marketing or Internet Marketing. They are strategies used to market a product or service online through a website, email, social media, and paid ads.

The sole purpose of Digital Marketing is to *drive traffic* to your site so that you can *make a sale*.

Read on below and see how these **Top 5 Tips to Kick-start Your Online Business** will help attract the *right* customers to your site. When following these simple tips, you'll find it easier to have a profitable business. You'll also benefit from having repeated sales for a long time!





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## Tip #1

# Create a Site that is Well-Written and Simple to Use

### It Increases the Visibility of Your Business

In today's modern world, you can find everything on the Internet. With just a few clicks of your mouse or a swipe of your screen, you can pay your bills, buy movie tickets or shop for gifts.

If you want your business to succeed, your customers have to easily find you online. By attracting customers with a well-written website, they will be **more likely to subscribe to your list**. And if you want your customers to have a great experience on your site, you will need to make it simple so that your information is easy to find.

Remember you need people to come back if you want to make any sales. Everything from choosing the right domain name to creating high-value content should always be a priority for your business. This is where marketing becomes important for you to start seeing success with your business.

### It Helps You Connect with Your Customers

Connecting with your customers is one of the most important things you need to do if you want to have a successful business. After all, what is a business without the customers to keep it going?

Whether it's through your blog, your website or through social media, the Internet is a great place to find out exactly what your customers are looking for.

Also, email is important. This is why building a list is crucial. Here you get to target your specific audience and offer them what they want. While you have their attention, guide them to your site to a specific product. Converting your prospects into clients now becomes super simple. More on this later...

[Here is a way you can introduce your product...](#)



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## Tip #2

# How to Let Everyone Know That Your Business Exists

You already found out that you need a lot of people to know that your company exists so that you can get as much business as possible. After all, if no one knows how to find your company, then you are not going to have a chance to make much money.

But how?

### **Social Media**

One of the first things that you are going to want to do is to create a following on social media. Facebook has a huge list of followers and is also a great platform when you'll want to advertise.

Just make sure you create a business account on Facebook for your business and keep your personal one for you.

Creating a social presence is important because it will not only showcase how well your products or services can help people, but it will help get your company name out there.

Engage and give high-value comments on other people's posts. This shows your influence and knowledge so that people will trust you.

Think of Facebook, Twitter, Google+, Pinterest, Snapchat to name a few main ones.

Many people find that they spend a good bit of their free time surfing various social media pages. The more they see you, the more familiar your business brand is to them.



## Tip #3

# Email Marketing is GOLD

## Email Marketing

Another thing that you will want to do is to invest in Email Marketing as soon as possible. This is a *must* for every business that is either online or at a physical location.

This is the best way to get the individual attention of the people that you would like to do business with. And it has the *best ROI* (return on investment) for advertising!

This does not mean that you are going to spam their inbox with nothing more than one advertisement after another. You could get yourself into a hot mess for that.

What you can do though is offer them free report containing valuable information on a specific topic of their interest. Create an opt-in page where they can now enter their email address and/or their first name.

More on this later...

Now you are ready to email them to first build a relationship and thereafter promote products that are helpful to them. Read what people say on forums and find how your product or service can solve their problem.

By linking back to your website or offer them promotional products, it is there that you will get return business.

[Or you may try using one of these templates!](#)

## Referrals

Make sure you have a system in place so that your actual customers can refer you to their friends and family. This can be done with social buttons, quizzes, free products, etc.





## Tip #4

# First Gain the Trust of Your Potential Customers

Have you been having a hard time getting customers? You might think that you are not offering the right products or they are not priced right. Most likely, it is that you are not doing the *RIGHT* things to get your customer's trust.

How do you gain the trust of your potential customers?

### Engage with Your Customers First

This means that **NOT** every interaction with you, your company, or your website should be flagrantly pushing for a sale. That can be a turnoff for many people and it will eventually drive your sales way down.

Instead, show your potential customers that you are more concerned about their **NEEDS**. Do this by educating them and helping them with the products or services that you offer.

### Show Who YOU Are with VSL or Video Sales Letters

These are the videos you see first when you open a sales page. These create a great way for your customers to truly see who you are and make them feel like they know you. It is also a lot easier to communicate your message and have them take action right away.

So either make these VSLs yourself or outsource it, you'll benefit from using them. VSLs are the future of Internet Marketing.

[Click to see how easy it is to make one now...](#)

### Provide High-Quality Content Articles

An easy way to do this is through the use of content articles. First write a bunch of high-quality articles placed on your website blog, social media page, or in emails to send to your list.





# First Gain the Trust of Your Potential Customers (cont.)

The key is to make sure that you are giving your readers valuable information that they can walk away with.

This allows them the chance to see you like a company that cares about them whether they buy something or not. You are no longer considered like another business out there fighting to get their attention and go after their money.

## Engage Often on Social Media

Yes, here it is again... Social Media. The thing that you will want to do is to make sure that you are **actively** engaging with people on a couple of social media websites. Social media sites like Twitter, Facebook, Pinterest, and Instagram, are extremely powerful, do not underestimate them.

The more you engage with people, the more they will want to buy from you. This is just how it works. It is as simple as that. Many people would much rather do business with someone that they feel is there to help them out, versus someone who ONLY sells the products.

Over time, your customers will trust you with the knowledge they get from you and that will lead to more sales for your company.

It is all about laying down the groundwork.

With those few tips in mind, you should be able to see your customers trust your company much sooner than you might have first expected.

And creating [professional designs such as these here](#) may help create this trust.



# Tip #5

## The Importance of Growing a Huge List

One of the **best ways** to grow your business is by increasing the size of your email list. You've heard that the "money is in the list" and that it's important to build an **engaged** following over email.

After all, ***you own your email list***. You can take those emails with you if anything were to happen. So if Facebook decides to ban you or you get locked out of your Twitter account, it won't be game over for you!

So you can't afford to ignore Email Marketing. Being able to contact potential customers this way is ideal for it will allow you to promote future products or services to them.

This is a ***Cash on Demand system*** for you!

But getting other people's email address may not be as simple as you'd like it to be. By knowing effective methods for growing your email list, this can be helpful for you.

### Create a Free Offer

Give something of value to your potential customers and they will be happy to give you their email address. It can be a free gift in exchange for the email address, or it can be a free report that will solve a specific problem.

### Create an Opt-In Page

You then need to create a page that will allow your potential customers to exchange your free gift or report for their email address. This is often referred to as an ***opt-in*** page.

You will want to [create a page](#) that is attractive to what you are offering them and has a bold look to it. Getting the attention of the individual surfing for what you have to offer is critical to your success.



# The Importance of Growing a Huge List (cont.)

The **opt-in** page should make a **bold promise** relating to a result your visitor will get after getting your offer. It needs a short description of your free gift or report and also a place for the visitor to put his or her email. This is the information you need for you to communicate and build a relationship with them so that you can make future sales.

You then need to create a "Thank You" page. It does exactly what it says, *Thank You*, and tells them their gift or report is on its way.

[A great way to create a beautiful opt-in page is shown here.](#)

## Advertise on Other People's Lists (Check this tip!)

There are some websites that will enable you to advertise on other people's lists for a certain amount of money. This is a great way to help get your business up and going.

Also called **Solo Ads**, these are legit email lists that you get access to from previous businesses that are in your niche. A solo ad doesn't give you access to any of the email addresses, and the vendor keeps those private. Instead, you are paying to compose a promotional email that the vendor (list owner) will then send out to his subscribers in your name.

There are many companies online that do this. Make sure you check out the company and the vendor carefully before you buy from them.

Additionally, consider buying solo ads as a business expense. You will be able to deduct the cost of this from your taxes (please check first with your accountant).

**Tip: NEVER, NEVER** buy a list! Why? Because people on that list do not know you nor know what you do. You want future customers, not a huge list of meaningless names!





## Bonus: Tip #6

# What You Need to Know About Your Marketing Campaign

Anyone who has ever started a marketing campaign can tell you that marketing is a tricky business. The days when marketing was simply about distributing a few fliers and sending out some snail mail are long gone.

Today, most businesses do their marketing campaigns on the Internet, and that is a whole other ballgame. Here are few important things you need to know before you start your marketing campaign.

### Your Story Matters

In the marketing world, your product isn't the only thing that matters. When you start a marketing campaign online, you automatically become part of the media. No one wants to watch an advertisement for a product that is boring, no matter how sensational that product may be.

These days, you have to sell your brand, not just your product. The best way to do this is by ***making the customer feel what the product can do for them***. Telling a story does matter if you want your product to sell and your brand to succeed.

### Planning Your Campaign

Spend some time planning to create a crystal clear goal for every marketing campaign you launch. What are you trying to achieve? Do you want more leads, inspire people to try your products, or get them to know your brand? You need to know what goal you are going after to be able to write relevant marketing content.

This will also help you control your budget and analyze how efficient your campaign is.



# What You Need to Know About Your Marketing Campaign (cont.)

## Know Your Audience

Whom are you targeting? Men, women, age, where they live, their income level, marital status...

It makes a **huge** difference to know who you are talking to. Say for example the fitness program you want to promote for a 20-year-old woman will be quite different from the one for a 50-year-old woman.

These are just a few of the things you need to know before you launch a marketing campaign. Make sure you use these and your campaign should be a roaring success.

## Start Today and Let The Traffic Roll In!

Using Digital Marketing for traffic conversion takes time and effort but it is truly worthwhile. The secret here is to make a plan and be consistent. Using these tips and strategies will help you attract the right customers for your business.

*Building a list of engaged customers that are loyal to you will be the key to your success.*

Get ready to attract traffic using the right tools such as these here!



# Bonus Tip #7: Monetizing Your Site with Affiliate Links

## Creating Extra Income thru Affiliate Links

Do you know that it is easy to generate a little bit of money here and there by adding affiliate links to everything that you do?

It may seem like nothing but a few dollars here and there can add up to a significant amount by the end of the year. It could mean a nice vacation for you and your family, or enough money to do a small reno in your house. Whatever it is, it is more than nothing... and it is yours!

## Why Start with [Clickbank](#)

If you are just starting with Affiliate Marketing, I strongly suggest that you start with Clickbank.

Clickbank is simple to set up and offers a variety of good products in many niches. They also have a great [training center](#)!

Start [Clickbank](#) Today and Let The Money Roll In!

A blue banner with a white shield logo containing the letters 'CU' on the left. To the right of the logo is the text 'CLICKBANK UNIVERSITY'. Further right is the text 'REVEALED: The Secrets Our Clients Used To Earn \$3 Billion'. On the far right is a yellow button with the text 'LEARN MORE'.





# Bonus Tip #7: Monetizing Your Site with Affiliate Links (cont.)

## Passive Income Reinvented - the Future of Digital Marketing

Warrior Plus - [Funnel World](#)

Now, *THIS* system will change your life forever, trust me! Build a complete funnel ONCE using other people's funnels (**OPF's**) and then all you have to do is send traffic to it... just genius.

Imagine, instead of sending your traffic to one offer, your link gets sent to an entire promotional multitude funnel system making you earn money *ALL THE TIME!*

**OPF's** are amazing... [Click here](#) to find out more!

**So there you go... Actually 7 Tips to get you started!**

You will be surprised at what you can achieve... so go for it, you can do this! Start building your list today and promote products when you need money... a true cash on demand system ready when you need it.

Wishing you all the best  
MJ





# Other Sites or Products That You May Like by MJ Barrelet

## *Creator of:*

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