

# Learn: How to Make Money Online

Monetize Your Passion



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# About the Author

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The purpose of this site is to take maximum advantage of the software tools and web technologies.

They writes about **software, gadgets, web applications, web technologies, web Apps** and also **How to guides**.



**Just focus on a single service or a product.**

**Promote it:**  
Expand your product line to offer complementary products or services.

**Sell it:**  
Find different ways to increase sales to your existing customers.

## Introduction

Becoming an entrepreneur is easier than ever.

Think about turning your business into a franchise or business opportunity.

We know most of you are interested. But, don't know from where to start and how to start.

Thus we come here and highly recommend you to implement all the lessons of this eBook one by one.

# Choose a Great Business Idea.

In our opinion, the people who do the best are the ones who lives, breathes, and loves what they do.

Tip: It's better to choose the product or a service that people will keep buying more often.



## Things to Know Before:

- Your abilities
- Your connections
- Partnering with others
- Potential Demand
- Potential Earnings
- Customer Interaction

Many of us face these three problems while choosing a Great Business Idea.

1. Choosing one best idea out of many.
2. Figuring out the things which you enjoy doing, and which can be molded into a profitable business model.
3. Skills that you possess can be used to create an online business.

**Just Play with Your Strengths and Interests!**

# Select a Domain Name with Purpose

An internet domain name can be referred as the address of Domain Name Server (DNS). Domain names help the visitors to easily memorize company or brand.



To know how to select a domain name, hosting types and advantages of having a web site, check articles from [infoseekout.com](http://infoseekout.com)

If you want help from us in setting up a website, we are more than happy.

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+91-(890) 405-1353

## Advantages & Purpose of a Domain Name.

Domain name is an identity on the Web.

An organization or a business without a domain name is hard to find and looks less professional.

Domain names are therefore to help visitors in EASILY FINDING OUT the details of a company or an organization.

# Picking a Domain Name For Registration

To say choosing a domain name is never easy and a crucial thing. As you cannot change or do not want to change it after getting branding. It requires a lot of creativity and attention.



Don't worry, if you are not that creative. There are few best sites available on the web.

They can provide you with the suggestions and domain name availability.

**But, keep the above things in mind while picking a domain name for registration.**

Read more here - > [Things To Keep In Mind While Picking Domain Name For Registration](#)

# Check Before Buying Expired & Deleted Domain Names

Choosing a new domain name is much better than buying an expired domain name.



If you still want to buy expired domain names, please consider checking the below factors.

1. Domain Industry/Sector
2. Google Penalties: Is it AdSense banned? / Is The Domain Hit By Google Panda Or Penguin Update?
3. Back Link Data/ Are there any Spam links?
4. Social Network Username Availability for Domain Name
5. Check for Copyright and Trademark

# What is Web Hosting Service? Types of Web Hosting Servers.

Once you are done with buying a domain name, the next step is to host it on a server. Only the hosted website is visible from all over the world.



To host your website on our server space contact [info@infoseekout.com](mailto:info@infoseekout.com)

## Types of Web Hosting:

1. Types of Web Hosting:
2. Shared Web Hosting
3. Reseller Web Hosting
4. Cloud Based Web Hosting
5. Dedicated Server Web Hosting
6. VPS (Virtual Private Server) Hosting

# Build a Website that attracts visitors

Create a simple website using Wordpress.org (self-hosted) that promotes what you do, and/or the product you're offering.

Tip: You don't need to learn technical skills to make this happen.



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**+91-(890) 405-1353**

Use regular tools (like [Facebook](#), [Twitter](#), [Instagram](#), a [blog](#), etc.) to start driving people to your website.

**Use keyword research to drive search traffic to your website.** In the next lesson, we will show you how to do it.

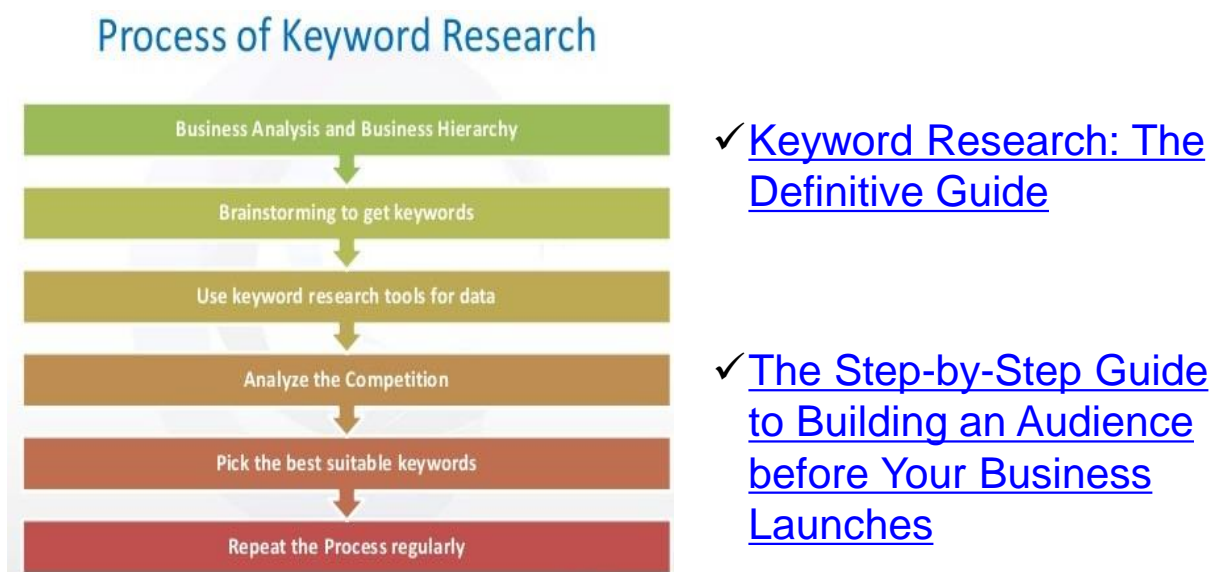
## **Things to Know Before:**

1. Start networking with your friends, family, and accessible networks
2. Identify their problems/pain points.
3. Start actively solving their problems.

**This will help you fine tune your idea.**

# Keyword Research

We admit Keyword Research is huge topic and no need to break your head for understanding it. Just go through the below links to know more about keyword research which are explained in detail.



**Hidden Gems:** Use Competitors landing page in Google Keyword Planner to get more hidden keywords

# Get Visitors Information

Create free, helpful content and ask visitors for an email address in exchange. Offering visitors something free in exchange for their Email address is a good way of capturing subscribers. Later you can convert those loyal subscribers into your customers.

A screenshot of a 'Sign Up!' form. The form has a title 'Sign Up!' at the top. Below the title, there are two input fields: 'Name' and 'Email'. Each field has a light gray rectangular box next to it. At the bottom of the form, there is a rounded rectangular button labeled 'Go'.

**Types of contents to offer:**

- 1. Free 15-minute consultation.**
- 2. Tutorial video.**
- 3. Downloadable checklist.**
- 4. Info graphic.**
- 5. Guide**

Slow but steady wins the race. Add these people to an email list and keep building that list over time. (Now we have around 10, 000 email subscribers)

You can see HUGE results with a very small email list. We know this because we are able to generate leads for our web services with a list of about 10, 000 members.

Finally, the website can be up and running in a day for less than \$50. You can use an email marketing services like [Mail Chimp](#) to manage subscribers, send emails, and track results for free up to 2000 subscribers.

**Hint:** Use Hello bar -> [WHY HELLO BAR ROCKS FOR LEAD GENERATION](#)

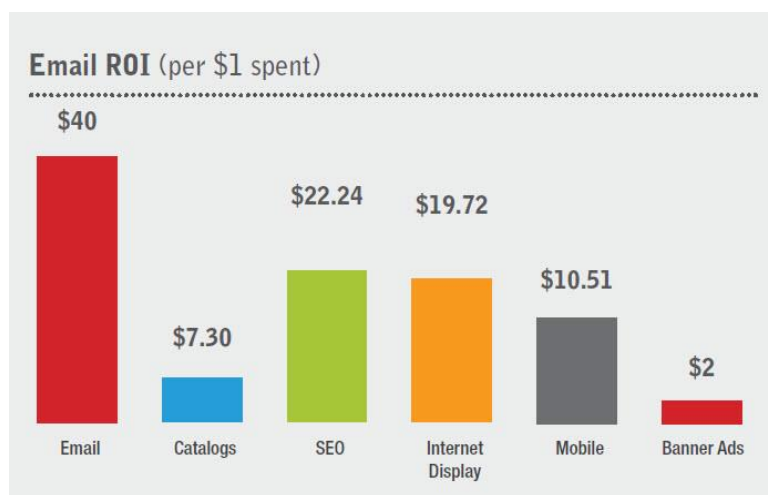
In the next lesson, you will learn the importance of growing Email list and ways to grow your Email List.

# Grow Your Email List

In this lesson, you will find some simple strategies to help attract new contacts and take your Online Presence to the next level.

**If you're not building an email list, you're an idiot- Derek Halpern from social triggers**

One of the biggest struggles for email marketers is growing their email list organically. Therefore, Our Teams did some deep research for you, and came up with some best ways to grow your email list.



## Things you will learn:

1. What is Email List?
2. Why growing your Email List is very important?
3. How to take your Email marketing to the Next Level?
4. How valuable your Email List can be?
5. Why should someone join your Email List?

### 5.1.1 What is Email List?

A mailing list is a collection of names and addresses used by an individual or an organization to send material to multiple recipients. The term is often extended to include the people subscribed to such a list, so the group of subscribers is referred to as "the mailing list", or simply "the list".

### 5.1.2. Why growing your Email List is very important?

- It is a huge sign of trust.
- People check their email every five minutes.
- Please ignore a status update than a new inbox item.
- Email List is your #1 asset for community building.
- Buyers prefer Email and make more purchases rather than any other communication channels.
- You will have full control over your messages and can communicate with your audience on your own terms.
- You can easily spread a word about your business for your leads and convert them into repeat customers.

### 5.1.3. How to take your Email marketing to the Next Level?

- 1) Learn what readers are actually interested in and ask what they want.
- 2) Create great Email content.
- 3) Encourage your subscribers to share and forward your email.
- 4) Promote an online content.
- 5) Make new subscribers feel special using welcome mail.
- 6) Maintain database hygiene with the double opt-in model.
- 7) Patiently build your database one address a time.
- 8) Check the conversion rate of your sign-up form once a month.
- 9) Segment your email marketing lists to boost engagement and conversion
- 10) Perform A/B testing to optimize your email marketing campaigns.
- 11) Utilize automation to enhance your email marketing programs.

#### 18 Ways to take your Email Marketing to the Next Level.

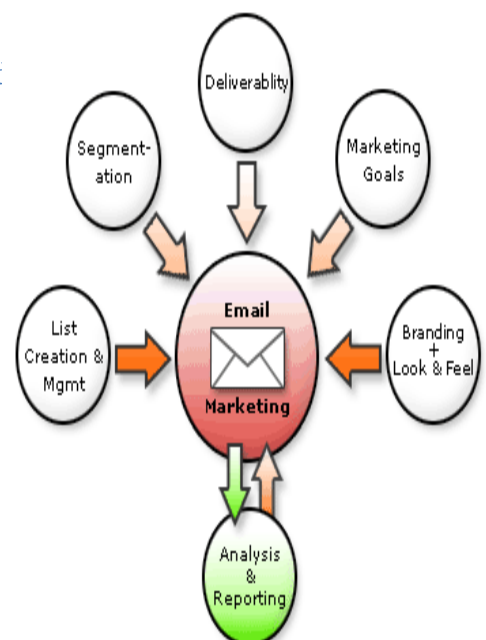


### 5.1.4. How valuable you're Email List can be?

Money is also in a small list- Trust is the most important factor in closing a sale.

Unsubscribes are very important thing for your list.

Be amazing to the people who are already on your list.



### What's Your Email List Worth (In Actual Dollars)?



### 5.1.5. Why should someone join your Email List?

*First of all, you need to give them the reason to join your list by adding value*

*why you're the best person with the right solution.  
In other words, the lead magnet, the landing page and content used must be valuable.*

*It's all about using content marketing, which is the best marketing tool ever to make your reader's life come alive.*

### Utilize an Email List

1. Share New Content
2. Provide Company Updates
3. Give Access to Exclusive Content
4. Collect Product Feedback

### Why email is so relevant and important?

Most people with smart phones are signed into their email accounts 24/7 with push notifications enabled.

Email is much more personal, direct, and a reliable way to get in touch with most people..

### Advantages of an Email List

- ❑ **Email is Personal** – Email allows you to land into a user's inbox. There is no ranking system which limits your reach. It is very direct, personal, and casual.
- ❑ **Email is Purposeful** –A user needs to signup for your email list and confirm their email address. Someone doing this much work is obviously already interested and responsive to your message.
- ❑ **Email is Targeted** – As we mentioned earlier the user has already shown interest in your products / content / service. They are much more likely to click, buy, and spread the word around for your products and services.
- ❑ **Email is One-on-One** – Email is always private. The message is not on a public wall or timeline. They can ask you questions directly in private with confidence. Email also allows users to build a one on one relationship with you. Gradually they develop trust and build relationship with in your brand and proudly spread the love of your Brand.

*Coming up with new ways to get people to sign up for your emails isn't always easy. That's why we put together this collection of list growth ideas.*

- Use a paper sign-up sheet.
- Ask Face To Face.
- Look at Your Database.
- Ask Your Friends and Family.
- Put a Fish Bowl on your counter.
- Ask Over Phone.
- Use a sidewalk sign board.
- Participate in small business Saturday.
- Add a signup form to your Facebook page.
- Add a signup form to your Yelp page.
- Add a signup form to Flickr.
- Add a signup form to your Twitter page.
- Update your Facebook cover photo.
- Use Facebook Ad.
- Use your YouTube Channel.
- Use Four Square.
- Join LinkedIn Groups.
- Join Facebook Groups.
- Join a Google Plus Community.
- Host a tweet chat.
- Use Vine.
- Add Sign up link to your Social Bios.
- Use Pinterest and pin your email newsletter.
- Add a Signup Form to your Website.
- Create a reason to signup page.
- Keep your signup form short.
- Add a sign Up Form to your Blog.
- Guest Blog.
- Comment on blog Post.
- Test different calls to Action.
- Online payment forms.
- Optimize online listings.
- Use your Podcast.
- Ask for email addresses on the street.
- Ask for email addresses on the playground.
- Create a company sports team.
- Ask your vendors to join your list.
- Create refer a friend promotion.
- Encourage word of mouth from current subscribers.
- Collect Emails with an online survey.
- Promote your Email Archive.
- Put a sign up link in your newsletter.
- Add a social share buttons to your emails.
- Add "forward to a friend" button to your emails.
- Add a signup link to your regular email signature.
- Use PicMonkey to create effective calls to action.
- Use apps like Quick View app to enter new emails on the go.
- Collect emails via text.
- Use a QR Code to your Menu.
- Use an iPad.
- Use a Brochure.
- Run an Ad in the Paper.
- Use your Business Card.
- Use your Shipping Boxes.
- Event Registration.
- Collect emails at your event.
- Be a sponsor.
- Book a speaking engagement.
- Use a table tents.
- Run an In Store Raffle.
- Run a Facebook Sweepstakes.
- Start a loyalty Program.
- Start a Birthday Club.
- Run a Local Deal.
- Ask when someone redeems an offer.
- Offer a coupon on Facebook.
- Use a piece of content.
- Offer an incentive to your employees.
- Tattoo the link on your face.
- Put signup URL in voice mail.
- Ask for new signups when someone downloads your eBooks, whitepapers
- Ask for signups during webinars.
- Use the power of SEO to popularize your links.
- Put a flyer in your apartment building.
- Place an ad on online classified sites.
- Advertise in Building elevators.
- Use a celebrity or spokesperson.
- Get listed in local listing websites.
- Offer a discount or coupons for those who subscribe.

Watch this Video --> [WHY YOU MUST BUILDYOUR EMAIL LIST—AND HOW TO GET STARTED](#)

# Turn those subscribers into customers.

You can turn those email subscribers into customers by sending email newsletters and asking them to buy from you via email.



**Activation (AKA The Sweet Spot)**

<b>References:</b>	
Infoinbulk.com	Infoseekout.com
Entrepreneur.com	Neilpatel.com
Hubspot.com	constantcontact.com
Shoutmeloud.com	adastrauk.com
Webtrainings.in	

# Content Marketing Sales Funnel



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 Google Plus: <https://plus.google.com/+Infoinbulk>  
 Email List: <http://bit.ly/1jeOMWK>