

# THREE KEYS

To Online Success



**a simple blueprint for  
starting an online business**

[makemoneyonline-niches.com](http://makemoneyonline-niches.com)  
by Ann Loraine Marshall

# 3 Keys to Online Success

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## Key 1 Build an online presence

**Key 1 - 4 Actions** How to get started with building your online presence.



**Action 1** Buy your domain name

**Action 2** Create a blog

**Action 3** Generate content on your blog

**Action 4** Get involved with social media

### Action 1 - Buying your domain

Here are my tips before you buy.

Your own name is the most obvious purchase if you are going to build a personal online presence. A dot com domain is the top-level purchase; however your own country domain is also useful. For example.co.uk or .es

When I got started with my very first website it was 1999 and there wasn't that much choice, but I still made mistakes like buying .org and .info and not knowing any better.

Now there are more choices, as the world-wide web has grown vastly over the past few years, you can now purchase the following domain formats.

Examples :

.TV .Academy .plumbing .marketing .zone .solar .accountant .blog  
.agency .rentals .house .villas ....the list is huge!

I can highly recommend the following hosting services it is where I hosted my property business website and where I have purchased domains for various projects.

You can get your own domain and hosting and get started ASAP at very low cost.

I am offering:

Free Wordpress Blog or Business Pages Install

When you order my recommended hosting via D9 Domains and Hosting

<https://bit.ly/D9UKhosting>

<https://bit.ly/D9UShosting>

If you have your own business, then search for your business name first.

If you are just starting out, think about keywords before you purchase a domain. To be found in local searches for your product or service try adding your town or location when searching for your domain.

For Example look at this Google search for Sunderland plumbers:



One result shows www.proheatnortheast.co.uk where they have purchased a domain related to the location of the business, the North East. The other business listed has purchased www.edenvaleplumbing.co.uk which another example of a location based domain and this is how it is showing up in the Google search results.

## TIP

**Follow these steps below to help you pick the perfect domain name.**

- Make it easy to type. Finding a domain name that's easy to type is critical to online success. ...
- Keep it short. ...
- Use keywords. ...
- Target your area. ...
- Avoid numbers and hyphens. ...
- Be memorable. ...
- Research it. ...
- Use an appropriate domain name extension.

Here is an online tool that you can use to search and check the availability of Business names you are considering using and the possibility of the domain and social networks being available, <https://namecheckr.com/> it will help you to discover if your business name or domain choice is available on multiple Social Media platforms.

Action 2 - Creating your blog website.

# Knowledge is the key.

W. Edwards Deming



Now that you have your domain and purchased hosting, you are ready to install a blog or website on that domain.

WordPress is the most popular platform and is the platform and I've used for all my websites for business purpose and blogging.

Free Wordpress Blog Install

When you order my recommended hosting via D9 Domains and Hosting

<https://bit.ly/D9UKhosting>

<https://bit.ly/D9UShosting>

Start with the basic install then search for themes which can be added as a plug-in's to WordPress.

## TIP

Themes I have used in my property business were Denali by Usability Dynamics Inc. and WP-Property which is a free plugin, these worked really well for me.

There are also premium paid for options like Thrive Themes where all of the plugins and trainings are in one place, and you can add this option to your WordPress website by going over to this link <https://bit.ly/addthemes>

You should however make sure that any theme you install is *mobile responsive* this is because more and more people are using mobile devices to view websites, these days with the high use of tablets and smart phones.

If you are a complete newbie to hosting and WordPress you can purchase the recommended hosting via D9 Clients, and I will get you started with a free basic Wordpress website install for FREE.

I can be contacted at [admin@successwithloraine.com](mailto:admin@successwithloraine.com)

Links below:

<https://bit.ly/D9UKhosting>

<https://bit.ly/D9UShosting>

While we are talking about WordPress plug-ins there are a few plug-ins that will help with building and sharing your content.

Here are some of my recommendations for [most useful WordPress blog plugins](#)

**Yoast SEO plugin**, helps you to write a post or content that will perform better with search engines. For more training on SEO and to set up Google Analytics I recommend courses on Udemy like [Link Building 2021](#) as a great starter tool to get back links.

**ShareAholiC** for sharing your blog /web content to social media platforms, making it easier for you and your readers to share content.

Another great way to get your content seen is this great tool [Lazy Traffic Snipper](#)

## TIP

If you are not an expert in SEO and your website is not working for you. You can also pay for an expert, try searching for SEO experts on [upwork.com](https://www.upwork.com) [fiverr.com](https://www.fiverr.com) or [freelancer.com](https://www.freelancer.com)

If you are a complete internet beginner you might be interested in one of the online platforms for building out your web lead capture pages and video pages.

### Action 3 - Start generating content

**Blog.** Your blog is a place where you write and publish regular short posts with useful content for your audience or niche.



#### TIP

Set up your posts as Facebook ads from day 1, there are plugins you can use with WordPress for this. The main reason for doing this is, when you or your readers share the blog posts to Facebook the image and content will show correctly and can be used as a paid advertisement. You can promote your shared web content as "promoted posts" or "Facebook Paid Ads" if you have used the right sized images in your posts from day 1 then you will not need to update or change the post content when you want to promote through Facebook or Instagram.

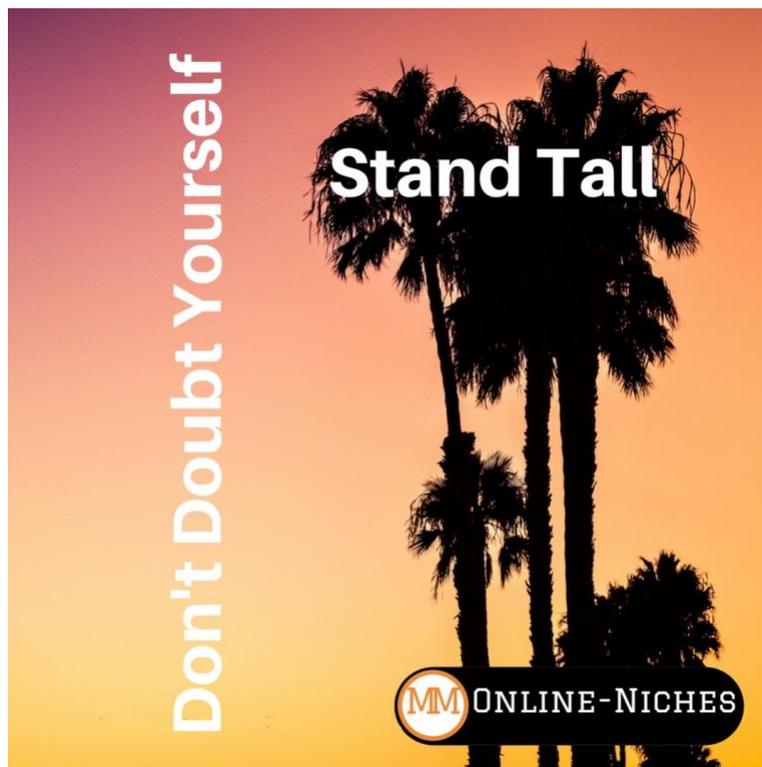
To use the correct sized images, I use [CANVA](https://www.canva.com), which is a useful tool for designing all types of creative marketing media, from post images to eBook covers. Canva is a free to join platform with designs that can be used costing only \$1 per item, you can also upload your own images to use in your marketing.

Business accounts start at \$12.95 per month.

<https://www.canva.com> Fantastic design software.

## Blog or Website Content

Your content is unique to you. If you are starting to brand yourself as a blogger you could start with "Your Story" try the "Who, What, Where, Why, When, and How" technique to inform and allow your readers get to know you.



You can also think of your NICHE and your AUDIENCE, when writing your content.

The top three niche subjects for affiliate programs and internet marketing are **Wealth, Health, and Relationships**. If you are passionate about any of the following subjects:- Entrepreneurship, Making Money Online, Health, Sports, Fitness, Dating, then you could focus on one of these as a niche market with products you promote as an affiliate.

My interests lie in the entrepreneur and personal development niche, and also creating multiple income streams, which leads into the whole life changes and freedom niches.

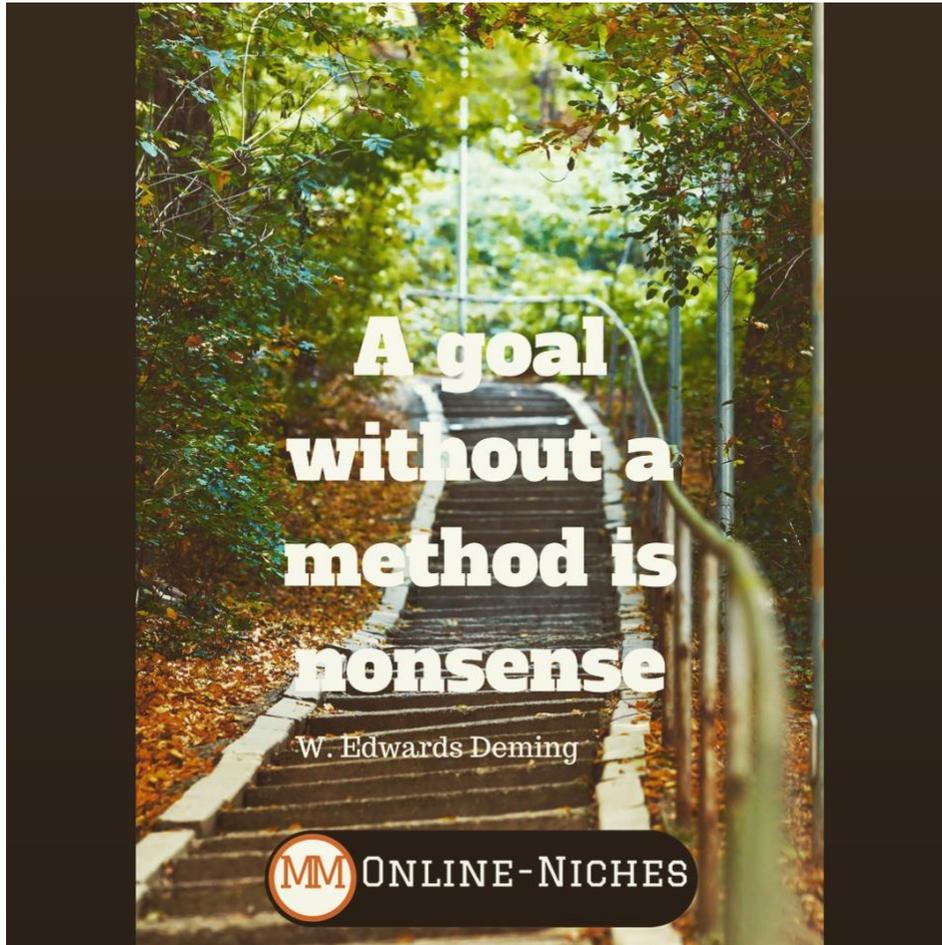
To find out more about personal development and mind set then check out my Lifechange Plans website <https://lifechangeplans.com/>

To find out more about online opportunities, creating multiple income streams and make money online niches check out my website <https://makemoneyonline-niches.com/>

## Your “Contact Us” Page

**Do not** just add your telephone number or typed in "contact us by email" and your address.

Make it easy for your customers clients or blog readers.



### TIP

Use a sign-up form and an autoresponder – software that automates sending messages to your customers and clients. Get the messages and information you need direct to your tablet or mobile. You’ve got to be collecting emails and building your marketing, networking, and subscriber list.

If you have your own business as a coach, consultant property manager try MailChimp which is forever free up to a limit. [Check Mailchimp here](#)

My personal recommendation is Aweber and you can get a Free for up to 500 subscribers or start with a low monthly plan from \$19 per month [AWEBER](#)

However, there are many other platforms you can research for yourself.

## Bookings Software

If you book appointments with clients and customers in your property business try using an Online Appointment System. Also a great idea for mobile beauticians or hairdressers, as your regular customers can look at your calendar via a link and can book and receive a confirmation very easily.

These are a few examples of free bookings software, I've not used these so I can't personally recommend them but they are here to show you that the technology is out there to be used. Go to Google and search for yourself.

<https://simplybook.me/pricing>

<https://calendly.com/>

<https://www.setmore.com>

When you are self-employed in a small business like I was in student rentals and don't have a dedicated answer service or VA Virtual Assistant to take your calls, you can and will lose business if your telephone goes unanswered.

Set up a good message which can direct callers to your online page and collect their details. Inform callers of the time you can contact them, or return the calls. If you only do return calls in the evening let your customers know this.

I also used a local landline number that was attached to my mobile phone contract, enquiries came direct to my mobile phone wherever I was. I could choose to pick up if I knew the call was an important client or listen to any messages left which were "out of hours" and decide if they were important or urgent and whether calls needed immediate response. (You never knew what was going to happen next when looking after 100's of students in my client's rental properties.)

### TIP

If you work globally online and need to chat to your customers, you can save money on calls by setting up Skype online. <https://www.skype.com/en/>

Another great platform that I have used for online meetings in talking to clients and for coaching and mentoring is Zoom meetings find out more about <https://zoom.us/> it works form laptops and also tablets.

For mobile phones and calls over the wifi I regularly use Whatsapp which is available for most smart phones and tablets. There is also a plugin you can use on your WP website.

## Action 4 - Get involved with Social Media

### Social Media



There are various ways to build up your online presence. The easiest and simplest would be to start with a Facebook profile page. This could be your name or your business name.

#### TIP

You can only have 1 personal profile which you can keep private if you want for family and friends only. You can have as many Facebook pages as you want, you can also start a Facebook Group for your Business or Niche.

#### EXAMPLES

<https://facebook.com/Makemoneyonline.Niches/>

<https://www.facebook.com/lifechangeplans>

Pages - a billboard where people can leave comments and ask questions.

Groups - a community with you as leader where you can provide valuable content to your clients and buyers. A group can be private or public.

**Instagram** - is now owned and connected to Facebook. This social media platform has grown very quickly and is becoming more popular. It attracts a younger age group and is simple to use. .

**Twitter** -Although I have a few Twitter accounts I am not actively using these now. I've provided a link below to get more information if you don't know where to start with setting up an account.

Twitter is the place to find out about what's happening in the world right now. Whether you're interested in music, sports, politics, news, celebrities, or everyday moments.

<https://support.twitter.com/articles/215585>

### **TIP**

Be consistent with your BRAND IDENTITY it will help when you create your Google+ business brand account if your header image is identical to your website image. If you decide to get set up with a Google+ account I recommend looking at some of the Google Communities, you can join relevant groups that are key to your Niche or Business, these are communities where you can ask for feedback or do some research.

You can link your website to your Google+ account and ask your customers or clients for REVIEWS of your service or products. In doing this you can create social proof which Google favours when ranking content.

Use media rich posts and content from your website, large images and videos alongside written content can work well.

**YouTube.** - Is the second largest search engine in the world. There are a lot of good reasons why YouTube should be a part of your social media strategy.

Firstly, just by having video content on your website you are 50 times more likely to show up on the front page of search engines and Google. Using video content will help to build your authority. You can teach what you know and share valuable information, which is the simplest method and key to building your online success.

Secondly, when you start to stand out as someone who knows what they are talking about you can begin to build social proof. You can ask your past clients or customers for testimonials and share reviews of your products or service.

Thirdly, 2017 will see some of the biggest traffic generation coming from VIDEO, hundreds of minutes of videos and clips are being watched worldwide. YouTube has now surpassed Facebook as the most popular social media platform. Did you realise that it is

50 times easier to rank a video than a written article. If you decide to get started with YouTube, be patient and produce content on a consistent basis in order to grow your online presence.

Not sure where to start with marketing using YouTube try Upwork and outsource any of the tasks you can't handle.

<https://www.upwork.com/hire/youtube-marketing-freelancers/>

**WARNING** - Don't try to build your online presence on all these Social Media platforms at the same time. Focus on 1 or 2 mediums to start with. I have been involved with an online presence for over 10 years due to having started a website for my property management business in 2005. In fact, as far back as 1999 when I made my first ever website using FTP and Microsoft Publisher, a lot of investment both in time and money has gone into training, private coaching, learning and taking action, over the years.

## Key 2 - Create a product to sell

Three things you Must Do in order to create your first product.



### Must Do 1 - Reveal a simple method

For example "How to" strategies

Don't know where to start? You are not alone, I've taken various courses spent \$100's & \$1,000's on training and digital products over the years, before finding my niche and focus in business. The best place to start is to show people a step by step formula or a blueprint if you like. People respond well to titles that tell them "7 steps to xyz" "7 steps to attract more coaching clients".

There are in reality only three key markets these are, Health, Wealth and Relationships, each of these markets have a number of niche markets and sub niche markets.

Looking at Wealth, a "niche" could be in real estate rentals, a sub niche could be "HMO's houses in multiple occupation, within the sub niche you might choose renting rooms to "students" or "professionals" or short term "serviced accommodation".

So revealing a simple method could be something like "7 creative marketing strategies when renting rooms to Students".

## Must Do 2 - Share your knowledge

This is a great way to monetize what you already know. You could write articles to share with your audience or target market, these can be used to start generating leads into your main business.

However, if you are new to digital marketing or just starting out you may be feeling overwhelmed by all the information you have gathered over the years. If you are not confident in your abilities to create your first product, then my advice is to look for products that are "**Done for You**" and promote these as an affiliate marketer where you can earn commissions from sales. Platforms like Clickbank and JVzoo that offer all types of digital products that you can promote as an affiliate and earn commissions.

**PLR articles** are a relatively new twist on content building. Private label rights are a special type of right or license which you can purchase. Then you are legally allowed to edit and publish the articles as your own. You may even include your own name as the author and your own resource box at the end of each article. This is one way to get started on creating multiple streams of income.

## Must Do 3 - Create a step by step formula

For example a step by step course or program that guides people through your services or training. Or create a digital product in the form of a download report, e-book, or blueprint.

Ultimately a membership site of your content, trainings or e-books where you can charge a small monthly fee to your audience when they sign up. It does not take long to start seeing a small drip income increase to a sizeable sum. Even charging less than \$5 per month say you start gaining customers and get your first 100 that \$500 per month. When you have 1,000 customers that's a whopping \$5,000. Nice!

Whatever your knowledge or expertise you can position yourself as an authority within your niche.

If you are looking for more support with Wordpress websites and coaching you can apply directly at my website.

Go to <https://successwithloraine.com/>

Anyone who is looking for a way to learn about marketing and earning an income from promoting a business opportunity then connect to me through the link above and we can discuss the best way forward.

Key 3 - The most important of all.  
Drive traffic to your product or service



**PRACTICE  
MAKES  
PERFECT**



### **5 Ways to drive traffic**

#### **#1 Writing content on your blog**

Be consistent with posting to your blog pages, don't be haphazard, think like a business, put content creation on your agenda. Share the content to your social media audiences. If you have started an email list of subscribers let them know when new content is being published, better still have it all set on auto pilot. Have a set day of the week or month so your clients, customers or followers know when to expect new content from you. Go back and read the sections about setting up your blog and creating posts. (Key 1 Action 3)

#### **#2 Posting on other people's blogs**

You can search for blogs and great content that compliments your niche or business service and comment on these. You can also contact the author of a blog that is highly ranked and ask them if they accept Guest posts, they can publish some of your content and vice versa.

### #3 Forum discussions

Join Facebook groups, Google+ communities that are in your niche or business and either contribute to discussions or start new topics and discussions.

### #4 Social Media

Share your website content to social media and place your offer links and call to action in your posts. Use lead capture pages and giveaways, (lead magnets) reports or coupons and discounts to encourage people to sign up to your subscriber list.

You can share your content and links free in your own groups and communities but do be careful about sharing to groups and pages that you don't admin or own as posting too many links could end up with you being slapped (suspended) or blocked by the social media platform or group admins.

It is better to use paid promotions with social media platforms like Facebook, Instagram and Twitter, the main reason behind paid ads is that when you have a good performing ad that is generating leads or sales then it is easier to scale up and generate more of the same traffic. Start with low cost ads \$5 - \$15 pr day.

### #5 The most important of these is JV (joint ventures)

Some professional affiliate marketers that have huge mailing lists will consider joint ventures with new product creators. You can find professional marketers through platforms like Warrior Forum, JVZoo or Clickbank, you could reach out and ask if they can promote your new product or service to their lists.

Another way of getting traffic to your product or offer is to pay for clicks this is known as "**Solo ads**". There are many solo ad venders out there but you need to be careful in your choices, cheap clicks are normally not worth buying as I have found out myself when starting out.

Start by doing some research here Udimi>>[Video Buy Quality Solo Ads](#)

Try searching for vendors that have good testimonials and have generated a good conversion rate for their buyers. Some solo ads will have generated sales, but often it is in the follow up with people who opt in to your offer that sales are generated. Plus, this is building up a list of subscribers in your autoresponder that you can then start to build a relationship with through your emails and sharing your knowledge.

Interviews - Another powerful way of driving traffic to your website, business or affiliate offer is to find an expert in your niche and set up an interview with you asking questions. It's also a great way of getting people to share your content.

## In Conclusion

So, I've covered the three keys to online success. You now might be thinking there is a lot to learn if you are new to the online marketing business model.

You're right, however once you have learned the most important skill of how to "**Drive Traffic**" to your physical products, service or affiliate offers then you have the knowledge to increase your income, whatever you choose to do.

Creating your own digital products is good because each one you create builds your business. You can use "digital products" as a giveaway to generate leads and build your email subscriber lists, and potential future customers.

Digital products can be added to your main offer as a bonus when people buy your product or service. You could write your first book and have it available on Amazon and Kindle- Products you create can be sold through your website or added to an affiliate platform like JVZoo or Clickbank. Imagine that your product is being sold by an army of affiliate marketers worldwide. You now have the potential to generate 5, 6, and 7 figure earnings from multiple streams of income and global sales.

## TIME TO TAKE ACTION

And now, it's time to take action.

By far, the number one complaint I hear from people online is they get bombarded with different make-money-online offers which promise the world for free...

Well this is different, I have a passion to help people to earn their first commissions online.

So if you think this is for you and If you would like to be personally coached and mentored by me so that you can start your very own online business then I have two steps for you to take.

### Step 1

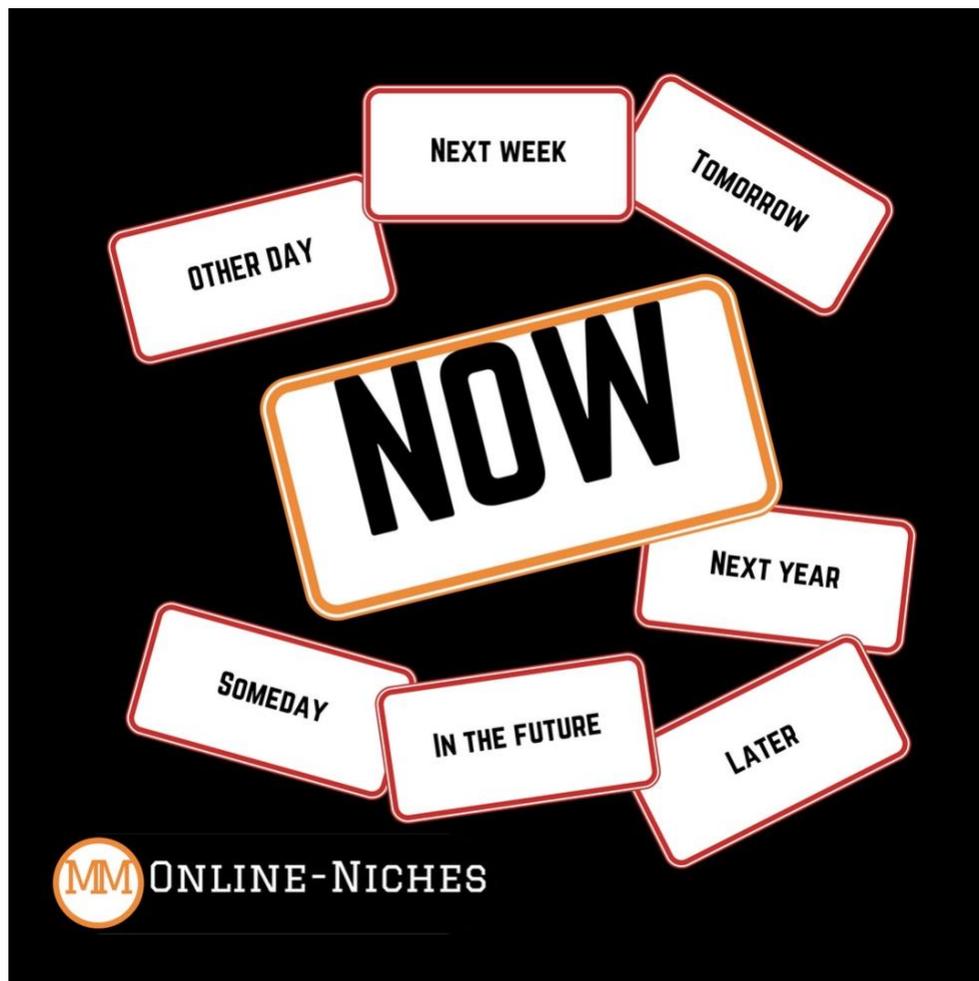
I firmly believe that if you want to start a successful online business then you need to do it using the right tools and by getting the right help...

After you have read this far I want you to forward to an email to [xxxxxxx](#) so that we can connect for a 1 2 1, free 30 minute friendly consult, using Facebook chat or Skype.

Now for Step 2.

Start off on the right program, with the help and support you need.

Ready to get STARTED RIGHT NOW GO HERE AND SIGN UP



### Lastly

Lastly, I want to talk about the most profitable formats to use for digital products.

Package your knowledge in the highest-value format you can. There are many types of digital products, with books, audio courses, video courses, membership sites being just a few of them.

A - Audio – Podcasts, YouTube Presentations & audio only, MP3, CD's, Audible

B - Written – E-books, PDF's, Kindle and Amazon print on demand.

C – Video – Youtube, Vimeo, Wistia, Facebook livestream, Zoom meetings and webinars recorded and live.

D – Software – Apps for iPhones and Android. Wordpress

E - Multi media – eBooks via Apple iTunes for iOS platforms, membership sites with video and PDF downloads, presentations and written downloads

Think about which medium will be the most successful for your audience, niche, or business. You can have the same product available in two or three different platforms, including as physical products that ship to the customer like CD's and printed books.

I hope you enjoyed reading through Three Keys To Online Success. You'll find a handy one-page summary in the form of a mind map on the next page.

Please let me know if you found this useful and don't forget to head over to my Private Free Community [Three Keys To Online Success](#) Facebook Group if you have any questions.

I wish you well in whatever business you are doing or any opportunity you decide to pursue.

And if you read this far CONGRATULATIONS, you are truly an action taker.

To help you with your online marketing.

I want to give you a special BONUS GIFT. Join our community to grab your gift.

Just take a small action NOW and join the free community [GET THINGS STARTED TODAY!](#)

## About the author

Lorraine Marshall created her first website in 1999 when she was awarded two grants via the Scarman Trust and Millennium Awards. This gave her the opportunity to invest in various training and personal development, as a mother and a housewife, who had been a volunteer with Citizens Advice, who then went on to volunteer at a local Action Group, started working part-time for Youth and Community Charities. Lorraine also studied with the Open University during this time, gaining a Bachelor of Science Honours Degree and a Diploma in Economics, the OU study was enabled by the financial support awarded via the Open University. The OU degree and the volunteer work opened doors to full time career opportunities. Lorraine worked in European Funding for Sunderland College. Then took a position with TyneWear Partnership through Government Office North East, again in the field of European funding as a monitoring officer, Lorraine finally resigned from employment in 2007 while working for City of Sunderland Council.

It was during 2005 a business in Property Management and student rentals was created with the help of her partner John who unfortunately died very suddenly at the end of 2006. Lorraine was determined to continue to “Keep the Dream Alive” and had support from her eldest daughter Vikki, later moving the business into Family Rentals and then Professional HMO's (Houses of Multiple Occupation).

Since 2016 after selling the Property Business, Lorraine has lived in Spain, learning more about the Spanish countryside, gardening and landscaping, even getting involved in the February 2020 Cartagena Carnival.

*Ann Lorraine Marshall*



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