



BUILDING WEALTH
MOMENTUM

STARTING YOUR ONLINE BUSINESS

Step by Step Guide to Putting The
Pieces Together



TIM AND KIM SNYDER

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This eBook is dedicated to beginners; those who dream of starting their own online business and who have a desire to improve their financial life by earning passive income, so they can live a life of fun and freedom.

May you be richly blessed in your new adventure – from everyone at Building Wealth Momentum.

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Introduction

We are so excited about what can lie ahead for you as you think about starting your online business. So, who is this book for when we say FOR BEGINNERS? That can mean someone right out of high school or college, or for ANYONE who has never started an online business before but wants to!

Times sure have changed since we graduated high school and college. We were programmed to graduate from high school, go to college, get an education, and then find a job and stay there until you retire (and Tim and I did)!

Sound familiar? No one talked to us about going to a trades school (to learn to be an electrician, plumber, carpenter, welder, etc.). For sure, NO ONE talked about becoming self-employed with an online business!! NEVER was that uttered out of our parent's mouth, (because it didn't exist)!

To be completely transparent – we are retired from working decades in the corporate world. Online wasn't even a thing “way back then!” We grew up with party lines in our home (if you're too young to know what that is...ask your parents), we had dial up to get online with the absolute worst sounding pinging noise on the plant!!

There has never been a better time for anyone to start an online business! In fact, since Covid 19, we are sure more people have started an online business than ever before. What can you do when you're stuck at home with a computer? Make the most out of your time there!!

Now, if you're a high school graduate, just so parents who might pick this up don't think we're trying to derail their children...we're not! If you want to follow that path, do it. What we are going to share with you in this eBook, you can do as a “side hustle” to make MORE income! Who doesn't need that? In fact, let your parents read this if you're younger – they might want to do this too!

We never say, “extra money.” We don't know about you, but is there really such a thing as “extra” money? We have a plan for every dollar we earn! That doesn't mean we SPEND everything we earn...oh heck no! But we do give a name for every dollar we earn (passive or not), and this method (from Dave Ramsey) lets us be sure everything financially is taken care of. We'll talk about that later...as we have an amazing FREE course called 7-Steps to Freedom you

will absolutely love because it sets the foundation for how to set yourself up financially to be successful!

If you are just wanting to make more income, or like us and are retired looking to get involved in something to busy ourselves while making an income, then you've come to the right place.

When we started, we were a bit nervous about understanding how all the pieces fit together, and we didn't have a bird's eye view of what we were getting into. We just knew we wanted to create another stream of income and didn't want to trade hours for dollars.

Over the years, we've recognized through all the exceptional training we have taken in starting a business, driving traffic, converting leads into customers, and building a business relationship with them, that we never had a full picture from the very beginning of how everything worked together to make our online business happen, and what tools we would need to be successful. If we would have, it would have made things so much easier to understand and know just what we were getting ourselves into.

We hope once you have finished this eBook, you will have that overview, and you will be able to start with confidence and wisdom as you put the pieces together to create your amazing online business.

We're not much on being wordy and adding a bunch of fluff....so let's get started!!

Chapter One: What's Your Why?

“When your ‘why’ is clear and greater than yourself, it will attract other people and the resources to support it.”

~ Sheila Holt

DISCLAIMER: First, we need to say we are NOT financial advisors! We are NOT business advisors! We are here to merely share what we have learned and used in our experience (both good and bad) to help you make a more informed decision as you decide to create your online business.

So, what drives you to want to start an online business? You must understand clearly, “WHAT IS YOUR WHY?” We say this because we understand that the farther you get into setting up your business and begin to work through refining it, there will be hiccups along the way. Nothing worth having comes easy...it takes work. And the one thing that starts creeping into your head is self-doubt! Oh, do those like to creep up and make you want to quit!! But don't...push through it! We are saying this upfront and may even say it again because when you are anxious or overwhelmed, your mind starts saying things to get you to give up your dreams; saying negative things to create self-doubt and question why you even bother trying to do this. KNOW YOUR WHY, and that will keep you focused. So, why do you want an online business?

Let us introduce ourselves. We are Tim and Kim Snyder. We are married with four grown children and several grandchildren. We come from the corporate world, and both of us have recently retired from that life. Our why for “ourselves” is to have passive income so we can financially enhance our retirement, have the freedom to travel and spend time with our grandchildren, leave our family a legacy, and create or support an awesome charity organization.

We also have several online businesses and the WHY for each of them is different. Kim is a counselor, so she has an online counseling business. It wasn't always online...she had a beautiful office and group room – Pre-Covid. Covid ended up shutting down her face2face office, but she pivoted and started doing online virtual counseling sessions. Her why for becoming a counselor was to help

empower families, or as she states in her tagline for her business, “*Changing Generations – One Family at a Time.*” As 2023 comes to an end, after 15 years she is closing her counseling business to become a parenting coach and is creating an Online Parenting Academy. Her why for creating that business was to offer help to struggling parents, where they could sign up at their convenience, on their own time, and get the help they needed, just when they needed it most. She also offers coaching and LIVE events, helping parents everywhere!

She and I have a business together, called Building Wealth Momentum (BWM). We know getting rich quick is usually a myth. Well, unless it’s inherited, or you win the lottery. Our WHY for creating BWM (and this eBook is part of that business) is to help people create a life that gives them long-term passive income, so they can DO LIFE, and live out their dream of FUN and FREEDOM.

We help you understand what it takes to start an online business. Some people have an idea or even a product or service. They just need help getting it set up online. Others have no product or service and sometimes think that because they don’t have either, they have nothing to offer other people to even think about starting a business. We are here to say, “THAT’S NOT TRUE.” In fact, we can say the lowest hanging fruit for making money online, is called Affiliate Marketing. Affiliate marketing is where you promote someone else’s product, and you get paid a commission to do so.

Not all companies that offer affiliate marketing are created equal. We will help you to recognize what are good and what are not. We have vetted several companies and are affiliates for them ourselves, and you’re welcome to promote what we promote. They are good solid companies.

Building Wealth Momentum is an affiliate business hub that includes some of the best training for your business. Training like getting your own Affiliate Business System with a Done-For-You (DFY) Affiliate Hub, which includes multiple streams of income built inside of it. Some of the training is learning how to drive traffic (potential customers) to your business, or software that writes copy (that’s the words you need to say to help attract people to your offer) or advertising your offer to the world. We like to call ourselves “connectors.” We help connect people like you to the best tools to run your business or make passive income.

We also include other affiliate opportunities on our site where the companies are BIG companies that can impact your personal life as well as having an excellent affiliate program should you want to promote those companies yourself.

So, now that you know who we are, and what our why is, answer this question for yourself, “What’s Your Why?” Your why becomes more powerful when it’s focused on “WHO YOU SERVE.” We believe the more you serve others, the more you will be served. It’s a very strange phenomenon, but it’s true. Be a giver and server to others and you will be given to and served.

Write down your WHY... It will be what keeps you motivated and driven!

Chapter Two: Your Business Model (Type)

“It’s better to look ahead and prepare than to look back and regret.”

~ Jackie Joyner-Kersey

When we talk about your business model (or type), we’re talking about “what” your business will be. Here are some questions to help you define what business you want to create:

- Do you have a product or service created to offer the world?
- Do you want to become an affiliate marketer, where you sell other people’s products for a commission?
- Are you interested in a Spotify Store?
- Do you like network marketing and building a team?
- Do you have a passion you want to turn into a business?

These are just some questions to help spark your creativity, especially if you don’t have a product of your own yet.

In the last chapter when we were talking about the need to have a WHY, we also told you what we were doing, and we are doing all those business types we just asked you about except a Spotify Store. You don’t have to just pick one, you can do many of them...but we don’t suggest trying to start all (or many) of them at once. We have a product & service business (online parenting courses and coaching).

I (Tim) am also a woodworker; making furniture, picture frames, novelty items, jewelry boxes, inlay work, and all kinds of custom things made of wood. I have built a very nice woodshop at our new home, and I will also turn my woodworking passion into a business, as the custom woodworking project requests keep coming.

We believe in multiple streams of income, and if those streams are passive income, you aren’t trading hours for money. And we have found that when you’re

doing something you're passionate about...none of the hours you spend on your passion product feel like working at all!

So, what business do you want to start? Take some time to think about it – write it down. It's been our experience that when you write things down and get them out of your head and onto paper, the dreams turn into reality far quicker than just thinking about them.

Now, before we go to the next chapter, which talks about what you need to get started, we think we should tell you our perspective on running an online business. First, there's no "ONE WAY" to run a business online (or brick and mortar). There are many ways people create their online business, but we'd like to share with you our "why" for the suggestions in the next chapter.

Do you need a hub? No. A website? No. Do you need to know how to create sales funnels or landing pages? No. Do you need to collect email addresses from potential clients? No. However, we have all of them because there are benefits to doing all of them. First, you begin to create your BRAND when you have your very own hub. A hub isn't a website, but it has a website. A hub is your business home; your store, where you want to bring people to. Rarely do we sell just one thing in a business. We usually offer complementary products or what is referred to as the "next thing" your client may also need. That just makes good business sense. Why not have those options conveniently on your hub? You could add "how-to" video information, and a host of other videos that make you real, that make you a go-to person in whatever you're selling. If you create the videos on YouTube – you can embed them in your hub, so your customers (current and potential) don't have to leave your site to find something.

See, our vision isn't about some get rich quick scheme (that most never actually get rich from). We've set up all our businesses for the long haul. We want our customers to come back again and again. The products we talk about in the next chapter help you to understand that 30,000 ft overview of your business...and how each piece functions and flows to sustain your business.

We talk about Affiliate Marketing because it's the lowest hanging fruit; the easiest way to make money without creating your own product or dealing with customer support for a product. It truly is the easiest way to start a business, but we don't do Affiliate Marketing just like everyone else because many of them are not set up for the long haul nor are they set up for recurring customers!

Take for example if you decide to be an affiliate marketer. For you to have YOUR business, you need customers who are buyers and potential customers you can reach out to and build relationships with. When you collect their emails on a landing page “you own,” you get those emails, and those people become YOUR new customers...either active or potential. Then, you can talk to them via email. Depending on your level of customer relationship building, you could set up a zoom call, or create a Facebook group for all those who purchased “that thing,” so you can help them set it up, or find new ways to use it, or in some way help them become better at what they’ve bought from you.

For us, we are promoting a specific product called Affiliate Business System (ABS). The absolute best affiliate marketers are those who become the product of the product meaning they USE the specific product they are promoting. Why? Several reasons

1) KNOWLEDGE - We KNOW the product, we know how to set it up, how to use it, and are able to answer the questions our customers have about it.

2) TRUST - We are walking the walk, not just talking the talk. Face it, if we’re saying this product is amazing but we’re not using it, can you trust us? Can you believe what we’re saying if we don’t even use it? We believe that may cause doubt!

There is so much scamming out on the internet and we want to separate ourselves from those. We are not just another affiliate marketer. We walk the walk, and we then HOLD YOUR HAND to ensure your ABS hub gets up and running.

If we’re suggesting an education, it’s because we’ve taken the training and found it highly useful or effective at moving us forward. We’re not interested in talking bad about products that didn’t work for us, because they might work for someone else...just not us. We talk about products we’ve used or are currently using that have served us well, so when you set up your business, you’ll understand what each of those pieces does, and why and how to use them.

You decide what type of business you want to set up online. But for us and in this guide, we will be taking the approach of someone who wants a solid BRANDED Affiliate business; where YOU are the business owner and Digital CEO, who is looking to create a business that provides income and growth for yourself and your family, and should the interest be there, a business that can be

passed down to the next generation, or sold off because the business has great intrinsic value to another business owner. Hopefully, that is also your vision; to develop a Affiliate BRANDED business. The thing is, you can use the platform for ANYTHING...and for as many businesses as you want (at least as of this writing).

No, this isn't a get-rich-quick guide. Wealth is built over time – and as momentum starts to happen, it slowly picks up speed. Once you have a solid business model and product (whether you own it or you're advertising it for someone else), and you can repeat the selling process steadily, then you're ready to scale it up. That's when things get FUN! That's when you can begin to automate your business, and you're no longer trading hours for dollars. But in the beginning, you must be willing to put in the work!

We wanted to give you this perspective because there are so many marketers out there preaching the EASY WAY to make money, and the GET RICH QUICK methods, that no one gets rich on! We believe you get out what you put in. You put in value; you produce value for others. When you focus on serving others, you will be served! Let us say that again in a different way. Your focus needs to be on WHO YOU SERVE. When your thoughts are FOR others, your ability to SERVE increases, and the by-product of that is being served (and making money). You will benefit greater when your desire to serve is for others instead of yourself. When your business is known for its value to others, YOU will be valued by your customers.

We have a heart FOR people, and for God...and our approach to both is to SERVE. When there is honesty and integrity in your business (something that seems lacking in our world today), people gravitate to that. When customers begin to know, like, and trust you...you build loyalty and a long-term customer.

Chapter Three: What You Need to Get Started

“The Scariest Moment Is Always Just Before You Start.”

~ Stephen King

This chapter will outline the components you will need to create your very own Affiliate BRANDED business. This is designed to set you up with a solid presence on the internet; a place where people can find you and reach out to you. When you decide you want to start your business using the Affiliate Business System (ABS), this guide will work for you, because a BRANDED presence makes all the difference when you’re wanting to market the products you’re selling. The difference is that you have a real hub, and not just an affiliate link. Places like Facebook and Google, which can be great locations to create Ads, do not like affiliate links.

As we stated before, there are many ways to run a business, but we believe having a home on the world wide web creates stability for you because your customers will be able to find you. When they begin to know, like, and trust you, your business will begin to grow.

We advise you **“not to start your business”** until you have finished this guide. You truly want a full overview of how an online business works before you dive in. You DON’T want to back up or start over, and we want you to understand some of the key moving parts, so you understand the working expenses that are needed as well. We will list out what you will need to create your affiliate business whenever you’re ready, and an offer to get your very own DONE FOR YOU HUB!!!

While there might be FREE options of some of these components for your business, it’s been our experience that FREE usually has some limitations. So, keep that in mind if you’re thinking of picking FREE, that it may not integrate with the other parts you will need.

So, let’s get started...

As an example, our physical world is EARTH – the Online world is known as the WORLD WIDE WEB (www) in your online world.



STEP 1: Create Your domain name

You first need to name your business. A domain name is where customers can find you on the internet. When you go to a domain creation site to create your domain name, the program will search the internet to be sure that name isn't already used. If it is, you'll have to pick something else as your business name.

Whatever you choose, make it easy to remember. Some people want to get cute with their name or spell things differently thinking it will make them stand out, but it could create confusion if your clients are trying to type in your business name, but it doesn't come up because it's spelled in some unique way. So, keep this in mind as you create your business name. The most common is a .com extension. There are many others like .net or .biz or .org, but the most used extension is .com.

As we move through this section to understand the pieces to set up your solid branded business, you'll find in the resource chapter, we offer up some companies we feel are very good companies and ones we use or have used in our business. We might have moved on from some of them as our businesses have grown. Just remember you get what you pay for, and usually, the free versions usually have some limitations that will require you to upgrade to advance your business. In the beginning, we didn't understand that, so for us, we started with the free version of things but quickly realized the limitations on those products were more of a hindrance (which it's designed to be so you'll upgrade) and we ended up either just upgrading or moving to another product we felt offered a little bit more for the money based on where our business had grown.

DISCLAIMER: The name you pick as your domain name is only a name you create for the world wide web to find you. This is not an established “business” such as a corporation or Limited Liability Company (LLC). Well, this is what businesses are called in the United States. If you are out of the USA, they may be called something else. For you to establish your business entity as either of those, you will need to go to your state government site and create your business entity there (using the same name). This guide is not designed to help you do that. This eBook is only for identifying the basic pieces you’ll need for your business online.

We have several LLCs. They are easy to create; the Articles of Incorporation outline what your business does; and the business allows you to write off some of your expenses. **We are NOT tax people**, so you’ll need to talk to a financial person to advise you on what business entity to create. Now, back to creating your name.



In this picture, the name of this business is like your DOMAIN NAME...it identifies YOU and your business.

STEP 2: Create Your Email Address(s)

It is best to purchase an email address that matches your domain name. As an example, our business domain is www.BuildingWealthMomentum.com. We purchased several email addresses. Since Kim is usually out there talking to people, we created Kim@BuildingWealthMomentum.com because this email is a personal contact inside our business.

We also created info@BuildingWealthMomentum.com because we have areas of our business that are more question/info related and not the relationship-building type emails we like to send out. And finally, we created support@BuildingWealthMomentum.com for those times when a customer wants help with something. Those emails are then answered by the individual(s) who are handling the info and support questions.

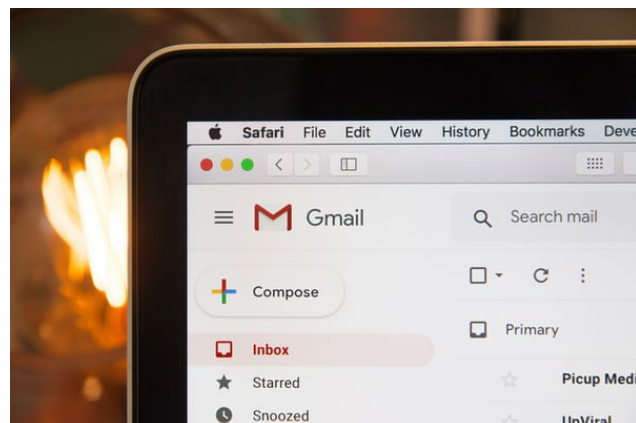
The reason that it's better to purchase an email instead of using a free service like Gmail or Yahoo is that when you begin to automate some of your emails to reach out to customers, bulk emails from free email providers tend to be sent straight to the SPAM/JUNK folders, and they don't get read. You want your open rate to be as high as possible, so you can establish a positive relationship with your customers. Just like we stated about raw affiliate links being frowned upon on FB and Google, but a branded name is well-liked; email names with your business included are preferred and get delivered better than Gmail, Yahoo, Hotmail, AOL, etc...

An email address in your online world is like the physical address of your business. Instead of sending a stamped envelope to your customer (or them to you), you would send and receive emails.

Physical World sends SNAILMAIL (with an envelope and stamp). The online world sends EMAIL



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STEP 3: Hub Building

A hub is your online business; your virtual store for customers to come into and look around. We haven't found anything out there that compares to what we are using. A hub and a Website are not the same thing. We use a hub – it includes a website, and a host of those things like funnels, a blog, live streaming if you

wanted that, and it comes equipped with all kinds of other things affiliate related (you just need to add your affiliate links to them).

Now that we have a hub, we'll not go back to just a website. There are free web-building platforms, but they have some drawbacks to them. They tend to have advertisements on your website, and these advertisements can move your customers and potential customers off your site and on to whatever is being advertised. The ABS has so many affiliate options in it, we think you'll love it when you see it.

You may find a website service at the same place you created your domain name and email. You don't need to use that company to create your hub, as the product we're talking about includes hosting too.

You can create the domain name, but that isn't a hub or a website. It's just a name. Website building sites aren't all created equal. Some are WordPress sites, some are drag and drop (our favorite), but every person is different in their knowledge and skillsets. The awesomeness of ABS is there is NO CODING of any kind and the simplest to use! It is what we are using, and we'll not use anything else!



This storefront in your physical world is like your HUB on the www.

You get to decide what it looks like, the colors and layout of your store, and how you want your customers to feel when they come into your site.

STEP4: Hub Hosting

You can create a domain name, but it needs to LIVE on the world wide web. It's called HOSTING. Again, the ABS hub has built in hosting!! We used several "websites" until we moved to something called a HUB! It's amazing. We were part of the beta testers and have learned so much about how this software works. In fact, for those that purchase the ABS and become our VIP members, we do LIVE training to help everyone get their hub up and running and ready to go. We've used this software enough that we have tips and hacks and things we share when they are needed. You'll want to investigate [ABS](#) for your business because it does "everything!"

Hub hosting is what allows your site to be found on the world wide web. In the physical world, you must pay RENT to your landlord for your business to be at a specific place. Hosting is like paying rent to your Hub host landlord for your hub to occupy space and live on the www.

The cost of ABS includes hosting and does so many other things for us, it's the best option out there and a very powerful Hub builder and includes funnel/sales page builder. It includes the ability to blog and has a beautiful blog site if that's something you're interested in as well. Soon coming is their membership site, and Kim's coaching business is now moved over and built inside this platform.

We have tried to correlate your physical world with your online world, in the hopes of giving you a visual to understand what each of these pieces are. But at this moment, your building (or your Hub) is empty.

Now, you will need something (a product or service) that SOLVES A PROBLEM to attract customers (or leads) into your store or HUB.

STEP5: Product

You'll need to create a reason for a customer to come to your store (you need to offer them a product or service). We don't know what your idea is for your business, whether you currently have a product or service, or if you're looking to do some affiliate marketing (promoting other people's products). This book was specifically written for those interested in Affiliate Marketing, and we are promoting ABS because it comes with all kinds of products already built in! This DFY Affiliate Marketing Hub is already filled with products your customers have a reason to come to you.



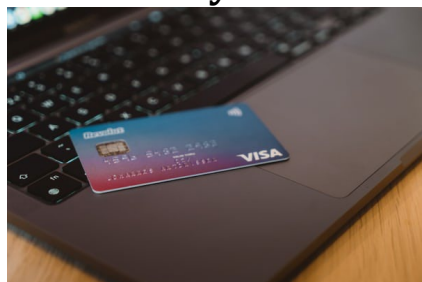
Remember, a successful business SOLVES A PROBLEM. In this picture, the problem is HUNGER/THIRST, and the solution is FOOD and DRINKS.

You can add pictures of your product or service on your hub and then spend some time helping your customer understand the BENEFITS (or RESULTS) of using your product or service. Also, here's a marketing tip:

“People NEVER buy because they want that PRODUCT – they want the RESULTS that product or service will give them!!!”

So, when you start talking about your product or offer, be sure it's RESULTS orientated! If you haven't decided yet on what you want your business to be, we include something you may really like at the end of this guide....so, for now, just keep reading.

STEP6: Payment Method



A business needs a way to get paid! There are several methods out there. PayPal is very common. We like PayPal for several reasons. They are well known, and people feel secure using that payment method. If your customer doesn't have a PayPal account, the PayPal system will accept credit cards. Also, if what you're selling is expensive and your offer allows installments (multiple payments), setting up a PayPal button for that is super easy.

Another payment method is called STRIPE. This is also very easy to set up on your hub. We have used several payment methods: PayPal, Stripe, and PayAnywhere. PayAnywhere, we used when we were face2face with a customer. It works with our iPhone and iPad, and we could just swipe their credit card (or enter it manually if we weren't near WIFI). Now, we just use Stripe.

The payment methods we listed are free to sign up for, yet they take a certain percentage of your sale as their fee, up to a certain amount. You'll have to research on your own for the exact fee structure, as those things may change over time, and we wouldn't want to misrepresent those companies. Features and fees are what you want to look for. There are many others out there. Also, new programs are always coming on the market, so you must find what works the best for you.

Inside the payment method of your choosing, the site will show you how to create your BUY NOW button (or whatever you want your button to say) and how to add that button to your ABS hub. If you have your own product on your hub, then when your customers click on the button, it will take them to a checkout page, and they can purchase their item from you.

We will walk you through anything you need help setting up. There is nothing worse than buying a product and then not understanding how to use it. We gotcha!

Our items are all digital assets, so they are stored in our autoresponder program and our thank-you email has the link or the direct asset in it. More about autoresponders in a bit!

The next things aren't part of your hub building, but they are business-related essentials and worth mentioning so you understand some additional expenses to your business.

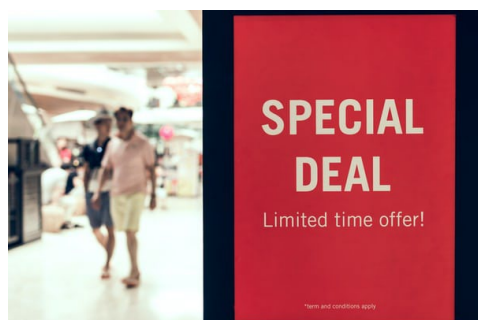
STEP A: Marketing

Marketing is a different requirement outside of the naming, hosting, and building of the site, which is why we have created a different numbering scheme here.



Marketing is about developing a relationship between yourself and your ideal customer. Most people want to know, like, and trust you before they just decide to buy from you, and there is a method to do just that. If you look at this funnel, you'll see there is a process at the top, starting with delivering value to your

customer (in the form of blog posts or videos or podcasts...and these are only suggestions and not a complete list), to then offering something of even greater value for free or low cost (like we did with this eBook). It's only then, when they see you are FOR THEM, and not just for yourself, that they begin to know, like, and trust you, which is usually necessary when you're offering a higher-priced product. Once your customers trust you, some will follow you for years, looking for the next great thing you're offering! We have followers that just 'do what we do' because we're doing things that work!



Marketing also involves creating an OFFER. When we say OFFER, it's a bit different than just a single product. If you think about the McDonald's marketing phrase, "Do you want fries with that?" It's their offer, which is to create a bundle, make more sales, and offer great value to their customer. To just order a hamburger is good, but having a side, and a cold drink to wash

it all down just makes good business sense.

When you create an offer for your customer, you too will create great value for them and make more money in the process.

STEP B: Sales Page/Funnel Builder

As with any business – you need to market your product. This is a huge topic and something that can't be expounded upon in great enough detail in this guide. This will need to be covered in a subsequent eBook or in a marketing course (which we suggest a great one later), where you get all the nitty-gritty details of marketing and the pieces that go into that.

However, we can talk about a simple method, which is creating a sales page to attract customers? A sales page is the first page a customer sees about your product. When they like what they see, they can “opt-in” by giving you their email address in exchange for something you might give away for free or to enroll in a webinar or pay for whatever you might be offering.

So, let's talk about how you got this book. You saw our book either on our hub, or in a FB ad or something like that. That would be our sales page! For you to download this book, you entered your email address (you opted in), and when you did, your email went to our autoresponder (a place where we could send you supportive emails). You received that thank you email with a link to download this eBook. Can you see how these pieces all fit together just by this example of you downloading this eBook?

STEP C: Advertising

The difference between marketing and advertising is probably best understood this way; Marketing is the words (or copy) of WHAT you are selling – Advertising is the METHOD of HOW you sell it. You'd have both marketing and advertising too if you had a physical store.

One advantage of a physical store is they are out in the open, where people can drive by or walk and see them. When you're online, you need to create a way for potential customers to know you exist. The advantage of being online is you can market to THE WORLD, not just local merchants.



There are so many ways to advertise on www. Many people know they can run an ad on Facebook, Google, Pinterest, and YouTube. But unless you're already into advertising, you might not know how to sell your product or service using SOLO ads, Influencer advertising, and a host of other methods.

This guide isn't meant to go that far into detail – but I do recommend an amazing class that helps you understand how to get internet traffic (traffic is another word for potential customers) – the training offer, if interested, is at the end of this guide.

STEP D: Tracking Your Ads

When your product or affiliate product is ready to be advertised to the world wide web, you want to be able to track several things. You want to know if the source you're using is worth the money you're spending. Are you getting your money's worth? How would you know? You use tracking software. Another bonus to the ABS Done for You Hub is it comes with the best tracking software, which is all internal – no extra fees and no 3rd party software. When someone clicks on your offer link, you see it in REAL TIME! It also has advanced tracking, showing you what your perspective customer is doing when they are looking at your offer, if they see the CTA, if they click it or not, and so much more!

Let's say you want to use two different methods to advertise your product (or someone else's). Tracking will allow you the ability to track each of those methods independently but all on the same screen. Not all advertising is equal, so unless you know which method is better, meaning which method gives you more

clients for a lower advertising cost, you could be throwing away good money on ineffective ads.



It's a good business practice to use several different methods to advertise your product. When you do, you'll also need a way to know if your advertising is cost-effective. As much as advertising is a key component to driving customers to your hub, you'll want to make sure what you are doing is working great!

Most marketers advertise in a variety of methods, or they split test two different types of copy (words) to see which one converts better. When you know what is working, you can then scale your business by increasing your advertising. You will love this internal tracking software!

But know this...you can start generating free traffic by using YouTube videos. You can create a YouTube channel for free using your new business email address. Then start talking about your offer. **Here's a tip:** You can put a link to your offer in the comment section, and then PIN IT to the top. This is FREE, and you can get organic (unpaid) traffic. If you add some keywords to your video, people who are searching on whatever product you're selling would find your video.

STEP E: Auto Responder

An Autoresponder is a method to reach out to potential or new customers in a way that helps them get to know, like, and trust you. The name "auto" means you can automate this process, so you can "write it once and use it many times."

When you're running a successful business, there's just not enough time in the day to personally email every single customer who comes to your hub or clicks on your offer. But there is a way to write those emails "once" and then schedule those emails to be sent to your customers based on what their behavior is on your site. This might sound complicated if you've never done it, but it isn't, and we will be there every step of the way to make sure all the pieces that make your business run is working like a well-oiled machine!! That's the bonus of having a mentor and we're happy to connect with each of our customers and keep them moving and motivated.

Some people pay to have their emails created for them. We don't (it's super pricey)! We write our emails, or our mentor gives us some email swipes (a

document that has a list of emails written out for you). Even if we get an email swipe file, we still modify the emails to our voice, because we know what we want to say to our customers when they buy or click on our offer in exchange for their email. We want to be the ones talking to them. They can also respond to that email, and when they do, it builds the relationship further.

So, how exactly does an Autoresponder work? Remember when we talked about the sales page / opt-in page? The sales page / opt-in page is where the customer enters their email address. When they do, their email address gets added to your autoresponder campaign. Your autoresponder can have many “campaigns.” A campaign is just a series of emails relating to a specific product or offer.

You can set an autoresponder to say THANK YOU or to WELCOME them to your site. You can set your email autoresponder to give them great value and tips for using your product, as well as offer them something else that would complement what they already bought from you. We ask ourselves, “What else would they need?” That helps us decide what additional items might be beneficial to them.

Let’s say you are selling Product A. Inside your autoresponder, you could create a campaign called “Product A.” A campaign is a series of pre-written emails about a certain subject (in this case, it’s about Product A). You spend a little bit of time writing a series of emails. Notice we said series. This series is a set of pre-written emails specifically about your product and how it can benefit your customer. Then, you decide the time frame for sending them out. Once a day, once a week, several times a week (depending on the number of emails in your series), and if anything is time sensitive.

The greatest thing about an autoresponder is you can write your emails once, and then set the action to happen say, immediately when they give you their email, with a WELCOME email, or if they buy something give them a THANK YOU email, and then maybe a couple of days later another email talking about a feature of your product that is very valuable, and then a couple of days later another one with something just as valuable. It takes some thinking about the product and deciding what you can say to them of value, but this is how you build a great relationship with your customers....value, Value, VALUE.

If you're like us and have ever bought something online, you'll soon notice your email inbox having all kinds of emails from that company. There are varying thought processes out there with an opinion about how often you should send them. As for us personally, we just don't like being bombarded with all kinds of stuff, especially if the only thing they want to do is sell us more and more things....one right after the other. There are many marketers out there only interested in making money and not truly giving value and creating a lasting relationship. We understand at the very moment we buy a product, we're a hot lead for them, but we quickly become very COLD when those emails push and push and push us to buy. Frankly, [for us] that's so annoying!!! It's a complete turn-off for us, and we end up unsubscribing from them. Others don't care, they read them all and pick what they like and discard the rest. So, how often is up to you. For us, we send our emails the way WE would want them; a couple times a week, with something that has value relating to the product they bought, or announcing when our next LIVE meeting is for them join and learn even more!

So, for us, we don't want to be "that company" that blows up someone's email with offer after offer. We may send different kinds of offers for those who end up on our list but never bought. If after a few times of showing them the awesome benefits of our offer, then we try to send them other things. We have a different mindset when it comes to handling our customers, and that is, we treat them how we want to be treated! We use an autoresponder because it makes good "time" sense, and it's a system! Systems WORK. Once your customer or potential customer comes into your autoresponder, the same emails and timing happens with each and every need lead.

Remember, you'll find hundreds of people telling you what and how often to email. There's not an "only way" method to doing things. The more you can be authentic to YOU and show your customer you care about THEM and not just your pocket, the more your customers will begin to gravitate to your style.

In our "product series emails," we first thank them for purchasing or downloading our product, and we include the link to whatever they bought for easy reference if it's a digital asset like an email or brochure. Then, because we know and understand the product they downloaded, we also know their pain points (those areas of frustration, and those moments where they might just want to give up), so we speak into those moments – and offer clarity and support for them. We give them time to absorb that product and we offer them to join our Facebook Group – which lets them ask even more questions, get them unstuck and keep them moving

forward. We also get to know a community of people all doing the same thing (building their online business or learning ways to make passive income and building their wealth). The more customers engage, the better experience they will have, as well as getting access to connect and network together.

Finally, as in most businesses, there's something else that can complement the first product. So, we send an email to talk about that product and the benefits it can bring them. Everyone is different. Some people can't wait for the next hottest thing, while others are slow and steady. The more we reach out with HELPFUL emails that can get our customers unstuck or offer great tips and tricks we have learned along the way, the more our customers begin to know, like, and trust us.

See, if the goal is JUST TO SELL...you won't do well...at least not for the long haul. And that's not our method. We desire to HELP others....so they can HELP OTHERS!!! We believe whatever our gifts are in life...they aren't for US; they are to be shared with other people. That also keeps you going when things get tough by remembering, that there are people out there who need what you have to offer!

One of the greatest pieces of advice we can give you as you move into developing and starting your online business is to keep yourself “outward-focused” on others.

Be a server to them and you will be served by others!! The more you give, the more you will be blessed. Not just in monetary ways, but in psychological ways; those feelings of joy you get when you know you have positively impacted the life of someone else! Money can't buy that – only a server can feel it!

We could keep on writing to you, as there are so many things that can make a huge impact on your business. Like, here's something else of value. People who buy your product in the physical world are called customers. Those who don't buy, are just shoppers. But, in the online world, people are called *customers* if they have bought from you, and they are called *leads* if they are potential customers – those who have come to your site, but not bought, but may have given you their email address. You need to know your customers, or should we say know WHO your ideal customer is – and that “ideal customer” has a name too – it's known as your “AVATAR.” This too can be a topic all its own – but that's for a different eBook/guide.

There is training that can help you build your avatar, and there are places you can go on the internet to see what questions your ideal customer is asking, so you can offer some valuable solutions to them. If you offer some of those solutions for free, you begin to build a relationship with them. They will then be curious about what your paid offer can do for them. Once you get someone interested in your product, and they come to your hub to look around, you can turn them from lookers into buyers (or leads into customers) because you've done your research. You know what they are looking for, which is your product that offers a SOLUTION TO THEIR PROBLEM, and you can have their solution ready and waiting for them!!! KNOW your customer, and offer great value to them, and they will keep coming back to you.

Now, all of this might begin to seem a bit overwhelming, but when you have the answers, everything is easier! Take each item step by step. Have you heard the question that asks, "How Do You Eat an Elephant?" And the answer is: "One bite at a time!" Well...we would never eat an elephant, but the analogy of this question is what is important, and that is; any large task can be completed, one step at a time!

We like to call ourselves "CONNECTORS," especially when we have found something highly effective and don't believe we can say it or do it better than someone else. When that happens, we feel there is no reason to re-invent the wheel, so we like to connect our customers to that product.

That's what affiliate marketing is all about, so we practice what we preach. Most of the links in the resource section are also affiliate links.

We will connect you to products we believe will launch your business in the quickest time possible, and with training options that walk you through step by step in building your business. You'll find those too in the resource section of this guide.

Now, before you go straight to the resource section and just start checking out the programs we've offered, you might want to read the education section first in the next chapter. The next chapter offers some education training that can help you tremendously, and it might also give you other options not listed in the resource section.

Some of the training is free, some are not, but the best investment right now is investing in YOU, and in understanding in greater detail how all these pieces fit

together. We get frustrated when we don't have answers – education eliminates frustration and increases confidence in yourself!

We want all those who work with us to become confident, which is why we hold weekly LIVE meetings so you can get your questions answered or learn something new watching us share our screen. Not only do we help our customers get their hub running smoothly, but we also add in other cool stuff like creating an active banner for the bottom of your email that is hyperlinked to your offer, or how to make some intriguing FB posts, to additional email swipes!

We help in any way we can because we remember what it was like to be out there in the ONLINE world and feel completely alone, without a direct contact to ask questions and get help. We have your back.... we are here for you!

Chapter Four: Education / Business Resources

” It Doesn’t Matter How Many Resources You Have – If You Don’t Know How to Use Them, it Will Never Be Enough ”

~ Unknown

Educating yourself truly will be one of the greatest gifts you give yourself. Just you downloading this guide tells a lot about who you are. You want to KNOW...know about online businesses...know how everything works...know how to make money online...know how to drive traffic to your hub or your offer...know how to market and advertise!

Many people just dive in without really “getting it” first, and they are left spending lots of money and making very little if any at all. We are glad you stopped and read our guide.

Below, please find some resources we recommend. If you see an asterisk (*) it means it is an affiliate link.

EDUCATION/ TRAINING

[* 4% - Online Entrepreneur training – Basic is Free](#)

Sign up for a FREE Basic account. You’ll find several free courses in there to help you get started with understanding online marketing.

[* Massive Traffic Blueprint](#)



This is great training in traffic generation called Massive Traffic Blueprint. It’s an amazing course and very detailed! Every business needs to understand how to drive traffic to your store (online or brick and mortar).

7 Steps to Freedom



Here is one of the best courses we have taken to help us understand how to know what we needed to plan for regarding our business and personal expenses and how to set up our banking to ensure every aspect of our business and personal finances are accounted for. If there are any course we would tell you to start with, it would be this one!!

* Affiliate Business System



Here is the amazing HUB we are using and you can have the same hub we have. You will learn everything about this hub and decide if you would like this DONE-FOR-YOU hub that already includes funnels and a resource page full of things any affiliate marketer would need. You just add your link to the tools.

Should you choose to get your own ABS hub, you will be taught STEP-BY-STEP how to set it up to make it your very own! PLUS, once you are on our team, we you're your hand to you don't ever feel alone, and we create an environment of FUN and LEARNING as we help you become a confident affiliate marketer.

BUILDING YOUR BUSINESS RESOURCES

Domain Creation

[GoDaddy](#) - *(We use this)*

[* NameCheap](#)

Email (It may be cheaper if you buy this together with your domain name)

Payment Methods for Your Products *(We use Stripe)*

[PayPal](#)

[Stripe](#)

Marketing (easiest software to write sales copy FOR YOU)

[*Anyword](#) – *If you're not sure what to write for your sales copy – this program is unbelievable. It will write it for you!*

((Your HUB comes with an AI feature built right in it to help you write your copy))

Auto Responder

[* GetResponse](#) – *We use this one!*

A Note from the Authors

We hope this guide helped you to understand what you need to start your online business and how the pieces outlined in this eBook guide fit together to get your business up and running and in front of your potential customers.

If you have any questions about this book, use the link below to schedule a call. We will be happy to answer your questions.

[YES ==> Click Here to Schedule a Call with Your Questions](#)

Let today and the decision to join our team be your life-changing choice to impact your financial future and create an amazing legacy for your family.

“You might not have come from wealth, but wealth can come from you!”

We would love for you to follow us on Facebook. **[YES==> Click Here](#)**

Thank you for reading our Guide.

May you have a Blessed Day!

Tim and Kim Snyder