

Online **Business**

Foundation

Course

The Simple Truth The So Called **Gurus Refused To Tell You
About Making Online In Nigeria**

By

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Background

There are so many lies flying around about how to make money online and how to make money online from Nigeria. Many so called Nigerian gurus are busy selling all manner of lies in the form of e-books to innocent Nigerians who are genuinely seeking for ways to make legit money online.

I had been a victim and have bought many e-books from adverts placed on magazines.

You have probably fallen victim to these people too, if you have then just take heart because I am about to share with you the basic truth about what works and what doesn't work.

It is because of people like this (who sold me loads of crap) that I was challenged to venture into the online jungle to see things for myself. Reading and buying to many nonsense e-books pushed me to start a few blogs on blogspot.com and some other websites almost 2 years ago in 2008. I started my personal blog at www.MkAkan.com to chronicle my journey as I connected with other people online and learnt to make legit money online from Nigeria sometime later in late 2009.



www.NairaCow.com is the Nigerian version that helps Nigerians with making money problems, questions and difficulties they may have (like I have faced). It is one of my recent blogs.

To read more about me and who I am visit www.Mkakan.com/about

Right now my online business is centered around information marketing and affiliate marketing. My income is growing every day.

WHAT IS THIS GUIDE ABOUT?

So this e-book guide is about what I have learned ,the mistakes I have made ,the misconceptions that I have corrected ,the tools I use, the truths I know and the lies I have discovered.

It contains some articles from some of my blog posts and some that I still have on my laptop desktop (not yet published).

It is a summary of my journey for the last 2 years and it is my sincere wish that after reading this free guide, you have a clear understanding of what you can start doing and need to do in other to start making real legit money from the internet.

It consist of 2 parts.

Part A aims at revealing all the lies about making money online in Nigeria to you and giving you a good foundation.

Part B is to give you a direction.

PART A

Lies And Misconceptions About Making Money Online In Nigeria Revealed

Now let's get started

Making Money Online From Nigeria: Important Questions Answered

Question 1: Can Nigerians Really Make Legit Money Online?

Answer

The answer is **yes** and I really mean that...But that is not the issue.

The issue is you, what do you believe?

I know the usual excuse.

We can't register

- On PayPal
- On ClickBank
- On eBay
- We can't buy online
- We can't do this, we can't do that

Blah, blah, blah...

These are all **genuine excuses** to those who don't know otherwise. These are all constraints we all face but it is nothing compared to what this lady, [Ladan Lashkari](#) faced. She succeeded against all odds. Read her story and be inspired.

And guess what?

We don't really need all these companies "who are booting us out" to succeed

We can do just fine without them?

In fact if registering with these companies guaranteed success online, every

*American with a PayPal account and access to all other services would be **millionaires**, but we all know this is not the case.*

My Absolute Belief Is ...

Nigerians (and anyone living anywhere on this earth) can make money online.

We will make money online if we can **create value**. **Value creation** is a must.

So How Can Nigerians Make Legit Money Online & Offline?

Like I said, **it starts with creating value** for others. Have you heard the saying "value *begets* value" ?

So what the hell is **value**?

My personal definition of value is ...***something other people consider important and useful enough to trade something in exchange for it*** (it doesn't always have to be money; value is not only measured in cash).

Here is one of the [definitions of value in Wikipedia](#).

So the question is – *what **something** can you create or do that someone else can exchange for something?* Something people can pay for.

A.K.A. What product or service can you provide?

And don't think you have **no product or service**...it is right there, you may not be seeing it yet.

The basic truth is, for you to [make any form of income online](#) (and even offline), **you have to create value**, *something someone else considers important and useful*, which is usually a **product or service**.

Just take a cue from the biggest names online. The A-list bloggers, the online companies etc all have only **one secret**-

*‘They create products and services people consider valuable and would **exchange their time or money** to get or use’.*

That is the koko...

If you get nothing else from this post...just remember that last point.

Now let's take it back home.

What value can we “Nigerians” create for other Nigerians or for the world at large?

This is the **question we should ask ourselves** when we get online. This is what will **bring in the money**. This is how we can "**hammer without the fear of EFCC**". And guess what, there are so many products and services Nigerians can provide to the world.

Let's do a brainstorm.

Services and Products Nigerians Can Provide the World

First, let's ask some questions that will spring up some ideas.

1. What do people want to learn about Nigeria and Nigerians?
2. What do you know that other people want to learn in other lands?
3. What are Nigerians known for?
4. What do people love about Nigeria or Nigerians?
5. What do people hate about Nigeria or Nigerians?

Here Are Some Ideas?

1. Do people want to learn how to **cook Nigerians dishes**?

Can you **package a product or service** that can help people with this?

2. Do people want to learn how to **speak Pidgin English**?

Can you help them with that, **an e-book or service that creates learning value?**

3. Do people want to know **Nigerian names and their meanings?**

Can you produce a manual for that?

4. Do people want to learn how to **dress like Nigerians?**

Can you create a **product or service** from this?

5. Can you produce something valuable on how people can make **Nigerian fashion designs and style?**

Just think about it, there are hundreds of things people want, like or hate already about Nigeria that we as Nigerians can make a product or start a service around.

These ideas can come in the form of a blog or website.

*Please, the above points are just **random ideas**...you need to do research to know the actual demand, competitions and other business related stuffs for every idea you come up with.*

Summary /Conclusion

1. Change your believes, Nigerians and anyone can make money online

2. You don't really need PayPal and the rest to succeed (*believe me*)

3. Value creation is the starting point of making money online

4. People make money online by selling products and services (*Google Adsense is very slow and requires too much traffic*)

5. Nigeria has so many things liked and hated by people that can bring ideas for products and services

6. You ***may need*** research and business analysis to finally decide on an idea

Finally, I will be very frank with you, **making legit money online is not magic**. It takes ***knowledge, smart work and hard work*** . Sometimes, hard work similar to the 9-5 jobs (*at least at the beginning*).

You will need to learn, learn some more, practice, and fail **a lot**. There is **too much** to learn.

I personally don't even know 1/20th of what I need to know yet. I still learn practice and fail everyday.

Question 2: Do Nigerians Need A ClickBank Account Or PayPal Account To Make Money Online?

Answer:

Why Nigerians Should Forget About Registering With ClickBank And PayPal

ClickBank and PayPal do not accept Nigerians on their networks due to the high occurrence of fraud. This is quite unfortunate because even honest Nigerians trying to make an honest buck on the internet are also affected.

But Many Nigerians are still searching for information on how to register with ClickBank and PayPal. In fact, some bad marketers are cashing in on that to make money illegally from Nigerians by selling e books they claim can register Nigerians on ClickBank and paypal.com.

These information products are everywhere. I have heard of a few and have even *tried some of them*.

Some of the methods include the use of Graphcard virtual address, hide your IP, use an American bank account etc.

No doubt, some of these methods actually do work but there are a few things you should know. My advice is, don't bug yourself with registering with this companies. It is no use. Here are they reasons why.

1. It Is Illegal

Just in case you never knew, it is illegal for Nigerian to register on ClickBank and PayPal. It is like going through the back door of a house. If you are Nigerian living in Nigeria it is illegal to register on ClickBank or PayPal.

Period.

This is because they don't accept us, so just stay clear. If you still join and maybe make some money, it will be hard for you to get your monies.

2. It Will Not Make You Money

Registering on ClickBank and PayPal does not mean you will make \$100 daily. In fact registering with any network at all does not directly mean you will make any money.

Having an account on any of these networks can be likened to having a bank account with no money inside. You may have 10 bank accounts and still have no money inside them. Having a PayPal or ClickBank account is similar to having a bank account. Accounts don't make money, knowing and taking the right actions is what makes money.

If just registering with ClickBank and PayPal was the only step that guaranteed making money online then all Americans and people registered on the 2 networks would be millionaires.

Unfortunately, this is not the case.

3. There Are Other Affiliate Networks And Website Accepting Nigerians

There are so many other affiliate networks and websites that accept Nigerians. We do not have to fight to enter networks that don't accept us when we can join those that accept us.

www.nairacow.com has a single goal of helping Nigerians find these [websites accepting and registering Nigerians](#) on their networks and services.

Conclusion

1. Do not kill yourself or waste your money buying products showing you how to register on these networks, ***it may work*** but it is illegal. If these companies find you out, you will lose the account and whatever amount you have in it.

It is not worth the trouble.

2. There are many other [affiliate marketing websites and services that register Nigerians](#) without any stress. These are the programs I suggest you register with.

If person no like you, bone am...meaning -if someone doesn't like you, forget about the person.

(by the way ,there are other ways of actually registering on this sites legally and indirectly. You can ask someone living in the US or UK to help you. That is what I did. But having an account is not a success guarantee)

Question 3: Are Online Surveys A Great Way To Make Money Online from Nigeria?

This is another big question I hear a lot from many Nigerians thinking of going online. In fact those *thief thief* marketers make a lot of money selling this crappy kind of info.

Answer:

The Problem with Paid Surveys

A survey is a kind of document usually used by companies, individuals and businesses to find out specific information about their customers, would- be customers or a business opportunity. It is a very important exercise done to help companies focus on the real needs of their customers. It helps them find out exactly what customers really want or need.

It requires most times requires meeting with customers and *would be* customers and soliciting for these information.

Sometimes to make people willing to take the survey, something valuable is exchanged for the time or information of the respondents.

This could be in the form of cash, discount coupons, kind or an exchange of service.

Paid surveys refer to a way of getting information by paying respondents to fill in information.

Some companies now exist online that help other companies organize surveys. Big companies (*who cannot concentrate on surveys*) pay these survey companies to carry out surveys for them.

Some of the monies paid these survey companies are paid to respondents who

answer surveys made available by the big companies through the survey companies.

Some people are now making by answering these paid surveys.

In Nigeria, a lot of people are very interested in paid surveys. It is believed to be a easy way to make money online.

Many information marketers are cashing in on the demand to sell all sorts of information in e-books ***about how people can make money online through paid surveys.***

But generally, making money with surveys has a big problem.

The problem becomes worse when you are a **Nigerian.**

Here Are the Problems with Paid Surveys

1. Not Passive Income

One of the biggest issues with paid surveys is that **it is not passive income.**

Passive income is income that comes to you after you have worked once or income that does not require constant work.

Examples of passive income are royalties from books or products. An example of online passive income is money made from the sales of e-books. A simple case of passive income is making money from ads by third party programs or directly from advertisers on your blog or website. Making money using Google Adsense is *somewhat* type of passive income.

Passive income is income you can make while you sleep.

Unlike paid surveys, the only way you can ***make money is when you answer a paid survey.***

With paid surveys, there is no way you can make money while you sleep. You

must fill a survey before you get paid. This does not help you leverage the power of the internet.

2. It May Not Be For Nigerians

Surveys are usually carried out to get information from customers or *would be* customers, so if a respondent is not a customer or is *not a would be* customer, then any information he or she gives may not be useful to the company.

Now, most of the companies carrying out surveys are in the UK and the US. They need information from people using their products or services in countries where they operate (that is the UK or the US). They may also need information from people in countries they are about venture into.

So the truth is, any survey filled by Nigerians or anyone living in Nigeria is useless and valueless to these companies.

The only survey answered by a Nigerian that would be considered valuable is a survey carried out by a company operating in Nigeria or a survey from a company venturing to start operations in Nigeria.

Hence, answering surveys from companies in other countries or companies not operating in Nigeria is somewhat ***illegal and useless to the company.***

No wonder, some of these e-books being sold recommend ***hiding IP your address*** (if it is legal why would you hide your IP address). Obviously this is to avoid being screened out by these survey companies because they would only allow people living in countries where these big companies operate to take the surveys.

Personally, like I always say in Pidgin English, ***person way no want or like you bone am*** and anything illegal in any form is a capital **No Go.**

3. They Are Mostly Scams

I have read many stories and comments from people living in many countries where surveys are carried out. Some complain that they have been scammed by some survey companies.

Now this may not be the best way to ascertain the genuineness of paid surveys and does not mean that genuine paid survey companies do not exist.

Genuine ones do exist but along with them are companies who scam people by asking them to pay a token sum before they can start receiving these paid surveys.

Conclusion

1. Paid survey does not leverage the power of the internet because it does not produce passive income
2. Paid surveys may not be for Nigerians, hence may be illegal (that is why you often read e-books that advise that you hide your IP address when taking paid surveys)
3. Some paid survey companies are scams. You may pay money without receiving any survey to fill

My final word is, **do not waste your money or time buying e-books that claim to hold secrets of making money with surveys.**

If you do and find a paid survey company that really works for Nigerians (I seriously doubt it) then good luck to you. Otherwise, forget them.

Question 4: Is Blogging The Best Way To Make Money Online?

Now this is another very big one Nigerians are interested in and it is not just Nigerians but most people starting out online.

In fact, I started out as blogger first but later discovered many things about blogging. Some of these things will seem contradictory because I now have 2 personal blogs.

Let me make a confession..for a while I was not making money from www.MkAkan.com or www.NairaCow.com . (Now I do) And the reason that was so is because I was not offering anything for sale. Now I do.

The truth is, just blogging about anything is a difficult way you make it online because a blog is only a tool. What you do with a tool is what usually matters.

Answer:

Blogs Don't Make Money

New Blogs are started everyday online. A lot of these new bloggers have big dreams of making tons of cash. They are all encouraged by the single stories of some bloggers making money with their blogs.

Unfortunately, there is bad news and it is:

Blogs don't make money.

Just having a blog does not make you money.

Comparing Blogs To Real Estate Property

See, a blog is like a real estate property, a building (well, that is why they call it virtual real estate) you just don't make money when you own one. It's what you

do with it that makes you money.

Just having a building does not mean you will make money from it.

To make money with a real estate property, you can:

1. Rent it
2. Sell it
3. Use it for your business
4. Sell a part
5. Rent some part

And the amount you can make on a real estate property depends on

1. Location
2. Building condition
3. Type of building

And other conditions

So having 10 building in the middle of the desert with no body using it will not make you a dime.

Same goes for blogging and blogs.

I repeat, just having a blog does not make you money.

You make money with what you do on or with the blog.

You make money when you sell something on the blog.

You make money from they services you provide through the blog.

You can make money from your blog if you can apply the ideas that bring money offline in a real estate deal.

Although selling something is not the full story but it is one of the most fundamental lessons one must know.

Let me repeat It again:

Owning or just starting a blog will not make you money.

If it were so, every blog owner would be making money and that is obviously not the case.

So if you own a blog or is planning to start one, think of what you will do on it or with it to bring in money.

And always remember, a blog that makes money sells something.

So what is your blog selling?

What are you planning to sell?

Thank you.

*Note: I am not saying you can not make money with a blog (many bloggers are doing so) but you will need to have lots of traffic, a community and a followership around your blog. Then when you do so, you can **sell them your products or service or affiliate products or service.***

But usually takes time and is not that easy but it is doable. Please if you still do want to start a blog, please do, if you blog becomes very popular down the road; you will be able to make money with it.

If you are not satisfied with that answer then read

Blogging; The Good And The Bad

Blogging like many other things has the good, the bad and ugly side.

Let's go straight to it.

The Good Side Of Blogging

1. It Can Improve You

There are many things you can gain from blogging apart from making money. It can improve your skills and knowledge about a lot of stuff about the internet.

2. Make Friends

Blogging can help you build relationships and friendship with other bloggers on the internet and other people from different countries.

For example, 4 months ago I knew nothing about strictlyonlinebiz.com but now, Chuks and I speak on phone and have become friends.

I now have friends in America and in many parts of the world.

3. Fame And Fortune

Blogging can make you very popular and also help you make cash too although it is not as easy as many people make it seem. Just throwing up a blog online **will not** automatically make your computer vomit \$1000 bills every night.

4. Build Traffic /Promotion

It can help you build traffic in the promotions of a product or a service. Some businesses own a blog for this purpose. This is because Google is a sucker for fresh great content and with blogs you can easily update fresh content.

5. Build An Audience

Blogging can build you an audience, a community of people who will believe in your ideas and help spreads them.

An audience is a great asset that can make a huge difference in terms of profit,

cost and sales.

Jason Fried of [37signals](#) blames his audience for their huge success.

6. Build Authority

Blogging is a great way to build authority and credibility in whatever subject you are blogging about.

Building authority and credibility is very important as long as online business is concerned.

The Bad Side Of Blogging

1. Time Consuming

Blogging is very time consuming especially if you decide to do everything on your own. That is, if you don't outsource.

You can spend hours to research and write up a post. It takes hours to promote that post; it takes hours to comment on other blogs.

If you calculate how long you have spent on blogging related activities, you will be shocked.

2. Affect Your Health

Blogging can also affect your health because it requires being in front of the computer screen. It has its own job hazard.

3. It May Distract You

Yes, blogging might be a major source of distraction if it does not directly help your purpose online. The amount of time it takes from you is a good example of that.

Question 5: Is Google AdSense The Best Way To Make Money Online?

Answer:

The straight answer is **yes** and **no** because it depends on your niche or what you are website or blog is about. Just in case you do not know Google AdSense is an advertisement program where Google allows you to host some of its adverts on your online property.

Now depending on what your blog or website is about, Google will send adverts related to what is on your blog. Now when any visitor of your blog clicks on the advert, Google will give you a token of what the advertisers paid.

That amount can be from a few cents to a few dollars. So if you don't have lots of traffic clicking on your ad or if you don't have high paid ads, you will hardly make money with Google AdSense.

*I joined the Google AdSense program and have made a whooping **\$20** for the last 2 years. I don't really bother much with it.*

But if you want to take Google AdSense seriously, then you should read the 5 dollar formula at www.5dollarformula.com by Josh Spaulding.

What I am saying in essence is this:

Google AdSense works and may work for you but there are many things you need to know and do. It is not just setting up a blog on blogspot and throwing up adverts.

You need to know;

1. Topics that have many adverts
2. Topics that have high paying advertisers
3. Topics that many people are interested in

4. How to build a blog that ranks high in the search engines
5. How to find keywords that can easily rank how in the search engines

Question 6: Is It Possible To Make Money Online Without Spending Money?

My answer is a Yes and No.

A lot of Nigerians just think throwing up a free blog on BlogSpot with Google AdSense ads will make them tons of money. They find it hard to spend money on any thing online.

I have some bad news for you; you just have to make some form of investment for anything to really work. To succeed you need to treat this whole online thing as a business.

I will elaborate on that below.

Answer;

Can You Make Money Without spending Money Online

A few people do ask me this serious question. I quickly answer yes and a big no.

Here is what I mean.

First of all,

What Does Spending Money Online Mean To You?

I don't know what it means to you but to me it means investment or investing in something that will increase my chances of making some money online.

I am not talking about that \$17 spend on some movie. I mean money spent to aid you in anyway in meeting your online making goals.

Investing is the money you spend in expectation of a return. Usually higher than

what you invested. While spending is money is used up for your recreation or for fun.

So back to the question.

Can one make money online without spending money online? The answer is yes but when you invest money, you build leverage.

One that spends money or invests money will likely make more money than another who refuses to do so.

Why Should You Spend Money Online Before You Can Make Money Online?

Don't be deceived majority of the people making money online spend (invest) in order to achieve their success.

You see, in order to succeed in making money online you need to treat whatever you are doing as a "business".

And it does not matter if it is a blog or a website.

It needs to be treated as a business and businesses usually spend (invest) money in order for it to grow and succeed.

This Is What Successful Online Businesses, Bloggers And Website Owners Invest In Order To Be Successful

1. Their knowledge

Successful online businesses and business owners invest in their knowledge. They spend money to improve themselves because there are so many things they need to know and do in order to be successful online.

Sure you can find loads of free information about the things you need to learn but spending money on an e-book and other resources is an important step in

succeeding online.

2. Technical Things

Successful bloggers and website owners invest and spend money on the technical part of their online businesses.

These technical parts include:

1. Buying domain names
2. Buying [hosting](#)
3. Buying WordPress themes and website templates

3. Tools

Successful bloggers and website business owners use tools. Not spending money on tools is like going to your farm with wooden hoes while Bloggers or website owners using tools go to the farm with a tractor. This last group will surely succeed.

What tools do is to help automate usually cumbersome or long processes into short accurate activities.

Tools could be

1. A Software
2. Premium WordPress plug-in like Ninja affiliate
3. Applications
4. email marketing services like MailChimp

It could also be offline tools like

1. a computer or laptop

2. camera or video recorder for creating videos
3. ear phones

and so on.

4. Adverts And Promotional Activities

Whatever you are doing online in order to make money is a business. And am sure you should know, every business whether offline or online needs to be promoted in order for it to grow and be profitable.

Promotional activities online could be Google Adwords adverts or adverts on facebook.

This may not be for everyone but is a great way to grow your online business if you can afford it.

5. Outsource

Successful blogs and businesses online invest a lot in outsourcing too.

Outsourcing simply means paying someone else to do something for you.

It is good to know and do as much as you can do for your business or blog but may be a big mistake for your blog or business.

See, you won't get a gold medal or a presidential handshake if people find out that you coded, designed, wrote or built your website or business.

In fact, no one cares.

At least not me.

All I care about is how that blog or website will help me in achieving my own goals.

The different things you could outsource are:

1. Blog set up
2. Blog design
3. Graphic work for your website or blog
4. Product creation
5. Website design

There are many websites that could help you in [outsourcing your work](#). Other things you may not be able to do.

Conclusion

You can make money without spending money online but you will be hurting your blog or website.

If you love to learn about the different things successful bloggers and other online business invest in order to be successful online, visit my [resource page](#).

The answer to the above question is also found in the article below.

Why And How To Treat Your Blog Or Online Empire As A Business?

What Is A Business?

Darren Rowse a very popular blogger of [ProBlogger](#) once said that, *it was only when he started treating his blog and his blogging as a business that he started making money online.*

So the big question is:

How can one treat his or her blog or blogging as a business?

Getting the answer to this question is very important as far as making money

online is concerned.

So let's get back to it;

How can one treat a blog or blogging as a business?

Let's attempt to answer it.

The most important term in the question above is the word "**business**".

So what is **business**?

You can read up the [definition of business](#) but the summary of the important concepts in the definition of a business is this:

1. It is the **creation, provision or sale of goods, products and services** that **people pay for**.

Now that we understand what a business is, how can we add it to our blogs?

How can we take our blogs as a business?

Let me rephrase the question?

How can we take our blogs *as the creation **of goods, products and services** that **people pay for** that brings you or the company **profits**?*

That may not really make sense, but you get the picture.

How Offline Businesses Make Money

If we take a look offline at how businesses make money, we can learn a thing or two from them and see how we can do same to our blogs.

These are what offline businesses do in their businesses to generate money.

1. They Have A Product Or Service

Think about all the offline businesses that you know. I bet you that they have a

product(s) or service that they offer to you.

Take a look at the super market where you buy groceries. Look at the bar where you take a drink(s) with friends or your date?

Look at the local laundry shop. They all have something in common:

They ***provide products and services that people pay for.***

So if your blog or website does not offer a product or service for people to pay for, you are not treating it as a business.

This is why Darren talked about the [importance of having a product to sell](#) and David Risley said [poor bloggers focus too much on blog post](#)

2. They Solve A Problem By Creating Value

Think about this, if you had no super market in your town how would you feel. If you had to travel 2 hours before you could buy cereal for breakfast, how would you love it?

You see, the businesses in your town are solving your problem. They are creating value for you and that is why you patronize them.

They are saving you the trouble of going out of town or to the factory before you can buy stuff.

If they provide a product or service that is not wanted, they will go bankrupt like Enron.

So if your blog or website offers products and services that is not valued or needed by people (solving problems they don't have), then you are not treating your blog as a business.

3. Time And Schedule

The offline business in your town has an opening and closing time. Some run

overnight but whatever the case, they have a **time schedule**. This is **when** the run their business.

On the internet, this may be quite different and works more in our favour. Your blog or website is open 247 to any one in the world. But the time schedule here refers to *when you are working **on** your business*.

When you are creating, launching, writing, promoting and doing all the other things businesses do to grow.

If you don't have this kind of schedule, you are not treating your blog or website as a business. It can be as simple as planning 2 hours a day, 6 hours a day etc. if you can be specific, better.

4. They Invest/Reinvest In Their Businesses

Offline businesses invest in a lot of things to grow. They invest in their rents, their branding, their services, their employees, adverts and promotion etc.

They do this by **spending money and time**. They even reinvest their profits. They might even get bank loans to finance these investments. They do it because it will ultimately grow their businesses.

On the internet and on your blog, the investments you can make maybe a bit different but your blog needs investments in order to be seen as a business.

Here are a few things you will have to invest in other to treat blogging as a business.

1. Your domain name
2. Your [hosting](#)
3. premium [WordPress themes](#)
4. Your Knowledge

5. Premium WordPress plug ins
6. Your branding (logo and favicons)
7. Software to automate your online activities
8. Paid web services
9. Paid products (e-books, online courses etc)
10. Outsourced work
11. Product creation
12. Website design/graphic work
13. [Email marketing services](#)
14. Your time (very important resource)

The list goes on.

All these things cost money and are very important. If you have a problem with **investing** in any of these products and services, you are not treating your blog or website as a business.

5. Get Paid

If a business man sets up a supermarket and allows people to pick whatever they want without paying, is he **running a business**?

No, he is a **philanthropist** which is very commendable. But the fact still remains that he is not a business man (as far as that supermarket is concerned).

Only when he starts charging money or gets paid in another way, that he makes money and can be considered to be a business man.

Okay, I know sometimes offline businesses act like philanthropist during

bonanzas, discount sales and other activities. But these are all marketing activities that still help in growing the business. And they don't usually do it forever.

On the internet and on your blog and website, this also holds true.

I know giving out **free products and information** is important for growth of the blog, website and authority (I do it a lot too). It is cool to give out free reports and e-books. It is good to teach people stuff for free (it is highly recommended and I know, *teaching sells*). But just teaching without having **something to get paid** for does not earn you jack (or Jill).

If you do it to build an e-mail list or to grow your blog, it is fine but until you find a way to charge for something or get paid for something, you are also a philanthropist (which is still fine).

And what you get paid for doesn't have to be your product, supermarkets don't sell their products, they sell **products made by manufacturers** (call it offline affiliate marketing if you like) on your blog you can do the same.

Affiliate marketing works even better online, so if you don't have your own products, get paid by selling other people's products (like the supermarkets)

6. They Market Their Businesses

Businesses offline do a lot of marketing to succeed. They use the print and electronic media to advertise their businesses.

They use the internet too.

If you want to treat your blog as a business, you need to do this too.

But internet marketing may be different from what is obtained offline but whatever the case you need it to grow your blog and business.

So learn internet marketing and use it. It is how to treat your blog, website and online empire as a business.

7. Get Help ,Outsource ,Employ Others

Offline businesses usually have workers or employees. These people help to run the business and makes sure things go according to plan.

A business where the owner tries to do everything on his own doesn't grow well and is usually inefficient.

Online many people think of business and blogging as a one man show. This is possible, you can handle many things but to really treat your blog as a business you need people who can do stuff much better than you.

Entrepreneurs don't try to do everything and you can't really do every thing. For example, if I have an idea for a WordPress plug-in, I wouldn't try to make it myself because the only thing I know about coding is "**NOTHING**".

I would rather outsource it.

8. They Own Assets

Robert Kiyosaki in his book "*Rich Dad, Poor Dad*" defines an **Asset as**
"**Anything that brings in money to your pocket**"

In addition to that, I would say "an asset is also anything that has the **potential of bringing in money** to your pocket in the future".

An asset can also be anything you can sell off at a higher price (it brings in money)

Many offline businesses own assets. Their business first of all is an asset. They can sell it off as a single entity. They own other types of assets like their brand (intangible assets), real estate property (if they have one), and others.

If you want to treat your blog as a business, you need to also own assets. So what can of asset can your blog have or can bring in money to your pocket.

1. Your domain name
2. Your branding
3. Your products
4. Your list
5. Your service
6. Your website or blog(it must be making before you can call it an asset, or has the potential of doing so)

9. Take Risks

If there is anything I know about business, it is the fact that **you are taking a risk** and you need to take a risk to succeed.

Offline businesses take a lot of risks in order to succeed.

They risk includes:

1. Wasting your time
2. Losing money
3. Incurring debt
4. Failure

If you want to treat your blog or website as a business, you need to also take some risks.

You need to take bold steps, you need to try new things, and you need to try ideas, you need to risk failure.

I am not advocating that you just take a *sure fail* risk, I mean calculated risks

but like we know even calculated risk do fail. All the analysis and research and due diligence can only be confirmed when we actually go out and try our ideas. And they may fail because nothing really goes according to plan.

Summary:

To treat your blog as a business you need:

1. To have products ad services sold on your blog
2. You need to solve a problem by creating value
3. Have a time and schedule
4. Invest in yourself and your blog
5. Get paid for something
6. Market and promote your blog
7. Get help, employ others
8. Assets

Question 7: is Blogging About Blogging Or Blogging About How To Make Money Online The Best Way To Make Money Online From Nigeria.

This is something I see a lot of Nigerians do and is frankly what I started with but was lucky to realize that I was taking the wrong route. Blogging about blogging or how to make money online will work perfectly if you have something great to say.

This is the reason www.MkAkan.com is not making any form of income yet.

So don't make the same mistake I made.

If you really want to start a blog, think of what you are passionate about and how you will be making money from it.

My new strategy for www.MkAkan.com and www.NairaCow.com is to learn and make money from other online projects then teach it on these blogs. As my influence grows I will be able to make money from products I sell on these blogs.

So it is okay to blog, but I will suggest that you concentrate on activities that will make you money online like affiliate marketing and authority sites. If you want to start a blog, use it to help these other things succeed.

And like I said before, you can start a blog about anything at all, it is all your choice, but if you want to make money with it, think it out first.

Question 8: Can One Make \$1000 In A Few Days Like This Cunning Gurus Shout In Their Adverts And E-Mails

Yes and No because it depends on the level of knowledge and experience. If you are totally new to the online game it will be difficult to make **\$1000** in a day but if you are already successful, making **\$1000** will be a piece of cake.

The reason is simple, a successful marketer or business online already has systems and influence he or she can leverage on to make money. For example if a marketer has 10 000 people in his list or has a website or blog with daily 50 000 visitors, it will be easy to leverage on that to make money faster.

A new comer most likely, has no form of leverage (no list, no knowledge, no blog, and no website) so forget about these cunning marketers who claim they have products that will make a total newbie \$1000 in a few days. They are all scams.

*BTW: I like you to prove me wrong, please if you have a found or is using a system that can make **\$1000** in days that works for a total newbie please point it to me, I need it like mad.*

Question 9: How And What Should A Total Newbie From Nigeria Do If He Or She Wants To Start Making Money Online?

This is what my journey online is all about and I have found out that are 6 millions (I just guessed that number) ways to make money online and some don't work for Nigerians. I will be very frank with you-I don't have all the answers to that question because I am on a quest myself.

I suggest you start with the following (it is what I am doing now)

1. Learn first

There is just too much to learn about this online thing. First learn all you can from **free information** and paid products (but be sure of what you are buying, don't buy products that promise instant wealth). There are scammers out there in Nigeria and even Abroad, so be careful.

Learn as much as you can while you venture into the online jungle.

2. Start Something

Everything can never be equal. You will never get all the information you need so don't wait till then because it will never happen.

Start by getting an online [debit card from a Nigerian bank](#) then buy a [domain](#) and [hosting](#). (like I said don't just go and buy a domain name and hosting without having an idea of what to do with it). When you do have an idea of what you want to do, Start something from the knowledge you have already online. If you want to wait till you have all the knowledge needed, you will never start. That first push of starting out is very important.

Start ...just start ...and don't worry much about making mistakes because **you will make mistakes**. Only worry about learning from them, reducing them and

getting it right the next time.

3. Pick One Method And Stick With It Till You Succeed

Yes, pick one method and stick with it. If you want to make money from selling Amazon products via niche sites then stick with it. Do your niche research properly, build your niche site or blog then starting promoting and building back links to it?

4. Get A Mentor

When you decide on what you will love to do .look for someone who has already succeeded in these things then follow the person. I have many mentors .you should too.

Making Money Online from Nigeria:

Available Opportunities And some Detailed Ways To Go

Before I start, let me remind us of some very important points. Now, whether you are a Nigerian or from another country:

1. Making money online is not a **get rich quick scheme**.
2. Making money online **sometimes takes time** and does not happen automatically
3. Making money online involves **hard work**, it involves your time (sometimes like 9 to 5 full time work)
4. Making money online involves **getting paid for something**
5. Making money online involves **selling a product or service** (this does not necessarily mean you own product or service. It could be affiliate marketing)
6. Making money online **is like having an offline business** sometimes, so you have to treat it as such.
7. Making money online is easier when you are solving peoples' problems or is fulfilling their desires

Now whether you have a blog or a website, if you want to make money online, you need to consider these 6 points. I will be speaking to use assuming that you have these 6 points in mind.

First of all, there are so many opportunities available to Nigerians now online. I am saying this for so many reasons:

1. Less competition

Unless you are going into a very large world wide market, competition for

online Nigerian products and content is small or almost non-existent. If you go into a market like **weight loss**, you may find it hard to make any impact but if you are going into a niche like **Nigerian fashion**, you may easily rank fast and make impact because a few blogs and websites will have the information you will be giving out.

So in other words, you can concentrate on Nigerians related industries and niches. It will be easy for you to rank and make impact.

2. Buy And Sell Online

It is now possible for Nigerians to buy and sell online. With Nigerian banks giving out visa and MasterCard Nigerians (I personally use the **zenith bank web surfer card**) you can now pay for services online. Some websites and services like **2checkout, ejunkie and lulu** even allow Nigerians to load their products on their websites and sell. This is a jump over a major hurdle.

Blog Or Website Ideas That Can Make You Money From Nigeria

1. Service Website

In the book **Internet Riches** by **Scot Fox**, he talked about different ways to make money online, one of those ways was the creation of **service websites** or blogs. Let me talk a bit about service websites.

Service websites are generally, the aggregation of certain **demand and supply**. It involves **bringing together of demand and supply**. It is a **market place for demand and supply**.

Or it could just solve certain problems people have online or offline.

There are some activities that we find very difficult to do offline, if we bring them online; it makes things easy for people. Some good examples right now

are the job search websites and blogs that are very popular now in the Nigerian online space. That niche is thriving because a lot of people in Nigeria are looking for jobs.

Those websites and blogs provide a service to Nigerians. There are still some more opportunities available in that niche and in other niches. You can still have job search blogs or websites for specific jobs or industries. You can have job search websites for engineering jobs, for medical jobs, for jobs abroad for Nigerians etc.

I have also seen other Nigerian websites and services that provide other services like:

a. Sale Of Second Hand Cars

You can create a market place for people who want to buy second cars and sell second hands cars in Nigeria to meet.

So anyone who wants to buy or sell a second hand car in Nigeria will come here to do.

Other kinds of service websites ideas for the Nigerian market are:

b. Finding Accommodation

This is an idea that I have had for some time now. It is providing a market place for people searching for accommodation and landlords and landladies to meet online. It is sometimes very hard to find, 1 bedroom flats, self contained rooms and other kinds of accommodations in many towns in Nigeria. If you can create a service website that can bring together landlords and landladies to people looking for accommodation, you will have a thriving service.

It is going to solve the problem of finding accommodation. It will help people to

search, find and communicate with landlord and landladies from anyway In Nigeria .

So look around the Nigerian environment is there anything difficult for you to do or find offline. Can you provide a market place online for it?

How To Make Money With Service Websites

1. Landlords and landladies may be asked to pay a certain amount of money to get their property listed.
2. You may provide a premium service to People searching for accommodation. You can ask them to pay a token amount to be informed about an available kind of accommodation before some other people. The premium service could be in the form of an alert via e-mail or sms or calls.
- 3. You can sell certain guides or e-books about **how to find great rent property and other information****
4. You can later even extend the services to include selling or listing of property for sale

(Now you can use the general idea here to work on other service website)

The Problem With Service Websites

1. Service Website Are Sometime Costly To Build And Maintain

The cost of building a custom website for the providing services maybe costly but if it works, is worth it at the end.

Niche Blogging

This is another type of money making opportunity Nigerians have online. It basically involves the creation of blogs or websites around a particular product, service or very specific category.

For example, fashion is a big category, but **Nigerian fashion for women between 16 and 30** is a very specific niche.

Online games is a large category, but **online games for adult, between 18 and 30, who want to increase their IQ** is a niche.

Weight loss is a large category, but **weight loss for children under the age of 10** is a specific niche.

With this background, let's go on.

Ideas For Niche Blogs And Websites For Nigerians And How To Make Money From Them

1. Nigerians Movies

Nigerian movies are very popular now but it is in quite a competitive niche online.

There are a few websites and blogs covering Nigerians films and movies but you can also start a niche blog about Nigerian movies. You will need to build it to grow and compete with the other established ones.

If I was to start a Nigerian movie blog, these are the steps I will take to build it and make money online.

Steps To Take In Starting A Niche Blog

1. Research

I will first find out if people are interested in the topic or content that I will be giving out in that niche. I will do that by first

1. Going to www.google.com to see if the keywords or niche has adverts displayed when people search for the terms
2. I will go to [Google keyword tool](#) and check for the number of searches made

around the Nigerian movie industry.

3. I will visit [Google trends](#) to know if interest in the subject is weaning or growing

4. I will pick one of the keyword or phrase that is widely searched for and has less competition and buy a domain name using it. For example , I may buy a domain named titled [www.NigerianMoviesReview.com](#) or [www.NigerianMoviesHQ.com](#) or any other domain names that has the highly searched and less competitive keyword

5. I will install WordPress on the domains and do [20 things that should be done after installing a blog](#)

6. I will start adding content to the blog and promoting it

7. I will start building links to it by commenting and using other link building methods

How Will I Make Money From The Niche Blog

1. I will start writing reviews on every Nigerian movie I watch

2. I will join Amazon.com affiliate marketing program and earn affiliate commissions by doing the following

a. Link the reviews I write about any Nigerian movies to the movie on amazon.com

b. Write out a list of Nigerian movies to watch and link them to Nigerian movies sold on Amazon

c. I will promote cameras and other equipments for making movies and other movie making accessories

d. I will write about and promote any kind or related equipment or products

related to movie making or watching

3. I will join other affiliate marketing programs and repeat all the same thing I did in the amazon.com affiliate program
4. I could write and sell an e-book for example about **how to make very low budget movies** ,using the Nigerian movie context
5. I could have Google Adsense on the blog
6. I could have people directly advertise on my blog

Why I Like Niche Blogs

You don't have to pay for anything to build the blogs or websites. It only involves buying hosting and installing a WordPress on the blog.

Niche blogs are do not need as much maintenance although you still need to invest your time.

My Advice To Anyone Who Wants To Start A Blog Or Website

If you have any idea for a blog or a website by best time to start building it is yesterday but you can start today.

There are still very many niches you can find and fill in. you may not make impact in 6 months .you many not in 1 year but if you keep pushing out content and doing your best, you will make impact and succeed.

Many Nigerians are going online. So many Nigerians now buy modems daily. Very soon these opportunities may disappear so grab the opportunity now.

If you have an idea for a blog, and you don't know how to go about building one, check this out.

This is a course made me to help people learn how to build their own website or blog. www.3daywebsitecourse.com

Other General Ways Of Starting Online Businesses From Nigeria

There are **6 millions ways** to make money online (maybe more) I will advice that you research one and run with it till you have made a level of success. It is very tempting to want to try them all.

The most important thing to remember is this; you have to treat the whole online thing as a business by solving problems for people and getting paid for it.

There are many ways to go about this. A few are outlined below.

8 Ways To Find Ideas For Online Businesses

Business ideas are everywhere.

They stare us in the face when we surf the web.

They stare at us when we have a difficulty online or offline.

Here are some ways to find them.

By the way remember, ideas are a dime a dozen so having an idea does not make you money; what you do with the idea is what matters.

Here are a few ways to find ideas for your online business.

1. From Our Daily Difficulties

When you find it difficult to do something online you may be sitting on an online business idea.

Odds are many people are having the same difficulty or problem like you. If you can think up a solution to that difficulty, you can start an online business with it.

For example it used to be a bit difficult to find blogs to guest post on but Ann Smarty started a [business from the problem of guest posting](#) and founded www.MyGuestBlog.com .

2. From Other People's Ideas

It is a crime to copy a patent or copyrighted material but it is not a crime to copy or improve on an idea.

Ideas are free and are a dime a dozen.

There are many websites (ideas) online.

Can you improve on what is already available? Do you have a unique way to provide the same service?

www.techcrunch.com usually has a yearly competition where entrepreneurs with ideas compete for funding. It is usually called **techcrunch50**.

This is another great place to find ideas for online businesses.

3. Adapt An Old Idea To Your Country Or Location

The internet is global but some ideas may work in one country and not in another. Another reason this happens is language difference.

So you can pick an idea that works in another country or region and adapt it to your language or region.

But don't make the mistake of picking ideas that does not have any benefit to people or don't just out rightly clone or duplicate an idea.

4. Do Normal Things In A Unique Way

Many entrepreneurs are earning money by doing *normal things in a unique way*.

They [I wear your shirt](#) dudes are making money through the already known idea called **advertising and promotions**. The only difference is that they are doing it **in a very unique way**.

Hugh McLeod of [gaping void](#) sells art to make a living.

Art or selling of art works is nothing new but McLeod's art is very different and unique: he does his on the back of business cards.

These somewhat [stupid ideas](#) are now successful businesses.

So think of normal or usual things people want then think of a way to give it to them ***uniquely and different from another person***.

5. Automate A Process Or Event

You can find a good business idea by automating a process, activity or event online. There are many things online dying for automation. Think of the usual activity you do online? Can you shorten the time it takes to do them?

Can you think of a software or website that can help automate the process?

If you can, then you just have a business idea.

6. Take Something Offline Online

There are many things happening offline that can be brought online. For example all forms of dating and social networks (like facebook) are offline activities that are brought online. Finding friends and connecting with people is nothing new but the internet makes them very effective.

I now have friends in all around the world.

The internet can help bring other offline activities like that online. Can you think of some other ones?

7. Help Connect Demand And Supply

Many online businesses just do this simple action.

They help create a market place for demand and supply to meet.

Outsourcing websites like www.elance.com , www.Odesk.com , www.ebay.com and others are just providing a market place for demand and supply.

Space still exists for other market places. Can you think up one?

What kind of demand offline can you create a meeting place for online?

Think of what appears hard for you to find online. Can you create a platform for it to be easily found by using the power of the internet?

Conclusion

These are just a few ways to find ideas for online businesses online.

A book, **Internet Riches** by scot fox will help you think up ideas for

But remember, ideas are ideas and you need to know if they are viable.

Value Production And The Truth About Making Money On The Internet

A lot of people are deceived by the fact since everything online is associated with speed and ease, making money online should be the same.

There are not too far away from the truth but they are missing an important formula.

They seem not to know that or have forgotten the fundamental way money is made whether offline or online.

How money is made offline

from the time of trade by barter when people got what they wanted by exchanging something valuable to get something else valuable , to the time when paper (fiat money) was used for the exchange, the underlying principle has always been:

Give value= Receive value

Give Value= Make Money

Solve problems=Make Money

In other words, money was only made when it was exchanged for something else valuable to the person paying.

Lets look more offline to learn a thing or two about making money.

Just ask yourself.

What am I spending my money on daily?

What did you buy this morning or yesterday?

When you think about it, you will realize you spend money your buying something you **valued**.

You paid for goods and services that you valued.

It could be food, cloth, airtime for your phone, transportation etc.

General Overview Of How Money Is Made Online?

Online, the same thing happens.

The formula of **Give Value= Make Money** still holds.

Just like offline, people only make money online when the create value that people will pay for in the form of products, services etc. (I will explain more in

details)

The only difference could be the format, medium and way value is created online, but that doesn't affect the age long formula.

The biggest thing the internet does is to give you more **leverage**.

Leverage in terms of:

The Different Leverages of The Internet

1. Bigger customer base /users

We are usually constraint by geographical location offline, online there are no geographical barriers. The world is just a click away.

The world is a global village.

2. Ease

The internet made the creation, distribution and delivery of products and services very easy. The power of automation through the use of softwares and electronic technology systems have made this so.

3. Cheap

The internet has made the production, distribution and delivery of e-products and services cheap. It is much cheaper than starting off offline. It eliminates cost.

And many more.

General Conclusions About Making Money Online

These are a few things you should remember about making money online:

1. Money is and can be made online **but the internet is only a tool**. If you cannot use tool well, it is as good as useless.

2. Money is made online just like how money is made offline through the exchange of goods and service
3. Online the goods and services (value created) differ in the format of production and distribution
4. The money making formula is:

Value Created=Money Made

5. If you don't understand how to make money offline, you may not understand how to make money online
6. Making money online is possible but requires you creating something valuable that someone in the world can pay for or use.
7. Valuable things online depends on many things and could be a blog, website, a product, a service, an e-book, a download, an application, a software etc.

One Important Question about Making Money Online Is:

How or what can you produce, create or make that will be valuable for people to use or pay for?

This, my friends, is a million dollar question when answered well is the difference between making money online and staying broke online.

How To Create Valuable Products And Services People Can Pay For

The basic truth about making money online is that it involves the creation and sale of products and services people value and pay for.

Okay, that is just one way.

Just a reminder, having a website or blog, product ,eBook ,service , software, application etc does not make you money but having some things that is

valuable to people, will make you money.

So How Does One Produce Valuable Product And Services?

Well, that should be the second question to ask.

The first question should be **-what is value?**

What does value mean to people?

Let's answer that.

The word value is a relative term and means many things to different people but, generally, value means things that do the following:

1. It Saves Time

We always value products, services and ideas that can save our time. We don't mind paying for the time we can save. That is why we would rather **buy e-book cover software** than spends hours trying to produce one on Corel draw and Photoshop. Soft wares are tools used to save time.

2. Save Money

This is a big one. We always value products and services that can help us save money. This is a no brainer. We love to pay less and get more.

It is human nature. That is why I love [FatCow](#) and [MailChimp](#)

3. Convenience

This is what valuable products and services give. It helps you get things done without too much stress. That is why we rather take a taxi than take trek to work. That is why we rather take a flight than take a bus.

4. It Entertains

The world wants to be entertained. The world wants to relax and have fun. If you can create a product or service that fills this need, you have something valuable people will pay for. This is why I love the [Gregory brothers](#) and [IShatOnU](#).

5. It Automates

Automation involves getting normal things done in a fast, easier, better and systematic way. If you can automate normal activities and help people do them faster and easily, you are creating value. This is why people are buying [market samurai](#) instead of find niches manually.

6. It Solves A Problem

Any product or service that helps to solve any of our problems is valuable to us. The problem or solution could be offline or online, it doesn't matter. We will value it if it helps us solve a problem. That is why people buy [Pamela](#) to help them solve the problem of recording Skype calls.

7. It Simplifies

We all hate complexity. If a product or service can simplify a process, an activity or can just do the work for us, we will value it tremendously.

For example, years ago during the baby days of the internet, finding websites and valuable information was not easy, now search engines have made search possible and simple. That is why we love and use Google search.

Now that we understand how value can be created, let's zero in on it:

End of Part A.

PART B

Advanced Tips

Online Business Important First Steps You Should Take

Identify A Profitable Niche

What Is A Niche And A Market ?

First of all in business terms, a market or niche usually refers to a set of people not a physical market place where people buy stuff.

A market is a big set of people who spend money in it. While a niche is a subset of a market .There are usually very many niches in a market.

A niche also consists of a target set of people who spend money in it.

We can also have **micro niches** in a niche.

A micro niche is a sub set of a niche.

These Examples Will Make Things Clearer

Food is a market *because people spend money in it.*

A woman who sell garri is in the **food market**.

A niche under food is **vegetables**. People also spend money in buying vegetables .and the market woman who sells vegetables is targeting people in the “vegetable niche”.

Another **niche** under the **food market** is the **spices**. So if there is a shop that only sells spices ,then that business is only targeting people who are in the “spices niche”.

And by the way ,you can break down the **spice niche** into other micro niches like “natural spice niche” and the “man made spice niche”.

The natural spice niche will be targeting people that want to buy onions, garlic and nut meg and other kinds of natural occurring spices.

The man made spice would be things like magi cubes , knorr cubes and other kinds of spices produced for sale in the spice market or niche.

I hope you are getting the idea.

Let's use another example.

Beauty is a very big market for ladies and women. Women spend a lot of money on beauty products daily. These makes it a very profitable market.

Here are 2 big niches in the beauty market.

1. Make up
2. Hair products

So any one creating and selling products in these big niches or markets are targeting people who spend money on these things.

These are some micro niches in the **makeup market**.

1. Lip stick
2. Eye shadow
3. Lip gloss

So any one selling these things is targeting people who spend money in these niches.

How This Applies In Business Offline And Online

The truth of the matter is that there are some markets where people spend more money than some. Take for example, people spend more money in food market than in the entertainment market because people cannot do without food but people can do without entertainment.

So the best markets to enter for business are markets where people spend a lot of money. These markets are called **profitable markets**. But you cannot provide products and services to large markets at once (it is possible but better to target to target a niche in the market)

The best niches to target are [profitable niches](#) where people spend money in .If you target a niche where people don't spend money or is willing to spend money , you will waste your time and money . or at the least , you will not get the most from your efforts.

Your job is to find a [profitable niche](#) where you can also render products and services .Most times profitable niches have people already in them who are profiting from the sales of products and services .so competition is a sign of profitability of a niche.

So How Do You Find A Profitable Niche To Target Online

Look for niches where people are already spending money.

Look for niches where many marketers or business are creating products and services to meet the demand.

I explained how to use these 2 concepts comprehensively in My [Profitable Niche Finder Course](#).

Important Points To Remember

I want you to take note of some important things.

For you to profit from a targeted niche ,you need to do something that will get people to send money to you. Things like providing your own product pr services. Things like selling other people's products and services (affiliate

marketing). Things like renting out part of your site or blog in exchange for advertising money revenue (Google AdSense).

So even if you find a profitable niche, you need to know what to do make money from it. I explained this in details in the [last module of the profitable niche finder course](#). (The profitable Niche Finder Course will increase in price on the **15th of June 2012**,so get it before the price goes up)

I hope you now know what a market, niche and sub niches are.

Thank you.

How To Stay Focus On Your Online Business Model You Choose

There are very many distractions that can keep you from focusing on the **online business model** that you choose. I call them the online flies.

Have you ever had a very annoying fly that keeps bugging your ear as your try to do some work. It flies from your left ear to your right ear ,causing you to lose concentration .You swing your hand to chase it away ,but it keeps coming back.

That is exactly how some online flies distract you from focusing on the important things that you should be focusing o . These *flies* may cause you to jump from one idea to another. One opportunity to another .At the end you achieve nothing.

It is imperative that you kill these online flies is you want to stay focused and eventually be successful in your online endeavors.

So What Are These Online Distractions Called “Online Flies”

There are many of them but I will focus on 2 very big online distractions.

1. Social Media

I am talking about twitter and facebook here. If these *guys* are not adding or helping you to move forward with the online business model you choose then stop doing them.

If you are not using twitter to directly build traffic or build relationships with people that will help you achieve you goals ,then reduce the time you spent on it.

Same goes for facebook.

Now, I am not saying social media is completely bad ,It can do a lot for you...But if you are not using it to directly or indirectly impact on your chosen online business model. Throw them away. Kill these online flies. Or at least ,reduce the time you spend doing it. They will only end up distracting you.

2. E-mails

This is by far the worst kind of online flies. And the ***worse of the worstest*** (yes that's my new phrase) kind of online flies are the e-mail send by people you have subscribed to.

I know that you have probably downloaded lots of freebies or have subscribed to many online newsletters created by many bloggers and websites.

You probably receive up to 10 to 15 e-mails from different bloggers and marketers daily. That is an insane amount of online flies perching on your e-mail box.

You see, In as much as I want you to learn ,read a lot and become my subscriber .I want you to also succeed so I will give you this advice. Do not subscribed to every e-mail list ,you will only end am confusing your brain and failing online.

Why You Should Not Subscribe To Everyone Online

Just imagine this simple scenario.

You go to website A and guru A offers you an e-book that you download and you end up on his list. You go to guru B's website and download something completely different. Let's assume that you do that for 10 people or websites. so you end up on ten people's list.

The 10 Of them now send you different information about **10 different online business models**. And you being the *sharp guy* (this means "wise guy" in pidgin English) that you are you decide to try all of them. Here is what will happen..

You will spread yourself thin and will eventually be overwhelmed with information. Your brain might even explode.

Unfortunately that's the situation that many people are in now.

Here Is What To Do

I did not say don't subscribe to e-mails at all but make sure whoever you are subscribing to will feed you information that will help you archive success in your chosen **online model**.

In other words ,if you want to **make money with Google Adsense** ,read and subscribe to blogs that will give you information that will help you succeed in this model.

I know this can be very hard because sometimes you may find a very enticing e-book or information that you can only get if you become someone's subscriber. In that case ,opt in and download the information then **opt out**.

Yah , I said it .

In fact ,if you have downloaded my e-book and is my subscriber and I am not

giving information that is helping you in your chosen online business model ,OPT OUT. If you don't , my e-mails will be distracting you from following or learning about the business model of your choice.

Here Is What You Should Do Right Now

If you have chosen an online business model that you want to follow,
**UNSUBSCRIBE FROM ALL THE OTHER E-MAILS LIST THAT IS NOT
HELPING YOU PURSUE THIS BUSINESS MODEL.**

No kidding.

This month alone ,I have unsubscribed from over 10 e-mail list and have only kept the ones that will be or is helping me in my chosen business model.

YOU SHOULD DO THE SAME.

Go to your e-mail box RIGHT NOW and do it NOW.

It will help you.

Thank you.

(warning :Do this if you have chosen an online business model. And you should by Now)

Online Business Models That Work

Making money online has a basic principle, which is, you must **sell something** in order to make money online. Sorry if you hate the word 'selling' but that is just the truth. So get used to it.

This is the same way people make money offline.

Like I have always said, the internet is only a tool. Offline, the way a business or company intends to make money is usually called a "business model".

This is similar to how money is made online. There are hundreds of ways people make money online using that single principle-of selling something.

Those ways are usually also called "online business models" and it is simply how a blog, website or online company intends to making money online using its properties online.

It is almost impossible to list out all the online business models available because everyday new online business models are invented but they usually evolve around these 10 popular ones.

1. Sell Your Product

This is by far one of the most popular way people make money online. This online business model is not just selling an electronic product. It could be physical one. It could be anything at all.

There is no limit to what you can sell online.

Here are a few electronic products you can sell:

1. E-books
2. Audio books
3. Video tutorials
4. Software

5. Games
6. Mobile phone applications
7. Membership programs
8. Website templates
9. WordPress templates
10. WordPress plug-ins
11. PLR products etc.

2. Sell A Service

This is another very popular online business model that is used by many. When I buy a domain name from [NameCheap](#) or hosting from [FatCow](#) , I am making them money.

When you pay someone to write an e-book for you on [Elance](#), you are paying for a service and is making the writer and Elance money.

When use [MailChimp](#) and pay them a monthly recurring fee, you are making them money.

If there is a problem that people have and you can create a solution to the problem via a service, you can hit gold with that business model.

I may one day start a consulting service for people who want to make money online from Nigeria

The coolest thing is, every kind of product can be turned into a form of service and vice versa.

3. Affiliate Marketing

This is another very popular online business mode. It is something I am doing

myself. There are many ways people use affiliate marketing to make money online but basically it is “promoting and selling of products and services made by other people for the purpose of earning financial or other kinds of commission”. Here are a list of some affiliate marketing programs and company that accept Nigerians.

I will further break down how people make money using affiliate marketing.

4. Niche Blogging /Marketing

This is an online business model that requires owning a blog or website that concentrates and satisfies a very small segment of the market. In this business model you can make money by using any of the first 3 online business models. A good example is a blog that talks about “dog training for Alsatian dogs”.

This person is targeting a tiny piece of the market.

The person can use different online business, models to make money online. He can write an e-book for sale or start an Alsations dog training consultancy service or he can sell or promote Alsatian related products to his readers.

5. List Building And E-Mail Marketing

I simply love this online business model. I finally started building a list in January 2011 .

Why do I sound so excited about this business model?

It is because it is a business model that that can be combined with any other business model and it can make anyone money online for years to come.

It is a long term online business model that WORKS.

How people make money with this business model is straight forward.

They create a squeeze page that provides certain information for free by just adding your name and email to download the product.

After that the person builds a relationship with the subscribers and makes money by recommending useful products and services to the subscribers. He or she makes commissions doing so.

The amount of money they can make here depends on the niche, relationship and amount of people in his list.

Simply put, if you are not building a list ...You are losing big time

6. Google AdSense / Advertising Model

When I first started online, this was the first online business model that I heard and knew about. Google AdSense then and now is the buzzword for making money online.

Generally here the idea is to make money like a traditional offline publishing product. Newspapers and magazine basically make money offline via the adverts placed on their publication. So using that same model blogs and websites can make money online by selling advertisement to other people offline and online. You can do that by using Google AdSense, other third party advertising program or creating one for your website.

7. Membership Websites

It could be seen as a product or a service but basically involves paying monthly (or onetime payment) sum to become a member of a website. You will enjoy whatever service or product offered on it.

A good example is www.CloudLivingHeadQuarters.com owned by Glenn Alsop and www.ElegantThemes.com a WordPress theme membership site.

Just like products and services, you can create membership websites around anything at all. Remember the example I gave about the niche blog about “dog training for Alsatian dogs”, the owner can create a forum or any type of membership website that people can pay a monthly or onetime payment to have

access.

So if you have a service or product, you can create a membership site around it.

8. Advertisement + Affiliate Marketing

This is an online business model I have been studying recently. It involves advertising affiliate offers directly or indirectly using adverts on platforms like blogs, websites, search engines or social media websites like facebook.

You basically buy traffic that buys affiliate products you promote.

Generally, advertising can be used with any of the other business models mentioned in this article.

A Combination Of 2 Or More Of The Other Business Models

This in itself is not a business model but is something that is usually obtainable. It is possible to combine as many online business models as possible on anything you do online as far as making money online is concerned.

Just think about the different models discussed and think of the ones you can use together or incorporate into your business.

Whatever you choose I pray you add **list building marketing**. It has the potential of blowing your online business and income over the moon.

In a good way

So whatever you chose, add list building.

List Building -The Ultimate Online Business Model And Secret Weapon of Online Businesses And Gurus

Building a list of subscribers is the ultimate leverage anyone can have online or offline. It is the best online business model. It is one of the most valuable assets one can have online or offline. It is what gurus use to make all the money they make.

let me ask you a very important question.

If you are offered full rights to :

- a. A Brand New product that has sold 10 000 copies (and will sell more)
- b. A means of contacting 10 000 people who have declared interest in particular topic and have bought something already(via an e-mail list)

What would you choose?

Don't be in a hurry. Think about it before you make your choice.

Which of these 2 options is the most valuable thing to own.

Did you pick Option A?

Congrats . 😊

You just picked the obvious BUT LESS **valuable choice**.

It is the same option I would have picked if I didn't know what I know now.

Let me explain this with a story.

My Failed Publication Business

In 2008/2009 , I started a small publication that had the kind of information you are now reading on nairacow.com.

Everyone interested in online business and information technology LOVED it. I was hailed by friends and strangers. Even the old editions were highly sought after by new readers. In the beginning I was moving on foot to distribute the publication , after a while I knew I had to get a better distribution network .So I went off to a distributor and discussed terms.

And that is where my problem began.

The distributor wanted to receive a cut in the profit of the publication and also wanted me to register the publication with him. And that was for just one town- Calabar. To distribute my publication in other towns I had to also register with the distributors and also share the profits with them.

There was really nothing wrong with this, it is the standard practice.

But I didn't have the kind of money they wanted so I could not register and because the publication was not a main stream –mass appeal product –I was not making heavy sales.

I was making a few sales and slowly building hard core buyers and fans of the product but since it was a new product I didn't have many buyers. So because of that I could only get a few distributors to distribute without my registration.

I could only distribute in four towns. luckily I had friends who were into other kinds of publications so I piggy banked on their networks and experience to try to distribute mine.

This didn't work very well for me.

My publication was different. For example old editions were still very valuable but the distributors were destroying it.

So in Calabar ,I was still distributing the publication by hand in cyber cafes , computer schools and other places my customers would likely be.

But after 8 months of publishing 6 editions, doing distribution manually, making no profit and struggling to push the product to Lagos and other towns, I shut down the business.

I had invested over N100 000 into the business and had nothing to show for it.

But ...

The Experience Taught Me So Many Things.

Here are a few of them.

1. Having a good product is not enough
2. Customer is king
3. The publication business is very cost intensive one

The whole experience was a big school for me but this is the big reason why I failed .

I could not get the product into the hands of people who were interested in the product. And I did not have so much money to spend on stuff like adverts.

That was why I really failed.

Lets Imagine Another Scenario

Let's say I had access to the offline mailing contact or an e-mail list of people who were interested in the content of my publication.(like a list of people who buy Success Digest Extra). All I would have done here was to send a free copy to this people and after that they would start ordering the publication by themselves. Or they would pay subscription fees.

With this ,I would not have to look for customers because I would have had a way to contact my likely customers. This would have reduced or removed the need for advertising . I would have just used the money for adverts to get the product into the hands of my likely readers.

Now Back To The Question I Asked You

If you are offered full rights to :

- a. A Brand New product that has sold 10 000 copies (and will sell more)
- b. A means of contacting 10 000 people who have declared interest in particular topic and have bought something already(via an e-mail list)

What would you choose?

If you understand my story ,you will see that option b is much better than the first option.

Why?

Because With an e-mail list or a list of customers you have the ultimate leverage. This is why you keep hearing people say , build a list. That is why I am building mine.

This is why ,in module 4 (*Turning Profitable Niches To Cash*) of my [Profitable Niche Finder Course](#) ,I highly recommended it.

It took me 2 years to actually start building a list . That was a mistake. Everyone says it . The gurus do it .

End Of Part B

Please Do Something For Me

If you have found this course useful, I love you to do something for me.

Please send an e-mail to mkusua@gmail.com telling me what you like about the course , what you hate about it and what you have learned from this course .

Thank you.

Tools And Resources I Recommend

If you have to start making money online, you need to start making some form of investment so you can get used to it. *I can buy a domain and set up a website or blog in an hour because I have done it many times now.*

If you want to start learning and getting your hands dirty, then you will need these resources.

Thanks

These are a list of resources I use and some that I consider good for you too.

1. Domain Name

You can buy a domain name from [Fatcow](#) or [NameCheap](#) . Domain names are one of the first assets you have to own online on order to make money online.

2. Web Hosting

I use [Fatcow](#) for my blogs and niche sites because it is very affordable and they accept Nigerians online debit cards.

Click [here](#) to check out **FatCow web hosting**.

3. List Building And E-Mail Marketing

I use [MailChimp](#) because they have a great service and even allow you to use their service for free (for your first **2000** sign ups).

If you rather start paying for a list building service, instead of using a free one to hone your skill then go for www.GetResponse.com .

4. Niche /Market Research

For Niche or market keyword research use this free tool

1. <https://adwords.google.com/o/KeywordTool>

There are many other resources you can use . I will reveal them to you in the e-mails I will be sending you.

Conclusion

To be frank with you, I know I have not touched or shared all I know because sometimes too much information can be overwhelming. I also know that you may be a bit confused too but not to worry I will help clarify all those issues.

I will be explaining all these bits and pieces to you in more details via e-mail. So stick around and let's make this journey together.

To jump start our journey, Please if you have any kind of question or you need more information about anything at all or any thing discussed in this guide, please feel free to send me at email or contact me .

I will try my best to help you or point you to where you can get help.

1. www.NairaCow.com/contact/

NairaCow Products

I have created more products that will help you with

1. How To Find Profitable Niches Online

Click here www.Nairacow.Com/Niche/Niches.Html

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