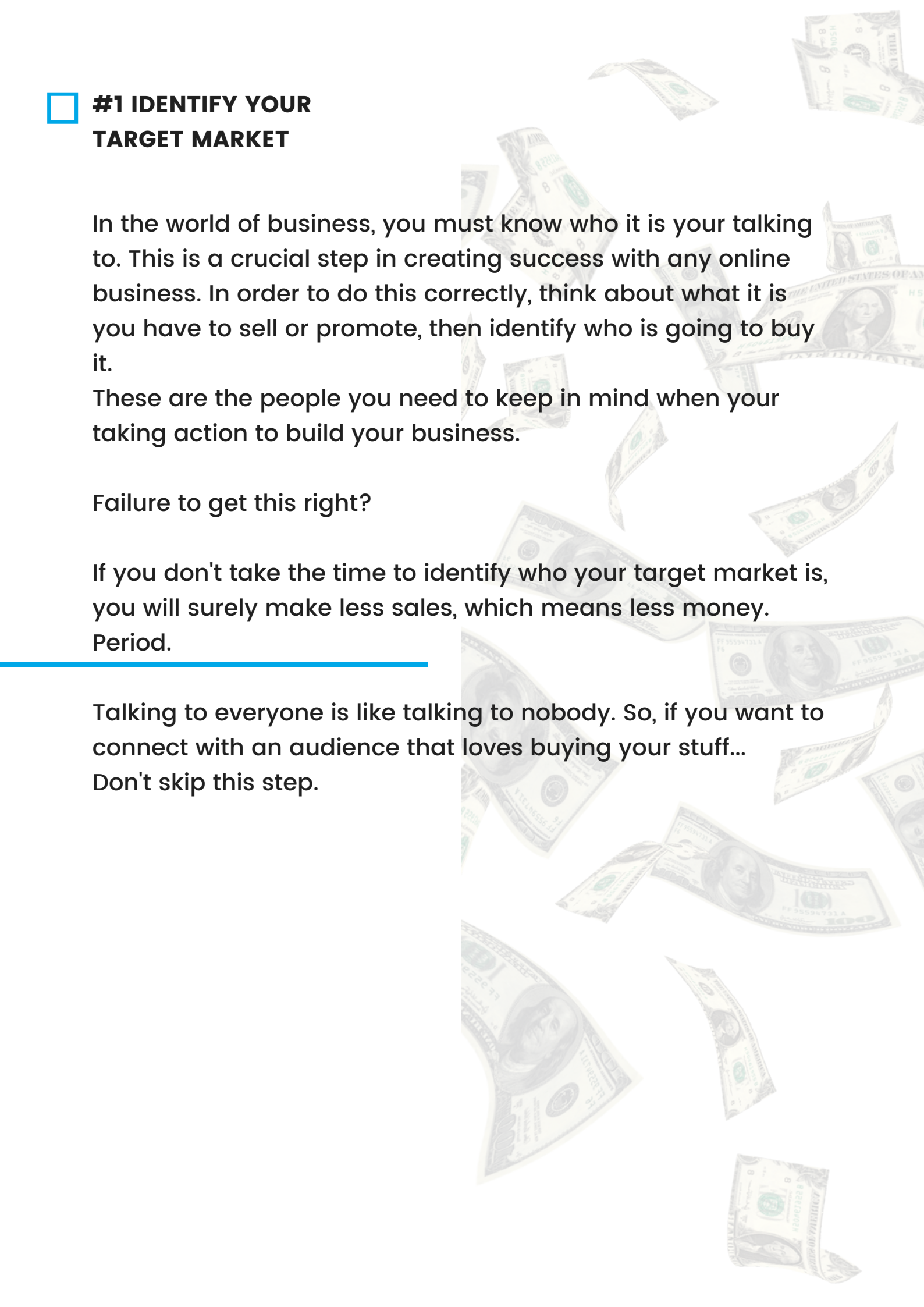


\$100 Or More PER DAY CHECKLIST



**THE ULTIMATE
CHECKLIST I
USED TO START
& GROW AN
INSANELY
PROFITABLE
ONLINE
BUSINESS
From Home**

BY MICHAEL DE LA CRUZ



#1 IDENTIFY YOUR TARGET MARKET

In the world of business, you must know who it is your talking to. This is a crucial step in creating success with any online business. In order to do this correctly, think about what it is you have to sell or promote, then identify who is going to buy it.

These are the people you need to keep in mind when your taking action to build your business.

Failure to get this right?

If you don't take the time to identify who your target market is, you will surely make less sales, which means less money. Period.

Talking to everyone is like talking to nobody. So, if you want to connect with an audience that loves buying your stuff... Don't skip this step.



#2 Find out where your target market hangs out

If you want to get in front of your target market, you need to know where they are online. Knowing who your target market is, will help give you an idea of where these people are hanging out online.

There are a ton of different places people spend time online. Places like; YouTube, Google, Pinterest, Instagram etc.

A good place to start is looking into groups on social media. These are places where people gather together with a common interest. Join these groups and get to know more about your audience and where else they hang out online.



#3 Determine what your target market struggles with

If you want to make money online, you need to become a problem solver. That is what this game is all about. In order to solve people's problems, you need to figure out what those problems are.

Typically, the bigger the problem, the more important the solution is. If you can determine what people are struggling with and offer a solution, you will make money.

It's not very difficult to figure out what people are struggling with. Again, joining social media groups where your target market hangs out is a great way to figure out their problems.

ASK!

Very simple, yet effective way to learn more about your target audience is to simply ask.

Some social media platforms allow you to ask survey questions for free.

So, go into those groups and ask what are the biggest things people are struggling with that's holding them back.

#4 Create a freebie

This is very simple to do, and will help your brand awareness.

The idea is to create something for free that will help your target market. (just like this checklist)

Come up with a simple idea you know will help solve people's problems, then make an outline.

There are several options; Ebooks, downloads, MP3s, Checklists, video trainings.

Create something that suites you best. If you really want to take it to the next level, you can make it multimedia.

Create the dam* thing!

You don't need to overcomplicate the creation process. I've created my freebies for in Canva (Just like this one) and hosted them in my blog.

You can even simply create it using a Google Doc or YouTube video.

Ultimately, you need something to give away, keep reading to learn a secret to generating leads using other people's content (ethically).

#5 Create a capture page to generate leads

A capture page is simply a page on the internet that allows people to put their email in.

There are many names for it; squeeze page, opt-in page, landing page etc. No matter what you call it, the goal is the same.... To get someone's email address.

This is a way you can communicate with people who are interested in what you have to offer.

There are many different platforms to create these pages. [Click here](#) to try one and build your capture page.

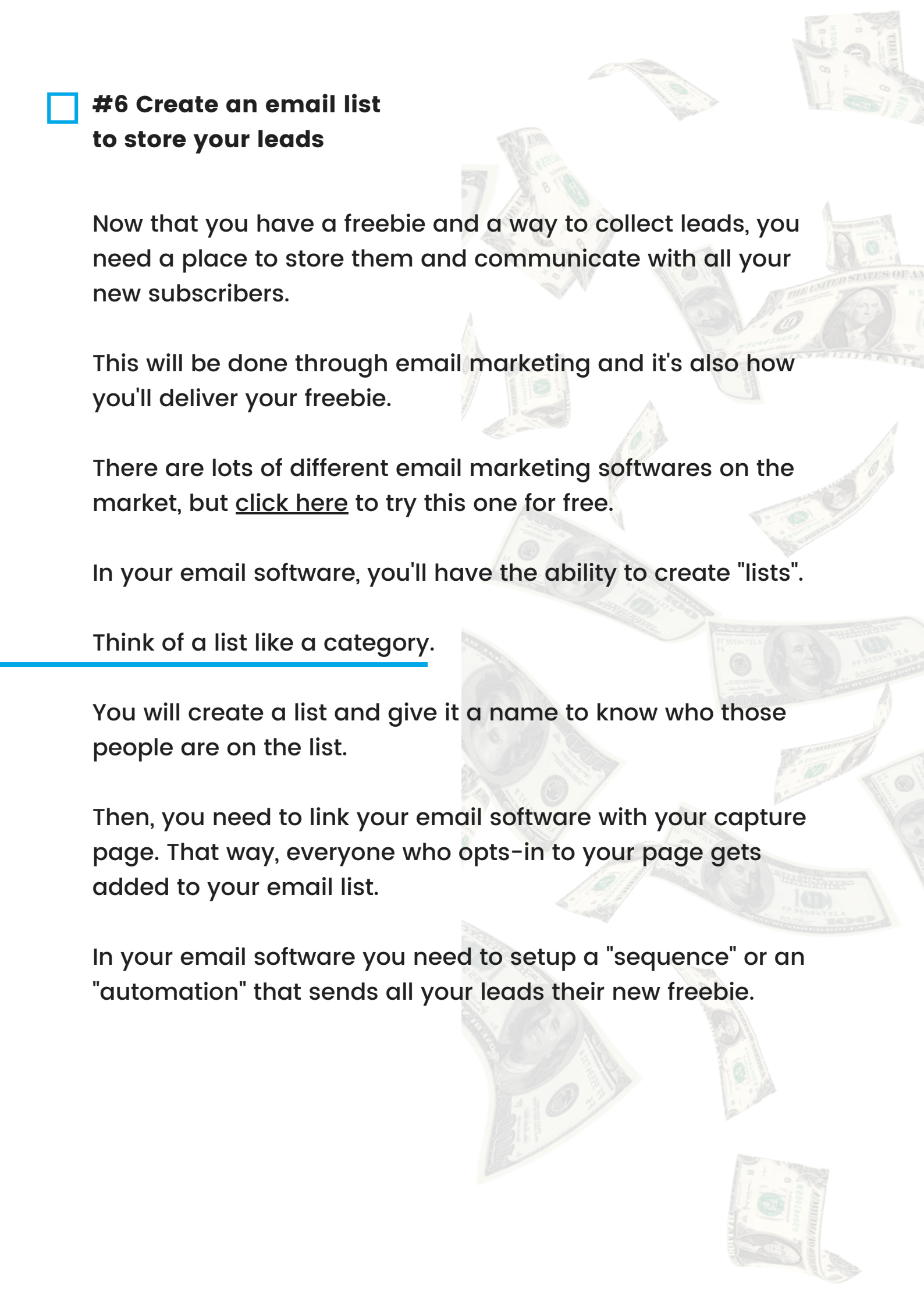
Once you have a software that allows to you create your capture page you need to tell them why they should give you their email address.

Your freebie is how you do this. The only way they can access your freebie is if they give you their email address.

This is an ethical bribe.

On your capture page, whether you use a video or written word, describe how your freebie will help them get a result.

A fast way to generate leads is to use other people's content as your freebie. You can use blog posts or even YouTube videos. This is ethical as long as you don't claim it to be your own.



#6 Create an email list to store your leads

Now that you have a freebie and a way to collect leads, you need a place to store them and communicate with all your new subscribers.

This will be done through email marketing and it's also how you'll deliver your freebie.

There are lots of different email marketing softwares on the market, but [click here](#) to try this one for free.

In your email software, you'll have the ability to create "lists".

Think of a list like a category.

You will create a list and give it a name to know who those people are on the list.

Then, you need to link your email software with your capture page. That way, everyone who opts-in to your page gets added to your email list.

In your email software you need to setup a "sequence" or an "automation" that sends all your leads their new freebie.

#7 Create daily content

Hopefully you didn't think all this comes without doing work.

Well, now the real work begins. Creating content!

We're not just creating any content, but content that serves your target market.

One of the easiest ways to find content that helps your audience is to look at existing content online and find what is getting the best reaction.

You can do this by looking on websites and social media. Find influencers that create content people love...

Then, here's the trick.... Model it!

Don't ever copy someone else's work, rather use it as inspiration for your own content.

Consistency...

I've been creating content online for years now and can tell you this...

My biggest struggle in the beginning just like most other's was not staying consistent in content creation.

Not only do you have algorithms to please, but also human beings. People want to see fresh content and they want to see it coming from you.



#8 Send emails to your new subscribers

Now that you are generating leads and building your email lists, you want to keep in touch with them.

This is called staying top of mind. If you don't stay in front of your audience, they will forget about you.

A cool benefit of having an email list, is you can send them wherever you want through your emails.

This is great when you're creating new content because you can send an email out to your list telling them to check out your new content. This will help boost it on different platforms.

You can also send emails that will make you money, which we'll cover on the next page...

#9 Create or promote products

Okay, now you are building your audience. Great! But what are they going to buy?

This is where we monetize our business and start making some real money.

We can do this two ways;

1. Create and sell our own products
2. Promote other people's products as an affiliate

Both ways can be very lucrative, but the latter is easier to start.

Personally, I've earned HUGE COMMISSIONS as an affiliate, which is crazy. It's also my top recommendation for beginners to make money because the barrier of entry is very low.

Maybe you already have knowledge and want to package it into a course or membership site.

This is a great way to monetize your business. Don't be fooled, the self-education industry is already valued at over \$100 billion (yes with a B), & projected to hit over \$300 billion by 2025.

So, whether you're selling someone else's knowledge, or your own, you only need a tiny piece of the pie to create a thriving business.

#10 Retarget with ads

Retargeting is one of the most powerful advertising strategies on the planet.

This method of advertising allows you to run ads to a specific group of people who've already engaged with your content.

There are two methods I'll discuss.

1. Retarget platform audiences
2. Retarget website visitors

First let's talk about retargeting on a specific platform...

This is the method I used to skyrocket my affiliate commissions to over 6-figures in 30 days.

And guess what... I also did it the next month.

There are different sites that allow you to do this, but in this example I retargeted all the people who recently watched any of my youtube videos.

The other form of retargeting is website visitors. This allows you to run ads to people who've visited your website. You get what's called a pixel from sites like; Google or Facebook and install it on your website.

Once the pixel is installed, it collects data from your visitors, which allows you to retarget them with your ads.



#11 Optimize your system

Here's what separates people who make a few thousand extra per month vs people who make tens of thousands per month.

Optimization!

You've learned the essentials to starting & growing a thriving business, but that doesn't mean there's not more to this game.

Now, you must analyze your; content, capture pages, leads, ads, customers etc.

The point is to try and convert leads to sales at a higher rate...

and this doesn't happen without optimizing. Not only should you optimize your business, but also your personal life.

You are the machine that runs your business. This means, if you can operate at a higher level, you'll run your business more efficiently.

How? Take care of your health. Take care of your body, watch what you eat, get enough sleep and ensure you take time to relax. You know, get some "you-time" in.

Conclusion

For some, this all may be very basic, while for others it can be overwhelming.

No matter which category you fall into please understand this...

Following what I've shared with you here, has allowed me to be my own boss, buy what I want, have time freedom (dance more lol), create a business I love, Impact thousands of people around the globe, travel without bounds, spend more time with family, friends and my beautiful wife.

I'm very grateful for the life I've been given. But, I'm also grateful I didn't give up.

There will be times you have self doubt, think it's not possible and quite frankly want to quit.

Please Don't! It's worth it and know you have people who want you to succeed.

"Tough times never last, but tough people do."
- Robert Schuller

To YOUR success,

Michael De La Cruz

Founder: Expanded Awareness LLC | SucceedWithMichael.com