

A STEP BY STEP  
PLANNER TO  
BUILDING YOUR  
ONLINE  
BUSINESS

*FAST!*

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*Helping Working Moms  
Kick Their 9 To 5 To The Curb*

# A STEP BY STEP PLANNER TO BUILDING YOUR ONLINE BUSINESS FAST!

I Need Money Now! Where Do I Start?

This might just be the number one complaint of beginning Online Business Owners:

## How do I trade time for money?

But no matter how much you love your chosen field and those you work with; two things are holding you back:

- You—just like everyone—have limited hours available
- If you aren't working, you aren't earning money

By definition, these two limitations put a cap on your earning potential. And while you may not want for anything—you may, in fact, be leading a wonderful, blessings-filled life—you still cannot make the impact you want to make, simply because you're lacking in either time or money.

If you're working all the time, then you have precious little time to...

- Volunteer
- Travel
- Enjoy your kids and their growing up years
- Pursue a hobby
- Learn a new skill
- Or anything else you'd like to spend your time on

And if you aren't working, well, then you have less money for...

- Family vacations
- Charities
- Church
- Education (for you or the kids)
- Exciting new hobbies
- Or whatever else makes your heart sing!

It's a true catch-22, isn't it? You need to work more to earn the cash to build the life you desire, but the life you really want can't be had if you're working all the time.

The answer? Passive income & a Plan.

Ask any successful entrepreneur, and they'll tell you that the key to building a sustainable business that doesn't burn you out lies in the ability to leverage your time by creating passive, recurring income.

Now, that doesn't mean you don't have to work. In fact, building up that stream of passive income will take a lot of work indeed. But once you create the systems, you can leverage them over and over and over again to create a steady cash flow that no longer depends on you and your time.

Just imagine the freedom that would bring! And it's not that difficult to do, with just a little planning...

## **STEP 1: BRAINSTORM A DIGITAL TRAINING PROGRAM OR SMALL COURSE**

This is going to be the cornerstone of your plan. Once you have a digital product to sell, all that's required is to drive traffic to your offer. You can...

- Mail your list
- Use paid advertising
- Recruit affiliates
- List it on directory sites such as ClickBank or JVZoo
- Blog about it
- Ask other people to blog about it
- Share it in forums and groups

Truthfully, there are dozens of ways to get eyes on your sales page, so even if you don't have a list, you can still begin building your passive income plan with a training program or course.

### **All you have to do is create it.**

Now before you skip to step 2, thinking you can never do this, let's not overcomplicate it. Here's a simple 3-step way to brainstorm a small course or training product:

1. What problem does your ideal client struggle with the most? Is she tech challenged and needs a step-by-step on how to create a landing page? Does she lack confidence, and suffer from mindset issues? Does she want/need to write a book but just can't seem to get started?

2. Whatever her trouble spot, a small training product or course will no-doubt help. Remember—you don't have to solve all her problems, just this one, so keep it simple so you don't get overwhelmed.
3. What format does your ideal client prefer for training? Your product can be video, audio, written, or any combination. It's completely up to you.
4. What resources do you have that you can repurpose? You very likely have blog posts, short reports, Kindle books and other material you can quickly pull together to create a complete training

**Exercise: Brainstorm Your Training Product or Course**

*My ideal client struggles with...*

*My ideal client most enjoys...*

- Written content
- Video content
- Audio content
- Other \_\_\_\_\_
- Combination

*I can repurpose the following to create a new training course this weekend:*

## STEP 2: SET UP YOUR SOCIAL PROFILES

You are probably on mostly all the social profiles at this point but...I bet you haven't set them up for success because you have a business now!

Your readers want to see who you are and what you do. And Yes! They will check out your personal page because they want to see if you are who you say you are...

Having said that...here are the platform that I recommend that you get started in

- Facebook
- Pinterest
- Instagram
- Twitter
- Linked In

These are at the very least the social media platforms that you will need to have free leads coming to your blog and visiting your business every day.

How do you get to them to your site?

**\*\*Tip\*\* Fix the Profile/Bio Page of each site.**

So, here are some ways to direct your free traffic to either your blog posts or your Opt in Page:

#### Facebook:

- Create a Fan Page
- That Leads to a Facebook Group
- This is easy and its free and you can make friends at the same time!
- There is a specific formula for this and I learned it from Caitlyn Belcher

#### Pinterest:

- Switch your regular Pinterest to Pinterest for Business (Its Free!)
- Fix your Bio so it points to your free opt-in
- Use the Pinterest Formula to pull in over 1K of Free Traffic!

(Want to learn more about this?) Go to my Resources page and check out Pins to Profits! Kate has an awesome formula for pulling in free leads by the thousands!

#### Instagram:

- Fix your Bio so it has your link
- Make sure you have about 20 pictures on their that represent your business
- You can also use Apps from your phone to create ads and inspirational messages.

I love this because you can autoreply to someone that follows you and send them to your opt in.

I have a cool tool that has literally bumped my leads up from 250 to over 2K in a week!

Even though these are just the basics- you can start promoting your [Opt In page \(step 6\)](#) right now with these Social Media Platforms.

Next...where to send all your new leads so your advertising pays for itself?

## STEP 3: CREATE A USEFUL (AND PROFITABLE) RESOURCES PAGE

Got a website? Of course you do!

But chances are it's not as useful as it could be, just because it's missing this vital piece:

### A Resources Page.

Your readers are curious. They want to know:

- What tools you use in your own business
- What training programs you've studied and recommend
- What advertising platforms you use
- What books you've read and loved
- Whose blog you read
- Who designed your logo
- Who you turn to for technical advice
- Where you go for marketing advice
- And a host of other resources

In fact, next to your "About" page, a well-planned resource page might just be the most visited page on your site. Here's an example of a my resources page:

<http://veronicachavezstowe.com/resources-for-an-optimal-online-business/>

It's time to capitalize on that potential traffic with some strategic monetization in the form of affiliate links and partnerships.

- ✓ Start by making a big list of all the tools you use on a regular basis. One good way to create a list fast is to go through your passwords file. You'll quickly see all the sites you log into regularly, such as your shopping cart, your membership sites, your favorite theme provider, etc.
- ✓ Next, think of all the training programs you've purchased. You probably have them stored in a folder on your computer, so open that up and make a list of what's relevant.

- ✓ What about JV partners? Have you worked with other coaches or service providers you'd recommend? Even if they don't have an official affiliate program, you may be able to work out a private referral program, so don't be afraid to ask.
- ✓ Finally, don't forget your own products. Remember that training course we created in step 1? Add those to your resources page!

**\*\*Tip\*\*** Go through your book marks on your internet and go through your receipts. See what you have paid for in the past and join their affiliate program!

Be sure when you're adding links to your page that you use your affiliate link when one is available, and be sure you have the appropriate disclaimers in place when you do.

Here's a disclaimer that you can use for your site:

**“Some of the links on this website may be affiliate links. That means if you click on the link and purchase the item, we may receive an affiliate commission as their “thank you” for sending you their way.”**

You can copy and put this on the bottom of your resource page.



## STEP 4: BEEF UP YOUR AUTORESPONDER

When is the last time you reviewed your autoresponder messages?

What? You don't have an autoresponder set up yet?

Go over to my resources page and pick up AWEBER. It has been my favorite autoresponder since I don't know when and they are constantly improving it!

They just added a great feature so you can start segmenting your audience!

What does that mean? That means when someone signs up for your list and you they buy from you. Aweber will automatically put them on another list so you know who are your readers and who are your buyers. This is important.

While it's great that you can simply "set it, and forget it," if you don't take the time to review your results, you're very likely leaving money on the table.

And if you don't have a solid autoresponder series in place, you're missing out!

Start by considering why your subscribers joined your list in the first place. What was the offer she opted in for? Your autoresponder sequence should build on that, leading naturally from one offer to the next while providing additional value.

For example, if you offer a quick start guide to Facebook advertising as your opt-in incentive, then in your follow-up emails you can add value and build your passive income by:

- [Sharing resources for graphics—both free and paid](#)
- [Reviewing a course you took on advertising](#)
- [Sharing copywriting tips and a link to a great book about the subject](#)
- [Providing case studies about your success with ads, with an offer for a full-training program](#)
- [Detailing your opinion on a new tool, such as a retargeting pixel manager](#)

All this content is a natural follow-up to the guide your readers initially opted in to receive, so it's welcome information for them, as well as an opportunity for you to earn some passive income by including affiliate links.

If you don't yet have an **opt-in offer** on your website, you can create one in just a few hours. It doesn't have to be complex or even comprehensive. In fact, short content often makes a more compelling offer, so consider:

- Checklists
- Worksheets
- Mind maps
- Resource guides
- Audio or video replays

**Exercise: Create Your Opt-In Incentive and Follow-Up Emails**



*I will offer my blog readers...*

*I will follow-up with an autoresponder sequence with these related topics and offers...*

| Email Subject | Offer Link |
|---------------|------------|
|               |            |
|               |            |
|               |            |
|               |            |
|               |            |
|               |            |
|               |            |
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## STEP 5: BUILD UP YOUR BLOG

If you're blogging (and you should be) then your blog is a fantastic source of passive income. We've already talked about adding a resource page, but now let's dive into the blog posts themselves.

Each blog post has a job to do. You should never spend your time writing, editing, formatting, and promoting a post whose only task is to take up space on your site.

Instead, each post should have a strong focus that leads naturally to a solid call to action.

### Calls to action can be:

- An offer to buy a product or service
- An invitation to a discovery call
- A recommendation to check out an affiliate or JV offer
- An opt-in offer (more on this in step 6)

Or even a link to read more about the subject, join your Facebook group, or leave a comment.

The point is, each post is an opportunity to grow your following and create passive income—either directly or indirectly—and your call to action should be foremost in your mind as you're writing each article.

Of course, if you're like most bloggers, you have hundreds or maybe thousands of posts that are not as well monetized as they could be. So, for this step, you're going to log in to your analytics program, sort all your posts according to which ones receive the most traffic, and start creating those compelling calls to action.

Once you've done that, you'll republish the best ones with current dates (that will move them to the front of your blog) and add them to your social media promotion queue, so you can get more eyes on them.

And remember your autoresponder from the previous step? Consider adding evergreen blog posts to relevant autoresponder sequences, so that subscribers who just met you can quickly find your best content. Don't just wait for a chance meeting—you have to lead them to your most important information.



## STEP 6: BETTER BLOGGING

Now that you have most of your posts monetized and ready to start building passive income, let's talk about getting more subscribers on your list so your autoresponder can do its job.

You probably have an opt-in offer in your header, in a sidebar, and maybe in your footer. That's a great start, but it's nowhere near enough to capture the attention of easily distracted, seen-it-all readers.

Think about it. When is the last time you even noticed a sidebar or header opt-in form, let alone subscribed to a blog because of it?

Yeah, that's what I thought.

### Here's a better way: Content upgrades.

Content upgrades are offers that appear at the end of a blog post, and they are specifically designed to provide more information or resources that readers of that blog want and need.

For example, if you write an epic blog post on how to use Google analytics, then a setup checklist is a perfect content upgrade. Readers can download your checklist in exchange for an email address, and not only do you build your mailing list, but you're also neatly segmenting readers according to their interests.

Content upgrades work best when they are simple, one- or two-page downloads, such as:

- Resource guides
- Checklists
- Worksheets
- Printable PDF of the post itself
- Podcast transcript
- Slide deck
- Audio recording of the post

You don't have to create a content upgrade for every post, though. Instead, consider creating 5 or 7 content upgrades to match your blog categories. That way, you'll always have an appropriate offer for the end of your post.

**Exercise: Create 5 – 7 Content Upgrades to Match Your Categories**

| Blog Category | Content Upgrade |
|---------------|-----------------|
|               |                 |
|               |                 |
|               |                 |
|               |                 |
|               |                 |
|               |                 |
|               |                 |

## STEP 7: CREATE STRATEGIC THANK YOU PAGES

Few products stand alone. There is always something more to learn, tools to help us be more efficient, and related concepts to explore. Your download, or thank you page is the perfect place to help your buyers discover additional resources, and to build your passive income portfolio.

Consider adding:

- **Coupon codes for additional purchases**
- **Recommendations for related products (yours or affiliate products)**
- **Bonus downloads with promotional links**

If it helps, think of this as adding value to your buyers (because you are) rather than selling them additional products. You don't have to be pushy to create a solid passive income strategy, but you do have to care about your buyers' experience. When you keep that in mind, sales come naturally.

**Exercise: Review Your Current Thank You/Download Pages for Opportunities**

| Thank You Page | Relevant Offer |
|----------------|----------------|
|                |                |
|                |                |
|                |                |
|                |                |
|                |                |

## STEP 8: DEVELOP AN UPSELL PROCESS

Do you know who is most likely to buy from you? It's the person who just made a purchase. Do you have a system in place to provide her with the next logical item on her wish list?

No matter what your client has purchased, he or she should have an option to purchase a companion product, or one with more value.

For example, if you sell an ebook about how to start a food blog, before a buyer reaches the final check-out page, you may want to offer her the option to join your blogging membership program for additional training.

Every time you release a new product, you should be thinking in terms of related sales. Start with a list of all your current products. Sort them into a logical order. If your ideal client visited your site today, what should she purchase first? What would she need next?

This is your sales funnel order, and will make it easier for you to decide which product makes a great upsell for the item she just purchased.

Another type of upsell offers a better value. For example, when someone, makes a purchase with me, they are first offered the opportunity to purchase their way into the Momma's Making Money membership plan, which includes the 7+ workshops + other

valuable content, and all at a lower initial cost. Clients win because they receive \$460 worth of merchandise for \$17. I win because I've earned a one-time buyer into a monthly member.

If you offer a membership or group-coaching program, consider adding value to your upsell, rather than related products. Your customers (and your bottom line) will thank you for it!

**Exercise: Create a Logical Upsell Process**

*My products, in the order my ideal client should purchase:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

**Exercise: Review Your Current Sales Pages/Offer Funnels**

| Sales Page | Upsell Offer (Remember to Add Value as Well as Related Products) |
|------------|--|
|            |  |
|            |  |
|            |  |
|            |  |
|            |  |

## STEP 9: MONETIZE YOUR CORRESPONDENCE

Every single day you send dozens of emails, either privately to potential and current clients, friends, and colleagues, or through your help desk.

These emails are a golden opportunity to not only provide stellar support through product and tool recommendations, but they're also a vital part of your passive income plan.

You can create sales opportunities in a variety of ways in email:

- By offering (linking to) related products and services
- By making recommendations for further reading/learning
- By linking to a well-monetized blog post
- By recommending a free download
- By helping your buyers make good use of your products/services

You can do this in the body of the email itself, or in an automated signature or standard P.S. For example, you can set up your help desk responses to automatically include in a P.S. an invitation to check out your latest course offering.

**\*\*Tip\*\*** Create a link redirect using Pretty Link (for WordPress) and update it each time you create a new course. Then you can simply recommend that your reader “check out my latest training here,” and it will always be updated.

If you use a service such as WiseStamp, you can automatically insert your latest blog post in your email signature. If you're using good calls to action and content upgrades in your blog, this can be a great way to drive traffic into your sales funnels.

Finally, be sure to train your support staff to make logical recommendations for other programs and services—either yours or someone else's. Create a shared Dropbox or Google Drive file so your staff has access to your affiliate links. Whenever someone contacts your desk asking for recommendations, your staff will know exactly what to offer.

Not only does this help establish you as the go-to person in your niche and offer much needed support to your customers, but it also helps grow your passive income and turns your help desk into a profit center, rather than a cost center.



**Exercise: Create an Email Signature for Your Help Desk**

*Your name*  
*[www.YourDomain.com](http://www.YourDomain.com)*  
*Customer Care Manager*

*P.S. Be sure to check out [OUR LATEST PRODUCT/THIS LIMITED TIME OFFER/OUR HOTTEST SELLING PROGRAM] here. It's available now through [DATE] for just [PRICE]!*

## STEP 10: KNOWING THE DETAILS

We have only scratch the surface. Everything that I have given you here is basically a funnel in the making.

But there are so many different funnels you can make!



You have probably seen this before. This is the old way of doing a funnel. There are so many unique ways of creating funnels now. I showed you Two ways in Step 6 and Step 7 of creating your own funnel

But what you need are the details...right?

- You now know what that you need to create a funnel, but you need the step by step instructions on how to do it right?
- I can tell you to build an email list...but do you know the right sequence to write your emails in so you don't scare your clients away?
- What about posting an Epic post and then Promoting it on Pinterest so about 1K followers see it?

This kind of marketing is not only fun but it takes a little bit a research for the details....

## But I got it all right here for you!

You need to know not only what you are building...but how to exactly put it together one step at a time.

That is why I creating Momma's Making Money Membership.

- Every month we tackle together all these 10 steps.
- We have a Private Facebook Group where we talk about these things in detail. All the Facebook Private membership is made up of is a bunch of us working moms helping each other out so we can be successful.
- We also have training calls...yeah...we talk!
- I also go through with you how I am building my business. So, you can do the same.

My goal is to start you making some money in the first month of your business.

You just need the guidance and the tools.

That's it!

I hope that this guide helped you out. I wanted to put out there something that I wish I had that would've helped me.

Hope to speak with you very soon!

*Veronica*

Come Visit me at

[www.veronicachavezstowe.com](http://www.veronicachavezstowe.com)

Momma's Money Making Membership

Online Shop

PS. Momma's Membership is at a discounted price right now ...but pretty soon it will be only available to my mastermind students. Just saying.....