



Monetize Your Passion

Learn to Grow Your Business Online



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About the Author

[Rakesh Doddera](#) holds an Engineering degree in Computer Science from VTU and aims to become a professional blogger.

You can connect with [Rakesh Doddera](#) on [Twitter](#), [Facebook](#), YouTube and [Google Plus](#). Or send him an email at rakeshdoddera@gmail.com or info@infoinbulk.com



- Freelance Web Consultant.
- Google certified Google Tag Manager Fundamentals.
- He was an author of one of the famous online student portal for graduate students vtualerts.com.

The purpose of this site is to take maximum advantage of the software tools and web technologies.

He writes about **software, gadgets, web applications, web technologies, web Apps** and also **How to guides**.



Just you need to focus on a single service or product, and then promote it, sell it and do everything you can to increase sales of that one service or product.

Expand your product line to offer complementary products or services.

Find different ways to increase sales to your existing customers.

Introduction

Becoming an entrepreneur is easier than ever.

I know many of you don't know from where to start and how to do it. I highly recommend you to implement all the lessons of this eBook one by one.

Think about turning your business into a franchise or business opportunity.

Choose a Great Business Idea.

In my opinion, the people who do best are the ones who lives, breathes, and loves what they do. It's better to choose the product or service that people will keep buying.



Things to Know Before:

- Your abilities
- Your connections
- Market opportunity
- Partnering with others
- Potential Demand
- Potential Earnings
- Customer Interaction

Many of you face these three problems while choosing a Great Business Idea.

1. Choosing one best idea of many.
2. Figuring out which combination of things you enjoy doing, which can be molded into a profitable business model.
3. Skills that you have can be used to create an online business.

Just Play with Your Strengths and Interests.

Build a Website that attracts visitors

Create a simple website using Wordpress.org (self-hosted) that promotes what you do, and/or the product you're offering.

You don't need to learn technical skills to make this happen. Both resources have ready-to-install templates.



➤ [How to Learn WordPress for Free in a Week \(or Less\)](#)

[CLICK HERE](#)

**If you want us to help you in creating wordpress site
WhatsApp : +91-8904051353**

Use regular tools (like [Facebook](#), [Twitter](#), [Instagram](#), a [blog](#), etc.) to start driving people to your website.

Use keyword research to drive search traffic to your website. In the next lesson, I will show you how to do it.

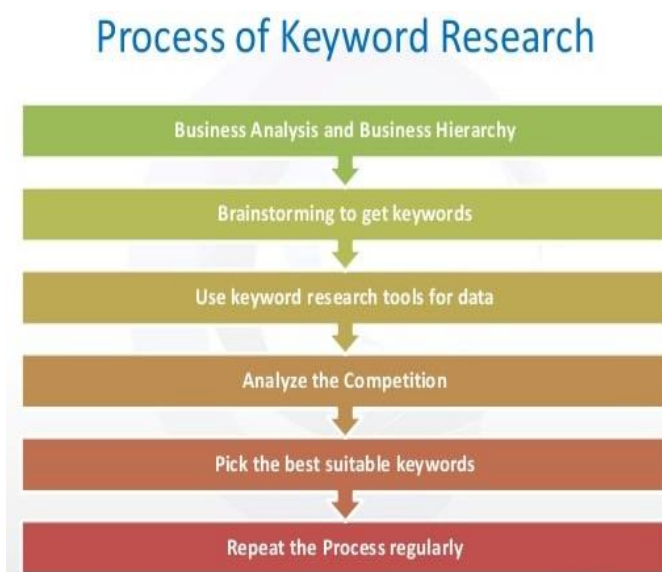
Things to Know Before:

1. Start networking with your friends, family, and accessible networks
2. Identify their problems/pain points.
3. Start actively solving their problems.

This will help you fine tune your idea.

Keyword Research

I admit that I don't want to break my head by explaining this huge topic by myself instead i highly recommend you to go through these links mentioned below to know more about keyword research which are explained in detail.



✓ [Keyword Research: The Definitive Guide](#)

✓ [The Step-by-Step Guide to Building an Audience before Your Business Launches](#)

Hidden Gems: Use Competitors landing page in Google Keyword Planner to get more hidden keywords

Get Visitors Information

Create free, helpful content and ask visitors for an email address in exchange. Offering visitors something free in exchange for their Email address is a good way of capturing subscribers or fans for your brand and later you can convert those loyal subscribers into customers.

Other types of free content depending on your business and industry.

The list is literally endless.

A screenshot of a simple web form titled "Sign Up!". The form has a light green background and is set against a dark green background. It contains two input fields: "Name" and "Email", each with a light gray rectangular box. Below these fields is a rounded rectangular button labeled "Go".

Types of contents to offer:

1. **Free 15-minute consultation.**
2. **Tutorial video.**
3. **Downloadable checklist.**
4. **Info graphic.**
5. **Guide**

Slow but steady wins the race. Add these people to an email list and keep building that list over time. (Now we have 5000 email subscribers)

You can create HUGE results with a very small email list. I know this because I was able to generate leads for my web services with a list of about 5000 members.

Finally the website can be up and running in a day for less than \$50. And you can use an email marketing services like [Mail Chimp](#) to manage subscribers, send emails, and track results for free up to 2000 subscribers initially.

Hint: Use Hello bar -> [WHY HELLO BAR ROCKS FOR LEAD GENERATION](#)

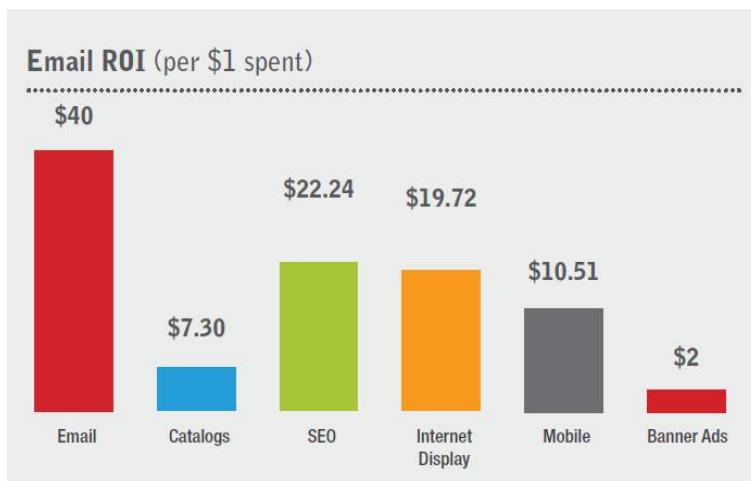
In the next lesson, you can also learn the importance of growing Email list and ways to grow your Email List.

Grow Your Email List

In this lesson, you will find some simple strategies to help attract new contacts and take your Online Presence to the next level.

If you're not building an email list, you're an idiot- Derek Halpern from social triggers

One of the biggest struggles for email marketers is growing their email list organically. Therefore, Our InfoBulk Team did some deep research for you, and came up with some best ways or list to grow your email list.



Things you will learn:

1. What is Email List?
2. Why growing your Email List is very important?
3. How to take your Email marketing to the Next Level?
4. How valuable you're Email List can be?
5. Why should someone join your Email List?

5.1.1 What is Email List?

A mailing list is a collection of names and addresses used by an individual or an organization to send material to multiple recipients. The term is often extended to include the people subscribed to such a list, so the group of subscribers is referred to as "the mailing list", or simply "the list".

5.1.2. Why growing your Email List is very important?

- It is a huge sign of trust.
- People check their email every five minutes.
- Please ignore a status update than a new inbox item.
- Email List is your #1 asset for community building.
- Buyers prefer Email and make more purchases rather than any other communication channels.
- You will have full control over your messages and can communicate with your audience on your own terms.
- You can easily spread a word about your business for your leads and convert them into repeat customers.

5.1.3. How to take your Email marketing to the Next Level?

- 1) Learn what readers are actually interested in and ask what they want.
- 2) Create great Email content.
- 3) Encourage your subscribers to share and forward your email.
- 4) Promote an online content.
- 5) Make new subscribers feel special using welcome mail.
- 6) Maintain database hygiene with the double opt-in model.
- 7) Patiently build your database one address a time.
- 8) Check the conversion rate of your sign-up form once a month.
- 9) Segment your email marketing lists to boost engagement and conversion
- 10) Perform A/B testing to optimize your email marketing campaigns.
- 11) Utilize automation to enhance your email marketing programs.

18 Ways to take your Email Marketing to the Next Level.

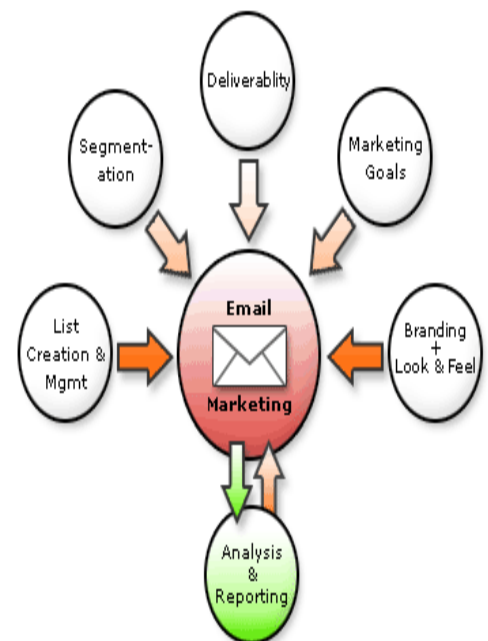


5.1.4. How valuable you're Email List can be?

Money is also in a small list- Trust is the most important factor in closing a sale.

Unsubscribes are very important thing for your list.

Be amazing to the people who are already on your list.



What's Your Email List Worth (In Actual Dollars)?



5.1.5. Why should someone join your Email List?

First of all, you need to give them the reason to join your list by adding value

*why you're the best person with the right solution.
In other words, the lead magnet, the landing page and content used must be valuable.*

It's all about using content marketing, which is the best marketing tool ever to make your reader's life come alive.

Utilize an Email List

1. Share New Content
2. Provide Company Updates
3. Give Access to Exclusive Content
4. Collect Product Feedback

Why email is so relevant and important?

Most people with smart phones are signed into their email accounts 24/7 with push notifications enabled.

Email is much more personal, direct, and a reliable way to get in touch with most people..

Advantages of an Email List

- ❑ **Email is Personal** – Email allows you to land into a user's inbox. There is no ranking system which limits your reach. It is very direct, personal, and casual.
- ❑ **Email is Purposeful** –A user needs to signup for your email list and confirm their email address. Someone doing this much work is obviously already interested and responsive to your message.
- ❑ **Email is Targeted** – As we mentioned earlier the user has already shown interest in your products / content / service. They are much more likely to click, buy, and spread the word around for your products and services.
- ❑ **Email is One-on-One** – Email is always private. The message is not on a public wall or timeline. They can ask you questions directly in private with confidence. Email also allows users to build a one on one relationship with you. Gradually they develop trust and build relationship with in your brand and proudly spread the love of your Brand.

Coming up with new ways to get people to sign up for your emails isn't always easy. That's why we put together this collection of list growth ideas.

- Use a paper sign-up sheet.
- Ask Face To Face.
- Look at Your Database.
- Ask Your Friends and Family.
- Put a Fish Bowl on your counter.
- Ask Over Phone.
- Use a sidewalk sign board.
- Participate in small business Saturday.
- Add a signup form to your Facebook page.
- Add a signup form to your Yelp page.
- Add a signup form to Flickr.
- Add a signup form to your Twitter page.
- Update your Facebook cover photo.
- Use Facebook Ad.
- Use your YouTube Channel.
- Use Four Square.
- Join LinkedIn Groups.
- Join Facebook Groups.
- Join a Google Plus Community.
- Host a tweet chat.
- Use Vine.
- Add Sign up link to your Social Bios.
- Use Pinterest and pin your email newsletter.
- Add a Signup Form to your Website.
- Create a reason to signup page.
- Keep your signup form short.
- Add a sign Up Form to your Blog.
- Guest Blog.
- Comment on blog Post.
- Test different calls to Action.
- Online payment forms.
- Optimize online listings.
- Use your Podcast.
- Ask for email addresses on the street.
- Ask for email addresses on the playground.
- Create a company sports team.
- Ask your vendors to join your list.
- Create refer a friend promotion.
- Encourage word of mouth from current subscribers.
- Collect Emails with an online survey.
- Promote your Email Archive.
- Put a sign up link in your newsletter.
- Add a social share buttons to your emails.
- Add "forward to a friend" button to your emails.
- Add a signup link to your regular email signature.
- Use PicMonkey to create effective calls to action.
- Use apps like Quick View app to enter new emails on the go.
- Collect emails via text.
- Use a QR Code to your Menu.
- Use an iPad.
- Use a Brochure.
- Run an Ad in the Paper.
- Use your Business Card.
- Use your Shipping Boxes.
- Event Registration.
- Collect emails at your event.
- Be a sponsor.
- Book a speaking engagement.
- Use a table tents.
- Run an In Store Raffle.
- Run a Facebook Sweepstakes.
- Start a loyalty Program.
- Start a Birthday Club.
- Run a Local Deal.
- Ask when someone redeems an offer.
- Offer a coupon on Facebook.
- Use a piece of content.
- Offer an incentive to your employees.
- Tattoo the link on your face.
- Put signup URL in voice mail.
- Ask for new signups when someone downloads your eBooks, whitepapers
- Ask for signups during webinars.
- Use the power of SEO to popularize your links.
- Put a flyer in your apartment building.
- Place an ad on online classified sites.
- Advertise in Building elevators.
- Use a celebrity or spokesperson.
- Get listed in local listing websites.
- Offer a discount or coupons for those who subscribe.

Watch this Video --> [WHY YOU MUST BUILDYOUR EMAIL LIST—AND HOW TO GET STARTED](#)

Turn those subscribers into customers.

You can turn those email subscribers into customers by sending email newsletters and asking them to buy from you via email.



References:	
Entrepreneur.com	Neilpatel.com
Hubspot.com	constantcontact.com
Shoutmeloud.com	adastrauk.com
Webtrainings.in	

Content Marketing Sales Funnel



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Email List: <http://bit.ly/1jeOMWK>