



MAKE MONEY ONLINE WHILE AT HOME WITH YOUR KIDS

# INTERNET MARKETING

FOR STAY AT HOME MOMS

# **Internet Marketing For Stay At Home Moms**

Make no mistake, anxiety is one of those personal topics that are very sensitive to a whole lot of people. In fact, many people would fight you tooth and nail to deny that they are suffering from any kind of anxiety and they will tell you to your face, "What the hell are you talking about?" if the conversation somehow some way veers into something that is too close for comfort.

Unfortunately, no matter how you deny it, if you are suffering from anxiety, your life will suffer overall. In fact, you may reach a point where the only person you are fooling is yourself.

Imagine that! You're walking around talking to people, living your life yet everybody knows that you've seen better days. Everybody knows that you're not having a good time but throughout it all, you think that you are putting on a good show and everybody's none the wiser. Pretty sad situation, right? It's like wearing clown makeup and everybody looking at you are trying not to laugh and you thinking that everything is fine.

Let's not mince any words. Anxiety is a mental and emotional rot that destroys you from within. It's only a matter of time until the rest of your life falls into shambles. At the very least, your ability to enjoy life and everything that it brings to the table is severely damaged by anxiety.

It's always a good idea to get a handle on it but for that to happen, you must first understand that you have it. Here are ten of the many signs that somebody is struggling with anxiety.

If you exhibit a few of these signs, it's time to own up to it. Stop sweeping it under the rug. Look at it straight in the eyes. Get professional help.

# GETTING THE BALANCE RIGHT

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If you are taking care of the children at home then this can be a full time endeavor. To succeed with an online business, you will need to dedicate time to it. So, the first thing that you need to do is to work out how you can find chunks of time to learn all that you need to know about online business and take action to make it happen.

You really do need the support of your family and friends here. If you have a partner, then sit down with them and tell them that you really want to start a successful online business and that you will need to work on it every day. This means that they will need to help you around the home and in the care of the children.

What about your parents and your partner's parents? Do they live close by? Would they be willing to look after your children for a few hours while you work at your online business? A lot of grandparents say that they don't see enough of their grandchildren – well this is a perfect opportunity for them to see more of them and help you out at the same time.

How about siblings, friends and neighbors? Some of these are likely to want to help you out. If you have older children, then explain to them what you are doing and ask them to help out more around the home. They can wash dishes, clean up after themselves, go to the store for groceries and even do the laundry. Use incentives here if you need to.

There are lots of success stories of moms with babies creating successful online businesses. If you need help with childcare then investigate this as an option.

Babies will sleep a lot so you should have some time during the day and the evening to devote to your computer. Nobody is saying that it will be easy.

## SET GOALS AND HAVE A STRONG WHY

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Stay at home moms can get really tired doing all of the things that they need to do. Sometimes the thought of sitting at the computer and learning something or performing some Internet marketing tasks will not be that appealing. So, you need to be highly motivated to run your online business.

Before you start your online business, you need to set some goals for it. Think about what you want to achieve in the first 6 months and then the first year and write these down as realistic goals. Be specific here and add monetary values (the income your business will generate) and specific milestones you want to achieve.

Create long term goals as well. Where do you want to be with your online business in 5 years? How many different businesses will you have? How many websites will you have making you money on autopilot every day?

The other thing that we strongly recommend that you do right at the beginning is to create a strong WHY statement. This is your reason or reasons for starting an online business while you are looking after your children and taking care of things at home.

You need to make your WHY statement as strong as you can and write it down. Have your WHY statement easily accessible wherever you are. Make copies of it if that helps. When you are writing your WHY statement think about the things that you want your online business to provide for you.

*Some examples could be:*

- To purchase a larger home for your family
- To purchase a better car
- To send your kids to college
- To have wonderful vacations with your family

These are personal things to you. Write down some ideas and then as you read each one notice how they make you feel. A WHY statement needs to stir up strong emotions within you and motivate you to persevere with your online business no matter how tired you are feeling or what other things are going on in your life.

If you don't write down your short- and long-term goals you will have no direction. Without a strong WHY statement you are going to find it really hard to keep your motivation levels high every day. There are many advantages to running a business from home such as being there for your family. But one of the disadvantages is that you have no boss to answer to.

You need to be accountable to yourself and your family. If you have had very little sleep because your baby kept you awake during the night, then you will need the highest possible motivation to work on your online business. Nobody said it was going to be easy but goals and a strong WHY statement will always help.



# TAKE YOUR ONLINE BUSINESS SERIOUSLY

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The cost of getting started with an online business is low. Some people start with nothing and are successful. If you wanted to open a shop in your location, then you would have to invest a lot of money. You need to rent or buy a property in the right location, purchase stock, employ people, invest in security and a lot of other things.

With an online business you can start with a domain name for \$10 a year and web hosting for less than \$10 a month to launch your website. Because of this a lot of people find it hard to take their online business seriously.

When things go wrong, which they will, then it is easy to think “well I only spent a few dollars on this, so it doesn’t really matter”. Many people get involved in Internet Marketing and then chop and change to different online business models because it doesn’t cost much to do this.

You need to take your online business seriously. Even if you start with nothing you need to have a strong emotional investment. Writing down your goals and a WHY statement will help. But you need to do more than that.

It is important that you create a plan for your online business and break this down into daily tasks. We recommend that you have a “to do” list that you actually write down on paper. There is something about writing things down that increases your commitment to them.



So for example, if you want to have your own website offering parenting tips and advice and you will promote affiliate products to make money, or even create and sell your own products, then you will need a plan for this.

*So, your initial plan could be something like this:*

- Choose a good domain name
- Get the best web hosting
- Create your website
- Plan the content for the website
- Look for affiliate products to offer
- Create an incentive to build an email list
- Find a good autoresponder service
- Plan the content for you email marketing
- Decide on which social platforms you will use
- Decide on a visitor traffic strategy

Don't worry if you are unsure what some of these things mean or you don't know how to do some of these things. That is all part of the Internet marketing learning process. You can use Google to search for the answers that you need, and YouTube is an excellent resource for finding out how to do things.

You need to be prepared to invest some money in your online business. It is not enough to create a website and then expect a ton of visitors to come. You will need to drive targeted traffic to your website and the quickest way to do this is through paid advertising such as search marketing and Facebook Ads.

If you don't have any money to invest that's OK, you can still take your business seriously by making a time investment. Everything that you need to know about creating a successful online business is out there on the Internet. There are a lot

of free resources that you can use to get started. Invest a portion of the money you make back into your online business.

You need to be aware of and avoid the “shiny object syndrome”. Every day there are new courses launched by experienced Internet marketers who will tell you that their system or business model is the best. Often, they will use a lot of hype to make their offers more appealing.

People get sucked into this shiny object thing all of the time. The message is “hey come over here because the grass is greener!” The reality is that the grass is rarely greener with these new things. Once you have decided on an online business model then find out as much as you can about it and stick to it.

It really isn't possible to make thousands of dollars overnight by clicking your mouse a few times for only 15 minutes a day. But people are always duped by this kind of nonsense. Successful stay at home moms take their online businesses seriously and are not swayed by shiny objects.

# CHOOSE THE RIGHT ONLINE BUSINESS MODEL FOR YOU

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There are many different online business models that you can choose from.

*Here are some of the most common ones:*

- Affiliate marketing
- CPA marketing
- Creating and selling your own products or services
- Opening an online store
- Amazon FBA

Each of these is different and has its own advantages and disadvantages. Here is a brief explanation of each one:

**Affiliate marketing** – this is where you promote other people's products and services for a commission. You can promote physical products and / or digital products. The commissions you will earn by promoting physical products are a lot lower than with digital products. It is easier to sell physical products though.

**CPA marketing** – CPA means Cost Per Action and you will be paid by a CPA network for promoting offers from their clients which do not usually require a sale. For example, you can be paid for someone providing their email address to a client. Or participating in a free trial of a product. The commissions are usually lower than with affiliate marketing, but more people will complete an action that costs nothing than purchase a product.

***Creating and selling your own products*** – one of the biggest problems with affiliate marketing and CPA marketing is that you are sharing revenue with others. Also, the customer is never yours so you cannot contact them in the future to sell them something else. Creating your own products will take time, effort and probably some money. But you will keep all of the sales revenue and the customer will be yours so that you can keep in touch with them regularly.

***Online store*** – people really like to shop online these days. So why not open your own online store and sell your own products or make a commission selling other people's products? It is not difficult to open an online store. You don't have to purchase stock either. You can work with a dropshipping company and promote their products for a commission. They will take care of sending the purchased items to the customer and deal with returns etc.

***Amazon FBA*** – FBA means Fulfilled By Amazon. Amazon is the largest retailer in the world. It has a huge amount of visitor traffic and with the FBA program you can sell your products on Amazon. You can source your own products from manufacturers in China for example, and then sell them for a much higher price in western markets. Amazon will take some of the money, but you can make good profits with this model.

So, which of these appeals the most to you? If you are really limited on time, then affiliate marketing or CPA marketing could be a good choice. But they do have the drawback of you not owning the customer (there are ways around this).

If you have skills and talents that you can sell to others, then creating your own products could be just right for you. You can create digital products such as "how to" guides and even video training courses that you can sell from your website and other platforms such as Clickbank.com.

It will take a while to create a product, so you need to take this into account. If you want to create a video training course, then you will need the right recording gear for this such as a good camera and microphone. You will also have to edit your videos so that they are the best they can be.

With an online store you have the choice of creating or sourcing your own products or partnering with a dropshipping company and promoting their products. If you are going to create or source your own products, then you will need money to invest. Commissions with dropshipping tend to be quite low but it is easy to get started.

With Amazon FBA you will definitely have to invest in your own products. You will need to send stock to Amazon on a regular basis to ensure that you are never “out of stock”. There are plenty of manufacturer’s that will brand products with your logo and ship them directly to Amazon for you. You need to factor in all of these costs.

Whichever of these online business models you choose you need to find out as much about them as possible. How do the super affiliates make 6 and 7 figures a year from affiliate marketing? What is the best way to find out what a market needs for product creation? Which products will sell well on Amazon? When you start an online business, you need to plan for a few months without making any money.

Yes, it is possible to make money immediately with affiliate marketing and CPA marketing, but this doesn’t always happen. If you are in need of making money straight away, then start freelancing or completing online jobs at home first.

# BECOME A CONTINUOUS LEARNER

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The world of online business and Internet marketing changes all of the time. It is impossible to keep up with everything, but you need to stay in touch with the things that are really important for your online business.

Trends change all of the time online. There are tools available to keep you in touch with this such as Google Alerts with a gmail account. All you have to do is to tell Google what niche you are in and add some keywords and they will send you automatic notifications about what is happening.

There is a ton of free stuff online to learn about Internet marketing. You can also find good training courses which will cost you money, but they are well worth the investment. Stay away from the hype.



A lot of people involved in online business fail to make the money that they want because they don't focus enough on marketing. They spend too much time creating the perfect website or the perfect product and not enough on driving traffic to their offers.

It doesn't matter how sexy or fancy your website or online store is. If you don't get visitors to it who are interested in what you have to offer, then you won't make any money online. Marketing is essential for your success.

You must identify your target audience. It is really important for you to know as much as possible about them. Who are your potential customers? What age range are they? Are they women or men? Where do they live? What do they like? Where do they hang out online?

There are many ways that you can drive traffic (visitors) to your offers. Some of these are free and will require time and effort and there are paid methods too. Social media is a great way to find your target market and persuade them to visit your site. You need to do this properly though so learn how to do this.

If you have your own website (which we would always recommend) then you should learn how to optimize your pages so that they have the best chance of ranking high in Google and the other search engines. This is free traffic and very targeted. Search engine optimization (SEO) is not as difficult as you may think. It all starts with good keyword research.

You need to find out what terms (keywords) people are using to search for what you have to offer. There are free tools such as the Google Keyword Planner that will help you to find these. You then optimize your web pages around these keywords.

Content marketing is a great way to attract visitors to your website. You create interesting content that has value and post this on social networks such as Facebook and even create videos for YouTube and other video sharing sites. It is easy to test an offer using paid advertising. Using a pay per click network such as Google Adwords or Facebook Ads you can spend a small amount of money to see if you can convert visitors into buyers.

There are many ways that you can market your online business both free and paid. Learn about these different methods and create a marketing plan that you follow consistently. Getting the word out is very important and will literally mean the difference between success and failure.

## GET HELP WHEN YOU NEED IT

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None of us are good at everything. You do not have to be a technical genius to succeed with an online business. If you need help, then there are plenty of places that you can go to find it. You can join forums about Internet marketing and online business and get all of your questions answered and be part of the community.

If you are not good at graphic design for example, then outsource this to someone who is using an outsourcing service such as Fiverr.com. There will be plenty of people there that can provide you with stunning graphics for your online business for a few bucks.

The same goes for writing and other Internet marketing tasks. Having a virtual team of specialists that can perform the tasks that you can't (or don't have the time or inclination to do) is a real advantage. Yes, it will cost you a bit of money to do this but it is worth it in the long run.

# CONCLUSION



So now you know the 7 secrets to online success for stay at home moms. What you need to do now is to take action. Discuss your online business dreams with your family and get the help that you need to make the time available for you to work on your online business.

Be committed to learning as much as you can about online business particularly marketing. Everything else you can outsource. You can outsource some marketing tasks as well. Take your online business seriously and be prepared to invest time and money into it.

We wish you every success with your online business.