

A top-down view of a desk with a laptop, coffee, flowers, and stationery. The background is a light grey desk with a silver laptop on the right, a white coffee cup with brown coffee on the left, a bouquet of pink peonies in the top right, a copper ruler and pencil at the bottom, and a copper paperclip on the left. A large, light pink geometric shape is overlaid on the desk, containing the text.

The ALPHA femme

7 Realistic
**ONLINE
BUSINESSES**
TO START IN 2020 & MAKE
MONEY IN THE NEXT 30 DAYS

by Angolina Amores from
THEALPHAFEMME.CO



Who is this for?

Do you feel like quitting your 9-5 and making money while relaxing on the beach with a margarita?

Are you overwhelmed by the abundance of options available and don't know what direction or steps to take?

If your answer is YES, then this is for you!
I'll be taking you through 7 realistic options that will actually make you money in the next 30 days with absolutely no skill requirements!

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Welcome Boss Lady!

A message from the founder...

It's Angolina Amores here! I'm so glad to have you as part of The Alpha Femme tribe.

My number 1 mission is to empower you - **to help you gain freedom in all areas of their life.** And this all begins with gaining financial freedom.

In this guide I'm going to walk you through seven online businesses that you can start from your computer on a low budget and be making money within the next 30 days! Yes, that's right - 30 days. I have hand-picked only the most realistic business opportunities that will actually make you money with no prior skills!

hello@thealphafemme.co



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The 7 Most Profitable Online Opportunities

01

Print on Demand

Designing & selling apparel online without ever physically handling any stock or paying for it in advance!

02

Publishing e-books

Creating a series of e-books and self-publishing them on one of the top free publishing sites.

A great way to make a passive stream of income!

03

Selling a course

Before you jump the gun and think, "Hey, but I'm not good enough to teach a course!" or "What on earth would I make a course on?", come explore the incredible passive income opportunities in the BOOMING knowledge industry!

04

Affiliate marketing

Promote other companies' products and get paid commissions through your affiliate link. The average fee is 30-45%. You can make some serious money with this!

05

Drop Servicing

Sell services without physically carrying out the service yourself! Your job is to market these and earn a profit from the orders.

06

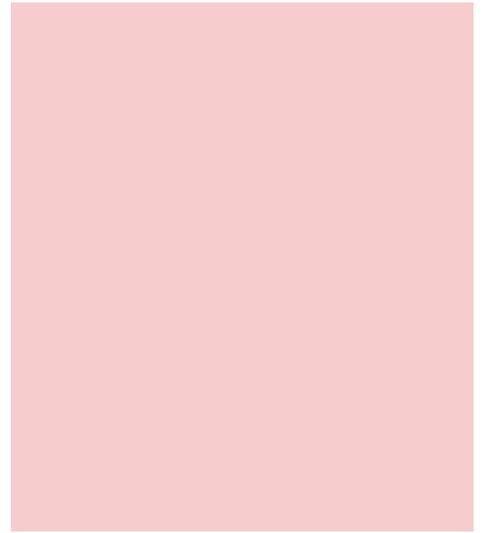
Dropshipping

Make money without handling inventory or paying for stock in advance. You can even make this fully passive!

07

Buying an existing business

Reduce your startup time by buying a tested and established brand.



Your personal statement

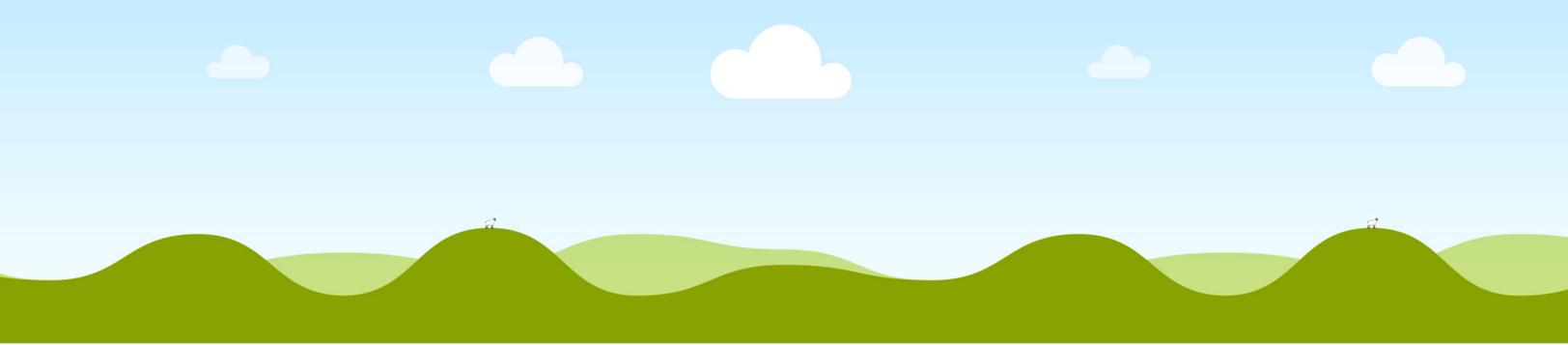
◆ **YOU'RE ACCOUNTABLE FOR YOUR OWN SUCCESS**

The 7 business opportunities in this guide have been proven and tested by thousands of people who are making 6-7 figures (and many of them are making it passively!) So there are NO excuses! If you want to succeed in any of these, the most important things you'll need are self-discipline, focus, determination & persistence.

On the next page I have included a 30-day challenge sheet that we'll use to break down whatever business opportunity you choose, into clear steps and fast-track you to making money by keeping you focused and accountable.

Now write down your personal promise to yourself in 1-2 sentences below and then sign it at the bottom. This personal statement is meant to keep you accountable for your success and most importantly, your journey to financial freedom!

Your Signature



How to use this guide

When you look through this guide, have an open mind and explore all 7 opportunities as you may discover things you may not currently know about each of them. During your discovery phase, I advise the following tips:

HERE ARE MY TIPS:

- ◆ **WRITE DOWN THE PROS AND CONS**
After reading each chapter, get a pen and paper and write down the pros and cons of the type of business in relation to your lifestyle, your passions, your interests, and current skills.
- ◆ **ASK YOURSELF WHAT YOUR INTERESTS ARE**
If you're going to put in your time, effort and money into a new business, you need to do something that you're genuinely interested in and excited to work on when you wake up.
- ◆ **NARROW DOWN YOUR LIST**
Once you've analyzed the pros and cons of each business model, it may become very clear already what you want to do, but if not, look at the opportunities you'd be the best fit for according to your budget, your interests and current resources.



Chapter 1: Print on Demand

Print on demand involves working with a supplier (or suppliers) that sell/s shirts, mugs, leggings, hoodies, decor, etc. which you place your own graphics and/or branding on.

With this business model, you DON'T handle the printing and shipping of your products, because the supplier does it for you. And the best thing is that you only pay AFTER your product has been sold. This removes the headache of inventory costs and the worry of having products that won't sell. This also gives you the freedom to test many different styles in your product catalog literally risk-free!

It's really that simple. All you need to worry about is designing, uploading, and promoting your products. And even these things you can easily outsource on a low budget using Fiverr or Upwork.

Printify and Printful are the two largest print on demand providers. They're both great options as they have a large range of product types, styles, colors, and fabrics at various price ranges.

Comparison of providers



Printify

- Printify gives you access to several printing partners around the world, meaning that products, shipping costs, location, packaging, and production times will depend on the provider you choose
- You can upgrade to the monthly premium plan for 20% off all orders
- Largest selection of products and one of the best margins
- Most affordable shirt is \$5.62

Pros: The ability to CHOOSE your print provider and location, meaning a larger selection of products and cost-effective shipping and flexible shipping times

Cons: Monthly subscription cost of \$29 to get 20% discount off products



Printful

- 50% of orders ship within 3 days
- Shipping starts at \$3.99
- Shipping takes 3-4 business days
- Printing options: Direct-to-garment, embroidery, cut and sew, sublimation printing depending on the product.
- Printful also offers graphic design and video services, as well as bulk discounts of up to 30%
- Most affordable shirt is \$6.39

Pros: You can add tear-away tags to your products, and inserts and stickers to your packaging for an additional cost for a more branded customer experience

Cons: Their cheapest shirt starts at \$7.95



Spod

- Ships within 48 hours
- Shipping starts at \$3.57
- Shipping takes 3-8 bus. days
- Printing options: Digital direct, thermal sublimation, digital transfer/laser transfer
- They offer over 50,000 designs if you don't want to design your own graphics
- They offer one of the most competitive prices
- Most affordable shirt is \$6.39

Pros: They have one of the fastest fulfillment times in the industry (within 48 hrs)

Cons: They don't offer the largest variety of products

How to start a Print on Demand business

Below you'll find the most essential steps to start a Print on Demand business from scratch. I always advise researching each section in more detail so that you have a precise and written-out plan.

Getting an expert to consult your plan is also a good idea that'll save you time and money down the road.

01

Choose a niche

What are you passionate about? What do people associate you with? What are your interests or hobbies? Be very specific. Narrowing down a niche will be more effective than trying to sell to everyone. Creating a customer avatar will be incredibly useful in setting up your ad campaigns and in the way you market your brand.

02

Choose a provider

Research the top Print on Demand providers and see which of them best suits YOUR business needs. I personally recommend choosing Printify or Printful because they have the largest range of products to choose from, as well as several vendor locations around the world.

03

Create your designs

Once you know your niche, you can start your design research and development. You can use Google, Pinterest and Etsy for design inspiration. Have a look at what your competitors are doing. Then start designing your own graphics using Photoshop, Illustrator or Canva. If you don't know how to use these programs, head to Fiverr.com or Upwork.com and look for a graphic designer. You can get designs made for as little as \$5 each. Make sure to get the PNG file (which is the graphic without a background). I would also advise getting the inverse of each design so that you can use it on both light and dark materials.

04

Create a Shopify website

Using a ready-made template will save you time and all you'll need to do is drag and drop elements. Make sure to add your shipping details, personal information, tax details in the 'Settings' section on Shopify. You can get someone on Fiverr.com to set everything up for you for a very low price.

05

Connect your print provider to Shopify

The most popular Print on Demand providers will allow you to easily connect your Shopify store to their platform.

06

Set up a Facebook Ads & Business account

Watch this video for instructions on how to do so:
<https://bit.ly/2Yzp9aH>

07

Set up Google Analytics

Read these instructions to set up Google Analytics and connect it to your Shopify store: <https://bit.ly/3dc2hCb>

08

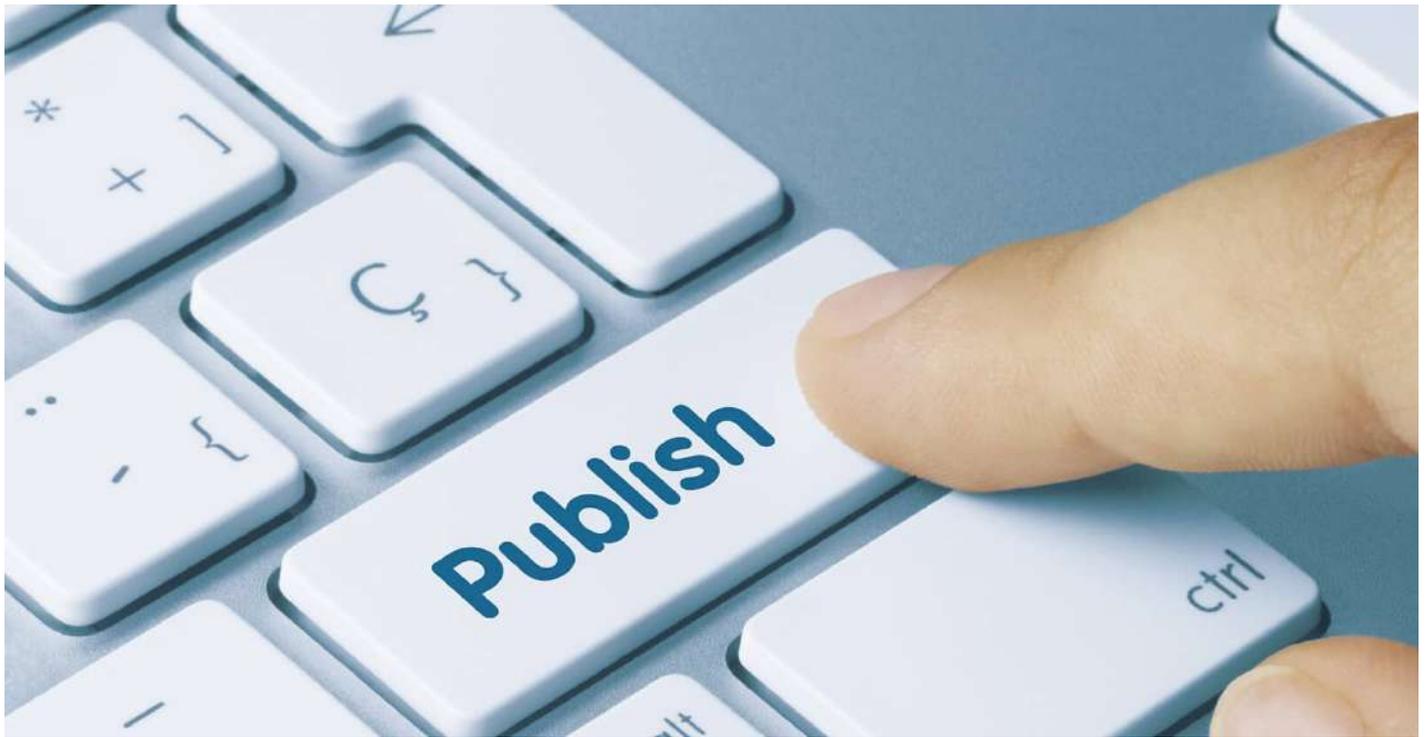
Set up Facebook and/or Google ads

This step is optional but highly recommended since ads even on a low budget are effective in driving sales and traffic. You can watch Youtube videos on how to set these up, or if you have a few hundred dollars that you can budget towards marketing, I highly advise getting an expert on Upwork.com to help you optimize and run your ads. It'll save your time and money in the long run because you know your ad spend will be used effectively.

09

Start making money!

Keep re-investing your profits into continuously improving your store and hiring experts to help you scale your business. Make it passive by getting a virtual assistant to fulfill the orders and make sure everything is running smoothly.



Chapter 2: Publishing E-books

Writing an e-book doesn't require any skill and is an amazing passive form of income. The goal is to write a series of e-books to grow this residual income. And you know what the best thing is? You can get a ghostwriter to do the work for you!

The process of creating and publishing an e-book consists of 4 phases:

Preparation: What knowledge can I offer? What am I interested in researching and writing about?

Writing: How will I structure my content? Will I write it or will I get a ghostwriter?

Design: What tools will I use to present my e-book in a nice way? Should I use a graphic designer on Fiverr/Upwork? (Tip: Canva is an amazing tool you can use to create a PDF and you can even buy ready-made templates on Etsy!)

Publishing: Where will I publish it? How will I market it?

Comparison of online course platforms



Kindle



BookRix



Smashwords

- Amazon Kindle Direct Publishing (KDP) is a free e-publishing site that allows you to publish your eBook for free!
- When you publish your eBook, you have the option of making it exclusive to Amazon's Kindle store for a limited time. Your e-book will be included in the Kindle Owners' Lending Library allowing you to earn a percentage on sales.
- Titles selling from \$0.99 to \$2.98 receive 35% royalty. Titles selling for \$2.99+ qualify for the 70% royalty.

Pros: Through KDP, independent authors and small publishers can list and sell e-books to readers using Amazon Kindle devices, plus sell print-on-demand books and audiobooks.

- BookRix also allows you to publish your e-book for free. The company will distribute it to major online stores such as Amazon Kindle, Apple iBook, Google Play, Kobo, and many others. You'll receive a royalty payment of 70% of the sales.
- The BookRix community consists of over half a million readers and authors. You can create an author profile, and promote your e-book to potential customers in the community.

Pros: The contract with BookRix is totally risk-free as you can cancel it anytime.

- Smashwords offers a huge selection of e-books of more than 40,000 authors.
- Here you also have the option of selling your e-book to Apple iBooks, Barnes & Noble's eBookstore, Baker & Taylor's Bilo, Kobo, and many other major online publishing platforms.
- Royalties paid to the author are between 60-85%

Pros: You don't have to pay any fee to join or publish your e-book.

Cons: Unfortunately, they don't support publishing e-books to Amazon's KDP.

NOTE: Kindle Direct Publishing reaches the largest e-book market (about 80%). Smashwords lets you reach the other 20% of e-book buyers. Also, both platforms let you offer buyers a print version of your e-book via print-on-demand services.

How to write & publish your first e-book

Below you'll find the most essential steps to start a Print on Demand business from scratch. I always advise researching each section in more detail so that you have a precise and written-out plan.

Getting an expert to consult your plan is also a good idea that'll save you time and money down the road.

01

Choose a topic

Decide what you want to write about. The content should bring immense value to your readers. It could be something really simple like a guide, or more complicated like a fiction novel. Tip: Now, I'm not you have to do this, *but* Erotica novels always tend to top the Kindle charts...

02

Define your ideal reader

Before starting to work towards your goals and your ideal audience, you need to get clear about WHO are you talking with. Just like with any other business, creating a customer avatar is necessary in maximizing the success of your product.

03

Do your research

Dig deeper in your chosen topic. Look up other books and e-books in your category. I suggest checking out Kindle, Amazon & Pinterest. Read the reviews and see what you can do better. You can even sign up for Kindle Unlimited and download a bunch of e-books for free. You'll gain new insights and learn how you'd want structure your e-book.

03

Brain dump

Write down all your ideas without hesitation. Scribble them onto a piece of paper or use a Word document. Don't worry about being perfect or structuring them. You'll create the first outline of your book after this.

04

Tools to aid your writing process

Trello: plan the structure of your e-book and track your progress

Grammarly: for writing, editing and spelling

Evernote: Save any ideas on the go and take notes

05

Start writing

Using the outline you've created, start writing your draft in Google Docs. Allocate enough time every day for you to write. Remove all distractions and really focus on the value you want to bring or the story you want to tell. If you're feeling stuck, check out Udemy or Youtube for some tips. Alternatively, if you have room to spend money on a ghostwriter, you can find talented writers on Upwork.

06

Get a proofreader or editor (optional)

Proofreaders are going to be your final set of eyes on your piece of content. They will fix any remaining errors in spelling, punctuation, grammar, and fix your overall structure if needed.

07

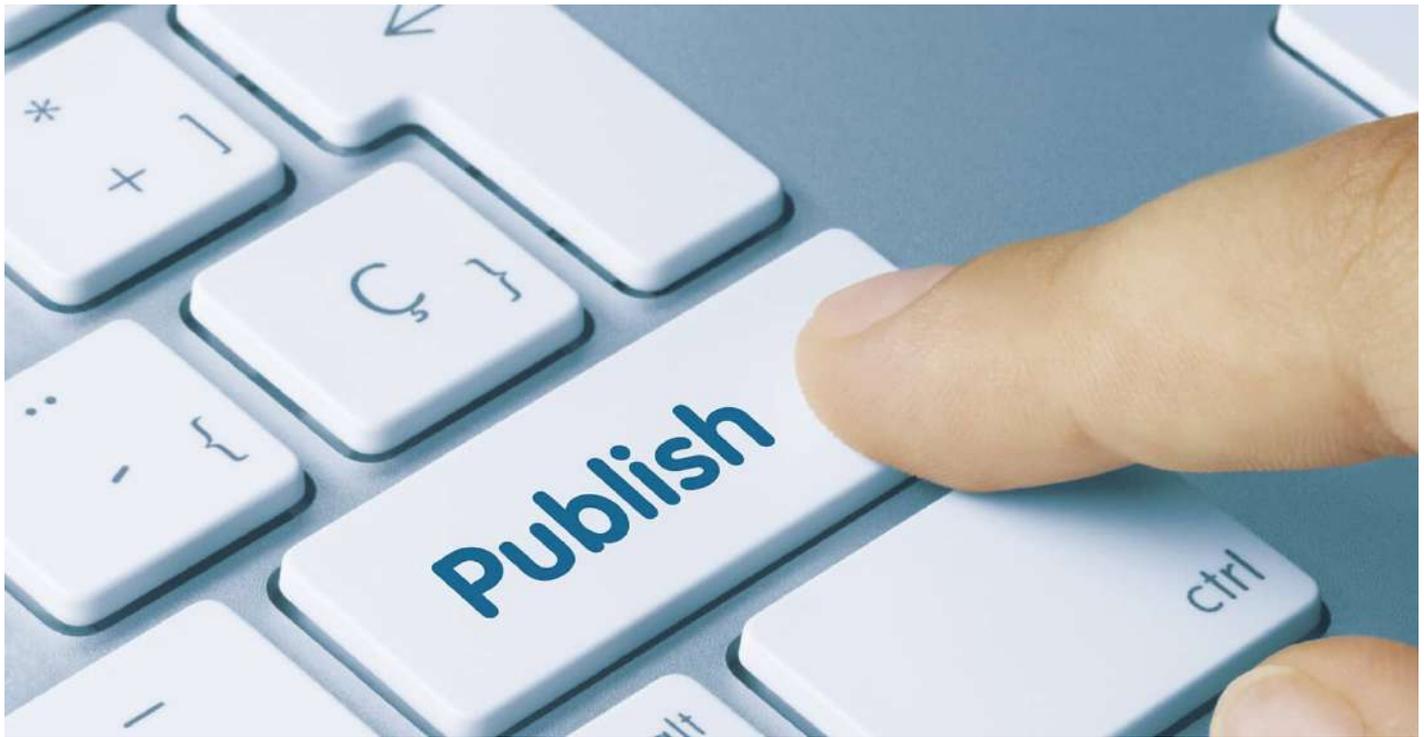
Design your e-book content & cover

Your book design is a very crucial part. First impression is everything! You can use Canva, InDesign, Word, or you can hire a designer on Fiverr or Upwork. The book cover must be striking and make people want to click the thumbnail, so don't take this step lightly. The cover and title are the main elements that will sell your e-book.

08

Self-publish your e-book

Once you have the final copy of your e-book you can publish it using one of the self-publishing companies listed on the previous pages. I recommend going to CreateSpace (owned by Amazon), check the box that you want to be both paperback (if you want this option) and Kindle, upload your manuscript and cover, and in a few days you'll be published on Amazon!



Chapter 3: Selling a course

E-Learning is the future so people are turning to online learning more and more, especially with the current worldwide situation. Research and market forecasts show that the e-learning industry will grow to \$325 Billion by 2025. The best thing is that it becomes residual income and is one of the fastest ways to become rich!

The process of creating and selling an online course consists of 4 phases:

Choosing your subject matter: What's popular right now? What knowledge can I offer? What am I interested in researching and teaching about?

Researching your subject matter: What knowledge can I offer? What am I interested in researching and writing about?

Creating your course: How will I structure it? What platform will I use?

Marketing your course: Will I use an affiliate system? Where will I run my ads?

Comparison of *publishing sites*



Udemy

- With 20,000 instructors and 12 million students, Udemy is by far the biggest of all the online course platforms.
- It has over 42,000 courses on literally everything, from app development to dating tips and becoming a marketing expert, etc.
- It can give you passive income while you grow and expand your opportunities elsewhere.

Pros: Free to host your course. Large audience of buyers. You can use it to build exposure with low cost mini courses

Cons: There's a focus on discounting and selling low-cost courses. No control over your branding and you don't own your relationship with your students.

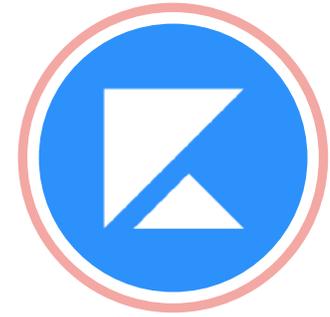


Teachable

- Teachable is probably the most used & well know online course platform on the market.
- The online course creation tools are simple and highly customizable.
- It's really easy to use and offers low entry-level pricing, which is great for anyone starting out as they have a free plan for beginners.

Pros: It offers some great marketing tools like customizable checkouts & one-click upsell pages, as well as the ability to offer your own customizable affiliate program.

Cons: No built-in email marketing feature



Kajabi

- Kajabi offers a premium option with more features than Teachable or Udemy
- There's built-in email marketing and a variety of high-quality course, landing page and website templates, giving you a complete set of resources to promote and sell your course.
- One of the best platforms to design & sell your own course

Pros: Option to host a community forum in your course area. Kajabi support is also excellent.

Cons: More expensive monthly fees

I personally use Kajabi after testing all the options and believe it's the best platform out there if you can afford \$100/month+.

How to create & sell your first course

Below you'll find the most essential steps to start developing a successful course from scratch. If you're worried about being on camera - don't, because in most cases you won't even need to. All you'll have to do is record your screen or create a presentation with your voice guiding the viewer through your course. I recommend watching a course on how to create a course so you can save time by putting yourself on a fast track to building a successful one of your own.

01

Choose your subject matter

Decide what you want to write about. The content should bring immense value to your readers. It could be something really simple like a guide, or more complicated like a fiction novel. Tip: Now, I'm not you have to do this, *but* Erotica novels always tend to top the Kindle charts...

02

Create your customer avatar

A customer avatar is a very detailed profile of your ideal customer that is NOT based on assumptions. It focuses on ONE ideal person and goes into much greater depth than a regular marketing persona. Creating an avatar is crucial and should be someone who's high-spending, loyal, repeat buying, and referral machines. You can google customer avatar templates and find the right answers by analyzing your direct competitors' audience and creating surveys in exchange for freebies. Make sure to only target people who'd actually be your buyers.

03

Create an outline

There are tons of online courses out there so think about why your ideal customer would choose yours? What current situation are they in and what's their desired situation? How will you get them there? Answer these questions and you'll find yourself getting clearer with your offer. Doing so will help you with the messaging and positioning of your course.

Once you've done that, break up your offer into at least 4 modules. Create a skeleton with the modules first, then start adding more subjects underneath each of them. You can keep adding bullet points or notes within each subject to make it easier for you to start recording each video in the next step.

04

Pricing strategy

Have a good think about your pricing. A high-ticket course will help you get more profit margin as opposed to a lower-ticket one. For example, if your income goal is \$5k a month it'll be much easier to find at least 5 people to invest on a \$1000 course than to convert 50 people to buy a \$100 course. To convert 50 people you'll most likely need ads, which means more expenses. Finding 5 people would only require you to create valuable one-on-one relationships with your potential students.

05

Start recording

Just be yourself in your videos. Don't spend hours trying to find the perfect words or ways to share your knowledge with your audience. This is being authentic and people can read through inauthenticity very quickly. Most courses are videos of screenshares or presentations, with a guided audio in the background. You can use any regular camera or even your iPhone (set to 4-6k resolution). Speak to your audience as if you were a friend. They'll connect with you more strongly when you're being yourself. Have a look at some Udemy courses or Youtube videos to get an idea of how authentic the top people are in their videos.

06

Upload your course to your chosen platform

Decide which platform aligns with your pricing strategy, branding and other needs. If you want to take it even further, set up a ClickFunnel along with Facebook ads to increase sales conversions.

I highly advise investing in ads for any option you choose because the Return On Investment will be far greater than not running any at all.

07

Enjoy your residual income



Chapter 4: Affiliate Marketing

Affiliate marketing involves referring people to a product or service and you then get a commission if they purchase through your referral link. It's a billion-dollar opportunity that is expected to rise to \$8.2 billion by 2022. There are three main types of affiliate marketing which you'll find below:

Unattached Affiliate Marketing: This is a pay per click type affiliate strategy. You place clickable ads through Google AdWords or paid Facebook Ads and if someone clicks the link and purchases, you get a commission. This strategy is great when you don't have a large scope of organic influence.

Related Affiliate Marketing: This is a great strategy if you have a good online presence, whether through a blog, a podcast, Youtube, social media, etc. and you have affiliate links to products related to your niche. Because your presence comes with authority, people will trust you and word-of-mouth is the best marketing strategy in any business. All you have to drive traffic to the site where these affiliate ads are placed to make your commissions.

Involved Affiliate Marketing: This strategy is when you personally recommend a product or service you've used and believe in. The product almost becomes something people "have to have," because it's part of the process of whatever you're promoting.

Comparison of affiliate programs



ClickFunnels

- Clickfunnels is an online sales funnel builder that helps businesses market, sell, and deliver their products online.
- They have many funnels you can promote. Some funnels are there to get someone to become a customer, while others are there to teach them the value of funnels.
- Program Benefits:**
The commission is usually 40% on all their products. Some exceptions are on the cheap front end products. The exceptions for this rule is: With the One funnel Away Challenge you receive \$100 (100%) for each sign up and 40% for the upsells. Free plus shipping offers like books receive \$1 and then 40% after that.



Apphi

- Apphi is the most lucrative in the industry. It's an Instagram-related app and you have to be a paying customer before you can start referring others.
- Program Benefits:**
You receive a one-time commission which ranges from \$9.50-\$180 per sign-up (50% commission only available for PRO accounts).



3DCart

- Highest paying in industry and have been in business since 1997. 3dcart is the all-in-one, #1 rated ecommerce service for selling products online with 12,000+ clients.
- When you promote 3dcart to your audience on your blog, website, newsletter or social media, you earn up to 300% of the first month of any plan that your reader signs up for.
- Program Benefits:**
300% Commissions
45-Day Cookie
10% 2nd-tier commissions
\$2 for a valid lead
Ongoing promotions throughout the year.
Limited PPC Marketing

How to become an affiliate marketer

01

Choose the right affiliate program for you

Find the best fitting affiliate program - one that works with what you're currently already doing and something that fits your persona & personal brand. You can also work with a company or individual directly rather than going through a network. If you go that route, find their contact details on their website or use LinkedIn to find the direct contact.

02

Research & select suitable affiliate products

Choose a niche that is profitable and has a lot of product vendors. This will give you a large selection of products to choose from. Start with two or three products so that you can become an expert at promoting them.

03

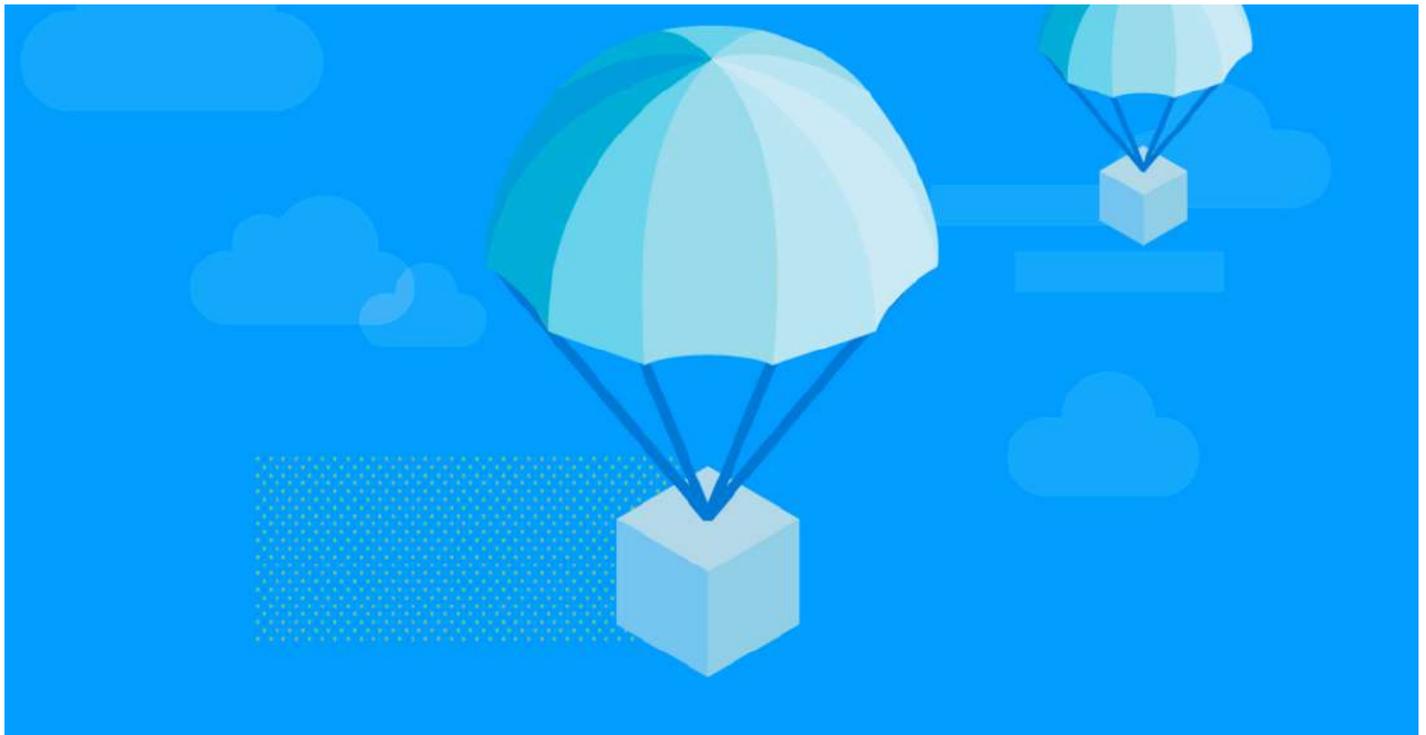
Test the product before promoting it

You're technically not obligated to purchase every product you want to promote. However, actually experiencing the products will allow you to write or present a more credible and genuine review or video. Creating case studies with photos is very effective and often the merchants will give you the product for free or at a discount if you become an affiliate.

04

Use social media or ads to drive more traffic

Facebook, Twitter, YouTube, Pinterest, and other social media platforms are amazing ways to promote your affiliate products. Video marketing has especially become quite effective, in particular Facebook Live and Instagram Stories (which also happen to be a free way to get traffic). If you have the budget and want to gain even more profits, consider using Facebook, Pinterest and Youtube ads.



Chapter 5: Drop Servicing

There's a new trend in the digital world today, which is called drop servicing, i.e. service arbitrage. The customer doesn't know you're outsourcing it. It's similar to dropshipping, but you're not actually shipping physical products. However, you're not the one performing the service. Your job is to find independent contractors to do them for you, as well market these service and earn a profit.

You can drop service anything, except for things you don't understand thoroughly. This doesn't mean you need to be an expert, but you need to understand whatever you're offering works, since you'll be the client's point of contact. Here are some examples of services that you can sell:

Website development

SEO

Copywriting

Social media management

Graphic design

Video editing

Photo retouching

Facebook ads

Cleaning services

...and the possibilities are endless!

Comparison of freelancer marketplaces



Fiverr

- Fiverr offers a very simple system of finding freelancers. Instead of having to create a job post (like on Upwork), you can simply browse through their 'directory' of freelancers and filter them by location, ratings, availability, etc.
- Fiverr is limited to the following categories: graphic design, digital marketing, writing and translation, video and animation, music and audio, programming and tech, business, and fun and lifestyle.

Pros: Very cheap services (starting at \$5)

Cons: Limited amount of categories and the quality of work is lower than Upwork, since most sellers are from third-world countries



Upwork

- Upwork allows clients to post their projects on the website. This is the only way to open communication between you and freelancers. You then get matched to suitable candidates who are interested in working on your project.
- It's really easy to use and offers low entry-level pricing, which is great for anyone starting out as they have a free plan for beginners.

Pros: Upwork displays the freelancers' ratings through percentages, number of completed projects and sometimes the total amount of money earned on the site. The quality of freelancers is also better than Fiverr, which is good for more complex and high-end projects.

Cons: You can't contact freelancers without a job post



Freelancer

- Just like on Upwork, you post a job and invite freelancers to bid on the project. You can view freelancer profiles and make an offer to the ones that meet your requirements
- Projects usually get bidders in a matter of minutes

Pros: Clients don't need to pay upfront on Freelancer; they only need to pay once the project is done and completed to their requirements.

Cons: The platform has to improve its site's technical problems.

How to start your Drop Servicing business

01

Find a profitable service to offer

You don't need to come up with a brilliant idea no one has ever thought of before. All you need is a service that already has a demand and that you understand. That means there's a market and you can make great profits.

02

Create a simple website

Your website doesn't need to be anything complex. Make it clean, simple and professional. You want to be clear on what you're offering, how to contact you and ideally you want to showcase some sample work. Reviews are also VERY important. Offer your friends or potential clients a great deal in exchange for their testimonials. If you don't know how to create a website you can find someone for cheap on Fiverr.

03

Find a freelancer

Have a look at the freelancers on Fiverr, Upwork and Freelancer. I advise sorting them by their fee and more importantly, their ratings. Check out their reviews and see what past clients have said about them. Narrow down your list to 3 freelancers. You want to have backups in case one of them isn't able to fulfill your project. Contact all 3 and tell them you'd like to form a long-term relationship and to give you approximate prices on services related to what you're offering. This will allow you to properly price your services so that you're making a good profit for yourself also.

04

Find clients

Go where your clients are. Where do they look for services? What social media channels do they spend most of their time on?

You can get free leads and paid leads. Start with getting free leads by

telling your network about the services you're offering. When you're ready to get paid leads through third parties or ads, I suggest first watching tutorials on Youtube or Udemy to understand all the different strategies.

05

Close the sale

If you're not a natural salesperson, like most of us, you'll only overcome your fear by changing your mindset from thinking you're selling, to believing you're actually helping someone in need of a great solution. Your clients will feel you genuinely care about them vs. the money.

06

Deliver the work

Explain the project to your freelancer and send them everything your client has sent you including examples of what they like. Make sure the freelancer will finish within the timeframe you promised to your client. Once they're done you'll probably go through a few revisions with your client. After the project is finished, ask your client for a testimonial and show them your appreciation for their business.



Chapter 6: Dropshipping

Dropshipping involves listing products on your website but not actually holding and shipping them. You have suppliers doing that for you. Your job is to market your store and handle the other business operations such as writing regular newsletters, managing social media, etc. These are also operations that can later be outsourced so you're making pure passive income.

Starting a dropshipping business. requires a very little upfront investment as low as \$29 per month. I HIGHLY recommend going with Shopify since they have the most apps/plugins and it's the most user-friendly. You can dropship anything that there's a demand for. Picking a niche will be more effective than trying to sell to everyone. I recommend avoiding selling the following:

- Products which are heavy can cause problems when it comes to shipping
- Brand-name items
- Fragile items as it's going to cause a lot of refunds and complaints

Comparison of dropshipping suppliers



Doba

- Doba is one of the most comprehensive dropshipping services out there with over 2 million products from nearly 200 suppliers.
- They provide a directory of manufacturers & wholesalers.
- Usually you have to partner with over 20 dropshipping suppliers. With Doba you just have to find the product to sell, list them on your site and then start selling.
- Doba will contact the supplier and send the product to your customers
- Basic Package = \$29/month
Advanced = \$69/month
Pro package = \$249/month



Oberlo

- Oberlo hails itself as the leading marketplace to find products to sell on your Shopify store
 - The Shopify integration allows you to easily have your orders fulfilled by the suppliers Oberlo connects you with
- Pros: Great integration with Shopify. Easy one-click import of AliExpress products**
- Cons: Works only with Shopify stores**



SaleHoo

- SaleHoo has over 8,000 companies in their network with 1.6 million+ products
 - All their suppliers are verified by the SaleHoo team
- Pros: The best part about SaleHoo is their community as they manage an active blog and forum so you can learn and chat with others.**
- Cons: No free trial, though they have a 60-day money back guarantee**

How to start your Dropshipping business

01

Create a Shopify account

The reason why I'm not naming any other platform is because Shopify will make your life so much easier than WooCommerce and others. The largest dropshipping suppliers have seamless integration capabilities with Shopify. It's also the most user-friendly and widely used platform.

02

Create a simple website

Your website doesn't need to be anything complex. Make it clean, simple and professional. You always want to have a good domain name. Be clear on what you're offering with detailed and sharp images, have an easy-to-access contact form, and most importantly, a bunch of reviews. Offer your friends or potential clients a good discount or free products in exchange for their reviews.

03

Connect your dropshipping provider

You can easily integrate your dropshipping provider by visiting the Shopify app store and searching for their name. All you have to do is click 'install' and then manage the settings within the app (your shipping address, tax information, personal information).

04

Add products to your store

Using the app you installed above you can start adding products very easily to your store. Choose product names that contain good keywords for SEO purposes. Include detailed and professional product images.

05

Advertise your store

Promote your products on social media and if you have a budget of at least \$200, I HIGHLY advise to create Facebook ads. This eliminates the need for you to physically go and promote your store. Even with a small budget of \$15-20 a day you can get in a few sales. You can hire an ads expert or you can watch YouTube or Udemy videos to learn it yourself.

05

Keep improving your store

I highly advise browsing the highest rated apps in the Shopify store that will improve and optimize your store. Watch online tutorials and courses that'll help you learn strategies to increase sales conversions.



Chapter 7: Buying an existing (online) business

When running a business, you have two choices: start from scratch or buy an existing already established online business for sale. This one does require upfront capital so this is more for anyone who has access to savings or can acquire a loan.

When you buy an existing business you're taking over an operation that's already proven to be profitable and is generating cash flow, which is essentially less risky than starting your own business from the ground up. You receive an established customer base and reputation, as well as employees who are experienced in the business operations. However, the drawback is that you need capital to do this.

Online marketplaces to buy existing businesses

Online marketplaces feature list of online businesses for sale, usually organized by market niche with statistics like revenue and profit, web traffic, email subscribers included. Go for a niche that you're actually passionate and knowledgeable about. Ask the owners several questions about their business model, their marketing methods, where they get their products, etc. Ask them why they're selling it. Make sure you have a clear picture of the business.

Shopify actually gives its own valuation for how much an online business is worth that's for sale. Sometimes brokers act behalf of the owner. You can also try bargaining by sending them an offer for a lower price.

Below are some great marketplaces to buy existing businesses:

<https://flippa.com>

<https://exchange.shopify.com>

<https://www.bizbuysell.com/internet-companies-for-sale/>

<https://www.websitebroker.com>

<https://www.freemarket.com/sites/>

You can also buy a business on an auction site. You can get great bargains. Instead of paying the list price or contacting the seller and negotiating, you bid using the auction process.

The last method requires a little more boldness. Make a list of online businesses you're interested in and then use a tool like Alexa.com to see each of their sites' website traffic. Read customer reviews, check out their social channels, go to the Facebook Ads Library and find any ads they've run and their engagement, etc.

Set your goals

Once you've chosen your business model, break up the process into smaller, actionable goals and then into even smaller steps.

Goal #1

Action Steps

01

02

03

Goal #2

Action Steps

01

02

03

Goal #3

Action Steps

01

02

03

Goal #4

Action Steps

01

02

03

Monthly Productivity List

For the Month of:

- 01
- 02
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More Notes



Business Checklist

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Time Tracker

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CONGRATULATIONS!

Thank YOU so much for sitting through these 7 business opportunities. I hope you're feeling inspired by the possibilities of becoming your own boss, and most importantly, financially free! If you have any questions or want to say hello, please email me at hello@thealphafemme.co.
I look forward to hearing from you!

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