

# HOW TO MAKE MONEY ONLINE

**THE STEP-BY-STEP GUIDE**



**ERICA DOUGLASS**

# Welcome

I'm Erica Douglass. At age 26, I sold an Internet business I had started from scratch at age 20 for \$1.1 million. I started my blog, [erica.biz](http://erica.biz), to chronicle my journey and to figure out why some businesses are successful when many fail.

This ebook is a culmination of what I've learned over the past 11+ years of running online businesses. It is not a "get rich quick" manual, but it is possible to use this information to become wealthy if you choose to do so.

You can also use it to start a "side business" making some extra money online. It is realistic to expect that you can make a few hundred extra dollars a month within 3-6 months if you follow the steps here and don't give up or get sidetracked along the way. You can then, if you choose to do so, scale your success into a full-time income, or even more money than you've ever dreamed of. (But you



don't have to—if you prefer to keep it small, that's also perfectly reasonable and attainable.)

Making money on the Internet is not rocket science, and you don't need to be a computer geek to do so. However, it does take work, and it won't happen instantly. If you understand this, and you're determined to make this work, keep reading.

I won't say “good luck”, because luck isn't the primary ingredient in success. But I will say I wish you the best of success in your business, and I'm confident that you can do this if you are determined and persistent. (And I believe you are, or you wouldn't be here reading this right now.)

If you have any questions, my email inbox is open at [erica@erica.biz](mailto:erica@erica.biz). I do read every email I receive, and set aside some time each week to respond as best I can. Your best chance of getting a response is to ask a question that's general enough that I can turn the answer into a blog post to help you and the over 100,000 others who read [erica.biz](http://erica.biz) every month.

Cheers!

A handwritten signature in black ink that reads "- Erica". The signature is written in a cursive, flowing style.

# A Plan of Action

**YOU NEED A PLAN IN ORDER TO MAKE MONEY ONLINE.**

A plan is not necessarily what you think. It is not something you will likely gain from buying a \$7 ebook from someone who's claimed they made \$19,177.65 in the past month (in big red letters!) It is also not something that most people bother to do, so when you sit down and plan your business, you're already far ahead of most people out there.

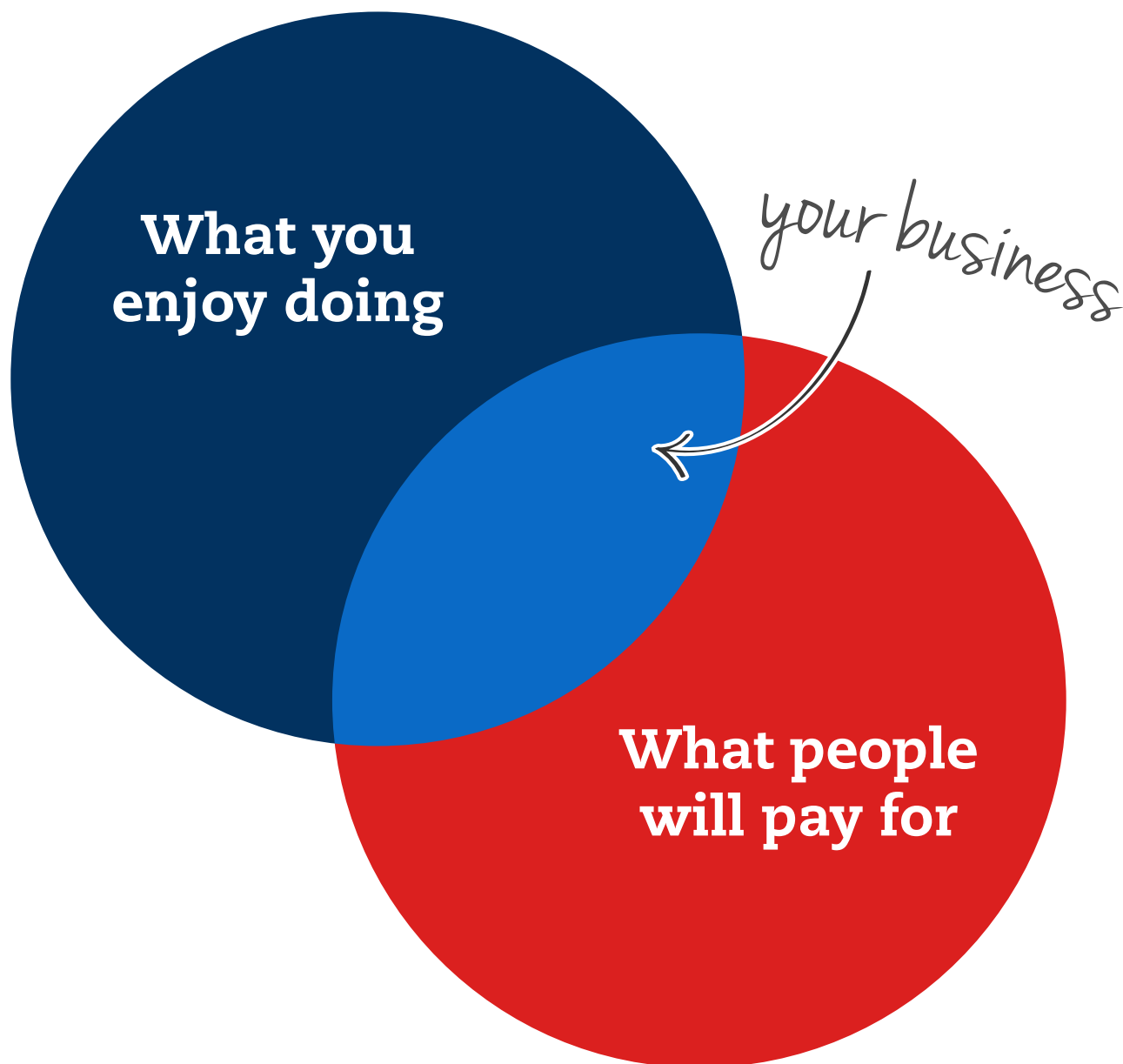
A plan is what will take you from "Gee, it would be nice to earn some extra money" to actually doing so.

A plan is what will take you from the seedling of an idea you have now in your head to actually earning your first dollar online.

And a half-hour to an hour sitting down and writing your plan will take you farther than just "winging it."

That said, what's in a plan? No, I'm not going to ask you to sit down and write a formal, 50-page "business plan." Not only is that pretty useless at this stage, but it's also demoralizing. I'd rather see you go out and interact with potential customers than sit alone at a computer and try to fill in the blanks on someone's idea of a "business".

At this point, I'm going to assume you have a few ideas about what you might like to do, but you're unsure where to go next. Here's a quick image to show you how to quickly narrow down what you want to do:



See that spot in the middle of the two circles? That's where you need to be when you're starting your business.

Yes, that's a little overly simplistic, but it's a good start. Now here's where most people get it wrong. They think, "Oh, I like sewing, so I should start a business around sewing." But here's the catch: "What you enjoy doing" is not necessarily just your hobbies. Think bigger than that.

I'll give you an example from my own life. I love these things:



Writing



Copywriting



Teaching  
People



Learning & reading  
about business  
& marketing



Helping People w/  
their Businesses



Traveling

So, writing a blog is a natural fit for what I love to do. But if you hate writing, blogging is probably not the right choice for you. (And you can safely ignore the folks who say you need to blog to be successful online—it certainly helps, but it's by no means required, and when your business starts making money, you can always hire someone else to help you with that.)

### TAKE A MOMENT NOW

Set a timer for 2 minutes, and write out a list of at least 10 things you enjoy doing.

Don't over-think this or try to “mentally edit” the list—this should take you a few minutes at most. Your interests may be all over the place—that's perfectly okay!

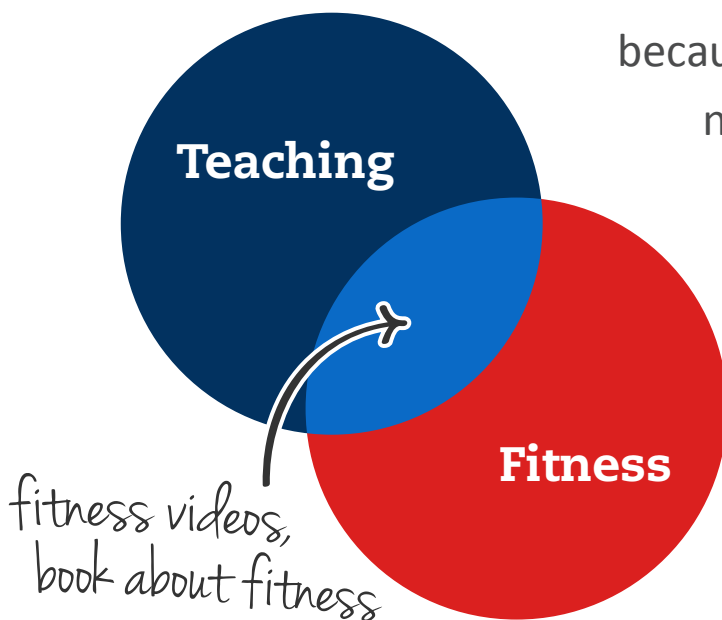
**PRO TIP:** You can tell it's a passion when you feel the urge to walk up to random strangers on the street—or email people, or ramble on Facebook—and tell them they're doing it wrong. Whatever “it” is!

Do this now before you continue reading.

### NOW, LET'S TAKE A LOOK AT YOUR LIST AND SEE WHAT YOU CAN DO WITH IT.

Let's say your “What you enjoy doing” list includes the following two items (with many others, I'm sure!)

These two interests are a good start because you can parlay this into any number of profitable ventures, including making fitness videos to sell or writing a book about fitness.

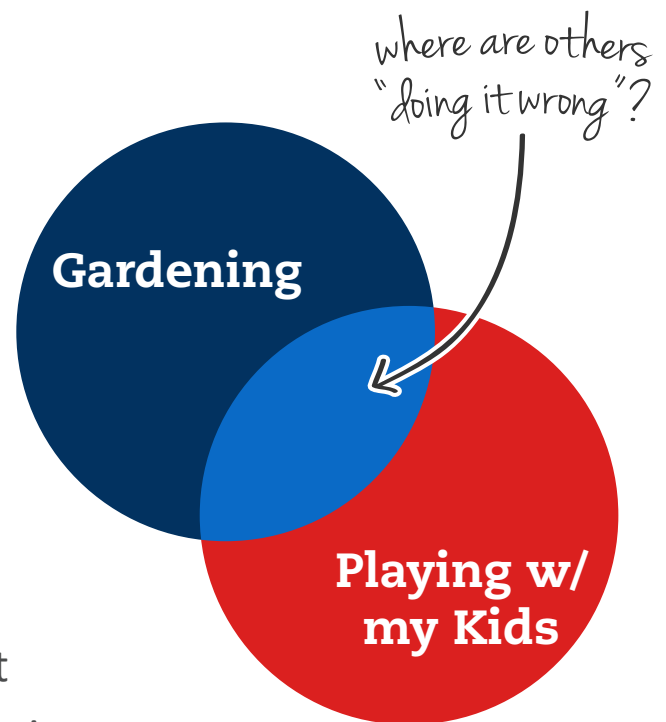


What would you do if your list included these two items? Think about it for a minute:

- Gardening
- Playing with my kids

Given this list, I'd look more deeply into where you are strongly opinionated or feel you can be influential. Where do you see others "doing it wrong"? Do you go over to your friends' houses and immediately start thinking about how they can water their plants better? Or do you wonder why they're still buying Pampers when you've found a better, more cost-effective way to do diapers? What was that moment, that spark, when you realized "I know I can help them (save money, garden better, etc.)!"

That spark—that's one of your passions. Start making a note of these as they come around, by the way. It's okay to be opinionated—that may very well help you in business!



**PRO TIP:** Dr. Spock's Baby and Child Care has sold over 50 million copies and has been translated into 49 different languages. Is Dr. Spock wrong about certain things? How could you use your influence and opinions to help other parents?



**GOAL:** By this time, you should have a short list of 10+ items you enjoy doing.

Look carefully at where you could apply your passion to help make the world a better place. What does everyone seem to do wrong? What could you help them do better?

We'll look at connecting that passion to selling to customers in the next chapter.

**THINGS I ENJOY**

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# Thank you...

**FOR READING THE FIRST CHAPTER OF MY NEW BOOK!**

The entire book is coming soon. Make sure to sign up to my email list at <http://erica.biz> (if you haven't already) to get your copy first! I'll be announcing everything through that list.

I look forward to further teaching you how to make money online!

- Erica