

7 PROVEN ONLINE BUSINESS BLUEPRINTS



Which one is right for you?

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AFFILIATE MARKETING



PROS

- Quick to get started: you can set up an affiliate site in matter of hours.
- You can forget about customer support, that's someone else's job!
- Your email list will be a constant source of ready customers for your offers
- When your site gets consistent income and a large email list, it's a valuable asset you can then SELL
- It's as passive as you can get for an online income stream



CONS

- If your traffic is mainly through FREE organic search engine sources, it may take months to rank high enough to achieve constant, quality traffic
- It may take many tries until you launch a site or offer that ends up being a "winner"
- Establishing a USP that is valuable enough to your prospects can be tricky... and you may need to test multiple offers and landing pages to achieve your site's success. Market research will definitely help with this!



Inside The Infinity Project (theInfinityProject.net), we have an entire course on affiliate marketing, along with bonus membership to Online Marketing Classroom, with tutorials on landing pages, market research and copywriting.

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SELLING YOUR OWN BRANDED PRODUCTS ON AMAZON.COM (WHITELABEL)



PROS

- Earning potential is enormous: You could see \$200K in profit within 12 months
- You have your own brand and can customize products to create REAL and unique value to your customers
- Having your own website helps but is NOT necessary. Your business could just leverage Amazon.com
- Selling on Amazon gives you instant credibility: Customers trust Amazon and that is good for your sales!
- Amazon handles all that has to do with shipping and accepting payments
- You can expand beyond Amazon to Walmart.com, Wayfair, or even physical stores!



CONS

- It takes 2 - 3 months to actually launch a product, so it will be a while before you start seeing any income
- It's more complicated to sell this type of business
- You'll need a initial budget of at least a few hundred dollars in order to buy the initial inventory
- You need to play by amazon's rules since you are selling on their site
- You'll need to negotiate with suppliers initially



For more information about this model check out my blog post Aidanbooth.com/selling-on-amazon

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SELLING OTHER PEOPLE'S PRODUCTS ON AMAZON.COM



PROS

- You can get started selling in the US (even under \$100) since you are not buying products in bulk.
- No need to worry about branding the product, as you're selling an existing brand.
- Forget about having to "get traffic". When you choose the right product, you make sure it already has rankings and traffic on Amazon
- You can get started selling in the US fairly quickly (given you are using US distributors)
- You don't need to worry about customer support. Just your "seller feedback"



CONS

- Profit can be low per unit sold, so the way to scale is by selling more and more products to reach a high volume (easy when you already know what is selling well!)
- You don't own any of the brands
- You will need to set up a legal US business entity to make things easier when dealing with US-based distributors (not hard, and you don't have to reside in the US to do this)

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DROP-SHIPPING & E-COMMERCE



PROS

- Tremendous earning potential. We've had individual stores that have pulled in \$100K/month or more.
- Minimal set up costs as you don't need to buy or hold inventory
- Ecommerce stores tend to have much higher conversion rates and profit margins than affiliate sites.
- Multiple sales channel opportunities to find customers and sell products
- Dropship ecommerce stores are EASY to sell (we sold one of our stores for over \$150,000)



CONS

- You need to communicate with your suppliers and your customers, but there are special plugins and apps to help with this. You can also outsource most of this.
- You will need a small investment of a couple hundred dollars to buy and resell the products from vendors and suppliers.

Our bestselling Kibo Code training goes deep into building a lucrative dropshipping business. Please go to Kibocode.com to sign up for our next training session.

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INFO PRODUCTS (ONLINE COURSES, EBOOKS, ETC)



PROS

- Massive earning potential
- There are ways to do this to make it a completely passive income stream
- No physical inventory or suppliers to worry about.
- Info products can normally be sold easily, so you're developing a real sellable asset.



CONS

- Product creation can be time consuming and sometimes expensive (if you're outsourcing it)
- It's harder to estimate if your product idea will sell well before you market it, which increases the potential of losing time and money.



Inside theInfinityProject.net, with your bonus membership to OMC, we offer several guides, as well as webinars and other resources on creating and selling info products, building courses for Udemy, and writing books for Kindle.

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SAAS (SOFTWARE AS A SERVICE)



PROS

- Earning potential is massive.
- As your fixed costs won't increase, your margins will be very high as you continue to scale.
- SAAS products are easy businesses to sell.



CONS

- Unless you're doing your own development, programming costs can be high. Even a small project could cost thousands to develop.
- You need to have a sound marketing plan in place to be able to get targeted traffic.

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SEM (SEARCH ENGINE MARKETING)



PROS

- You can get started quickly as your services are high in demand for local small businesses
- Since you help local businesses manage their online presence, you will become a known and trusted name in your community
- You only need a handful of customers to generate over \$100K/year in sales
- You are performing online marketing services that you are already studying. Your specialized knowledge is in HUGE demand
- You can outsource a lot of the actual work such as building websites and SEO (search engine optimization)



CONS

- It's a harder business to scale, as you are trading time for money
- It's more difficult to sell, as you are the face of the company, and you have to find another person in your area with your special knowledge skills
- You will need to meet with prospects and pitch your services to them... not everyone likes doing this! (But you can also hire somebody to help)



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WANT TO LEARN HOW TO GET STARTED?

Download our "7 Bullet-Proof Business Blueprints" dossier now

aidanbooth.com/blueprint

OUR OPPORTUNITY [matrix]

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Can help you choose which model is best suited to you. let's take a look:

Business Model	2-3 Year Income Potential	6-12 Month Income Potential	Startup Effort	Startup Cost	Ongoing Maintenance	Scaleability
Affiliate Marketing	\$500,000+	\$3K - \$10k/m	Moderate	\$0 - \$500	Low	Moderate
Amazon Whitelabel	\$1,000,000+	\$5K - \$50k/m	Moderate	\$200 - \$2k	Low	Moderate
Amazon Wholesale	\$1,000,000+	\$5K - \$50k/m	Low	\$0 - \$500	Low	High
Dropshipping	\$1,000,000+	\$5K - \$100k/m	Moderate	\$0 - \$1k	Moderate	High
Info Products	\$1,000,000+	\$5K - \$25k/m	Low	\$0 - \$500	Low	Moderate
SAAS	\$1,000,000+	\$1K - \$10k/m	Moderate	\$0 - \$100	Low	High
SEM	\$300,000+	\$3K - \$15k/m	High	\$0 - \$500	High	Low

Find out more about The Infinity Project and OMC here:

TheInfinityProject.net

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