# Full Time Online Income Blueprint For 2024

## Skin a Cat…

I'm sure you've heard of the saying, "there's more than one way to skin a cat".

There's also more than one way to make money online and nowadays, there are probably hundreds of more ways to make money online than there were 10 or 20 years ago when I first got started online.

So, I just want to let you know right off the bat that in this course I'm not going to be showing all the ways to make money online and I'm just going to be talking about what worked for me and what works for me currently.

In fact, there are many marketers who have better systems than me and make more than me.

This is just how I earn a full time income online.

And just as a disclaimer here, I'm not guaranteeing that what works for me will work for you and that you'll make any money off the methods explained in this book.

This is not financial advice.  This is just for educational purposes only.

# My Online Business History

I'm going to share a little bit about my internet business history and how I got started online.

I'd estimate it was over 15 years ago, maybe closer to 20 years, when I first got started with trying to make money online.

And the first method that I used was to sell things on eBay. At first, I started selling random things on eBay until I found some suppliers that could provide me with a consistent supply of inventory to sell on eBay.

And the products that I focused on were clothes. During this time, drop shipping was rare and it was difficult to find drop shippers.  I don't even think there was Alibaba yet.

I would just order the inventory and store them in my storage unit of the apartment that I was living in at the time.

And although sales were great, I did not enjoy the business. I spent a lot of time packaging and shipping.

Because the inventory was always different, I spent a lot of time taking pictures of the new clothes and writing new product descriptions.

If I had a constant supply of clothes that were the same, I could just quickly list them on eBay without always having to write new descriptions and take photos every day.

And then when they sold, I would have to package them and walk to the post office across the street.

All this took a lot of time when you consider the large volume of products I had to package on a weekly basis.

I did think about hiring someone to assist me in this business, but the profit margins were just too small that it didn't make sense.

So, this is when I started thinking about selling digital items online. With digital products, you don't have to package anything and send them to the post office. Everything was just digital.

This concept was still new at the time. The whole idea of earning income while you're at the beach appealed to me very much.

So, I started writing an eBook, and I believe the first eBook that I wrote was how to find a job.  To write this eBook, I did a lot of research.

I also knew that to sell eBooks online, you had to have a good sales copy.

If you're new to internet marketing or making money online, one of the most important skills you can have is to write a sales copy.

I recommend that you invest in a book or a course on how to write a sales copy, because if you have that skill of writing a sales copy, you can sell almost anything.

But back to my business history here...

After writing a sales copy and creating a sales page for my eBook, I started driving traffic to it through Google Ads. The results were okay, but not enough to earn a full-time income online.

I then decided to create an eBay course (video tutorials), and the launch was a success.

Afterwards, I took a break from product launching and just focused on list building.  I used JV giveaways, ad swaps, and solo ads to build my list. I also started promoting affiliate products to my list. This is when I realized that I could start earning income daily by just emailing my list.

A few years later, I started launching products again.  What I love about launching products is the cash flow that it brings in.  Plus, you get fresh blood.  And by fresh blood, I mean new buyers into my list that I could promote more products to in the future.

I also partnered with other marketers so that I could launch more products. I tried to use that as a leverage. But now I prefer to launch products on my own.

So, my current formula now is just to email my list daily between one and three times a day. To build my list, I just buy solo ads and I also try to launch products.

# Benefits of Working from Home

Now let's just quickly talk about the benefits of working from home.

You get to spend quality time with your kids and your loved ones.

You don't have to worry about commuting in the traffic to your work every day. And that's one of the things I'm grateful for. Sometimes, when I do have to drive in traffic, say to drop off my kids at their sports or activities, I'm grateful that this is something that I don't have to do every day.

And you can tell that a lot of people driving in the traffic are stressed out. So just imagine them doing that every day.

So, I recommend working from home if you can.

Another benefit is just the ability to control your schedule. If you're the type of person that prefers to work in the afternoon or late at night, then you can do that in your business if you want.

Or if you prefer to work in the early morning hours so you can enjoy the rest of your day afterwards, you can set your schedule to that.

I also love the freedom to do what you want. You could take breaks whenever you want. You could just take a day off.

And speaking of days off, you can have your weekend whenever you want.

It doesn't have to be on Saturday and Sunday when everybody goes out. On those days, malls, campgrounds, and parks are busy.

You can make your own weekends during the weekdays.

And finally, I like the flexibility of working your own hours. If something urgent comes up one day, you don't necessarily have to work on that day.

Or maybe you could only work one or two hours on a particular day and that's fine. Some days, if I must, I'll work 10 or 12 hours.

But most of the time, I think on average I work around four hours. I'm not sure. Honestly, I don't even count how many hours a day I work.

And there are many more benefits of working from home, but these are just off the top of my head. Now let's talk about the downsides of working from home…

# Downsides of Working from Home

First off, if you are just starting out on your business journey, you should expect to have a lot of failures.

This goes for any type of business, offline or online.

The great thing about an online business, of course, is it doesn't cost much to start a business. So, you could fail as many times as possible and you're not going to lose thousands or hundreds of thousands of dollars.

There's also the uncertainty that comes with having a business. You don't know if you're going to make money next week or next month, and if you're going to be able to pay your bills and be able to feed your family.

And there's also the stress that's involved. There is stress involved in almost anything in life, not just having a business, but also in having a job or in relationships.

So just expect that there will be some stress in having a business. It's just like anything in life.

And something that a lot of entrepreneurs and businesspeople do not consider is being able to focus.

When you're not working for somebody, it's easy to lose focus. If you have a job and you have a boss, you're accountable to somebody. But if you're just accountable to yourself, it's much easier to get distracted and lose focus.

Especially with an online business, there are a lot of distractions online if you're always working on the computer. For some of you, this may be YouTube, Facebook, and other social media platforms.

And something that I did not know over 15 years ago when I started my online business is that it's unhealthy to always sit in front of a computer.

Whether it's the radiation coming from the computer or the Wi-Fi or just bad posture and just sitting in front of a computer for many hours, all that is not healthy for you.

The good thing is, if you are aware of that, you can make adjustments.

For example, I don't use wireless for my computer. I make sure that I plug in the internet wire into my computer from the internet modem.

And I just try not to spend too much time on the computer. I take a lot of breaks.

But with that said though, there are many jobs out there that are far worse and less healthy for you.

So, we can't complain, right?

And then there's the lack of socializing. At first, I liked the fact that I didn't really have to talk to anybody because I am a solitary individual.

But if you spend many years running an online business and you're not having a social life, that may have an impact on your mental health and your social skills.

But like I said, there are many jobs out there that are far worse and less healthy for you. So again, it's something that you can't really complain about.

And if you are worried about the lack of socializing and impact on your mental health, you can always go out there and do activities that enable you to meet people and improve your social life.

# Formula

So, here's my current formula/business plan/blueprint.

It's always changing so by the time you read this book, my formula may have already changed.

And I should note that this may or may not work for you.

Or, you may just have to modify it a little bit to suit your circumstances.

And depending on how ambitious you are, you can implement this formula aggressively or lightly.

So here it is…

Every day, I try to email my list at least two or three times per day.

And each of those emails is promoting an affiliate product. So that's my daily income right there.

I also try to launch products every month if I can.

But sometimes, you're just not able to launch every month.

For example, in the year 2023, I didn't launch anything until October because I spent a lot of time in the outdoors. I'm a real outdoorsy person, and I also spend a lot of quality time with my kids.

I put my kids first before my business, so I've sacrificed a lot of income over the years.

Now the benefits of product launches are the cash flow that you generate from them, and the fresh new leads who join your list.

These fresh new leads aren't any ordinary leads, they are proven buyers. The rule of thumb is they're worth 10 times more than leads who join your list through a gift.

So, they're more likely to buy the affiliate products that you promote to them later.

On occasion, I also buy solo ads to build my list.

And that right there, is my business formula, simple and sweet, nothing special…

# Emailing My List

When looking for products to promote to my list, I go to a website called Muncheye to view upcoming launches.

Generally, I try to send emails out in the morning, afternoon, and in the evening.

And sometimes, I'm only able to send one email for the day either because there's not much worth promoting or I'm just spending quality time with my kids.

Although email swipes are usually provided on the JV page of affiliate products, I do prefer to write my own emails because I like my subscribers to see that I'm a genuine person and I'm not just copying and pasting email swipes like a robot.

However, you can use the provided email swipes as an aid when writing your emails, which I do sometimes if I can't think of what to write in my emails.

You could use the swipes and just customize it to your personality.

You can also use AI to write your emails. And again, make sure you modify the emails that are created through AI and that it suits your personality.

Just don't make it obvious that your emails are written by AI.

If you have never done email marketing before, you will need an autoresponder.  The autoresponder that I've been using for many years is GetResponse. There may be better ones out there, but GetResponse has been reliable for me for the past 5 to 10 years.

The process that I go through when writing my emails is I first scan and go through the JV page and sales page of that affiliate product I plan to promote.

I'll go through those pages, and I'll select the information on there that I find interesting. I'll copy and paste them onto a Word document, compile as much information as I can, and then use that as a basis for writing my emails.

Now, how many times will I send an email out for a product that I'm promoting? Well, it all depends.

For some products, I plan to only send one or two emails.

For other products, I'll probably send close to five to eight emails depending on how profitable that product is for me and how long the launch is.

I do try my best to send a closing email for most products on the final day of the launch.

# Creating Products

Having your own products establishes authority and your customers will be more responsive to your other offers such as affiliate offers than if you were to have a whole bunch of freebie seekers on your list.

Now when it comes to creating your products, what I would recommend is for you to brainstorm a list of products that you can create.

I prefer topics that you're an expert on or are passionate about because then you'll enjoy the process of creating your product and most likely you'll

complete the product faster than if you were to create a product that you know nothing about or are not passionate about.

And you must take into consideration that if you don't have much knowledge on a topic, you'd have to spend a lot more time on researching that topic.

However, it's not always the case that you can just create a product that you're an expert on because that topic may not be profitable.

FYI, the lucrative niches online are Health, MMO (Make Money Online), and Self Help, and I'm sure there's several other niches but this is just off the top of my head.

So, if you want to sell a product in a niche that's not in Health, MMO or Self Help, I recommend you do some research before creating your product.

And there's many platforms to launch your products on. There's ClickBank, Warrior Plus, JVZoo and several others. ClickBank is probably the most popular platform out there for launching products whereas Warrior Plus and JVZoo are more targeted towards the Make Money Online crowd.

For ClickBank, it doesn't really matter what niche you're in. ClickBank caters to almost every niche out there.

In the next section, I'm going to talk about the types of products that you can create…

# Types of Products

There are so many types of products that you can create.

Let's start with the most lucrative type of product, and that is software…

**Software**

Out of all the different types of products out there, software has the highest perceived value.

A lot of people who are launching software products are having six- and seven-figure launches.

It's not just the product launch that's lucrative. If you plan on charging a recurring fee for people to access your cloud-based software, that's a great way to generate millions of dollars.

But the downside of creating software products is the cost.

However, I have seen tools out there, including some AI tools, that make it possible for you to create software products much faster and cheaper.

**eBooks**

Another type of product you can create and is probably the most popular type, is an eBook, such as the one you're reading right now.

Nowadays, anybody can create an eBook with apps like ChatGPT.

Just make sure to edit your work so that it doesn't look like AI created it and try to infuse your personality into the content.

**Training videos**

And then there's training videos...

You can use AI to create it, you can outsource it, or you can do it yourself.

**Graphics**

You could also sell graphics. You could outsource the creation of the graphics or just use artificial intelligence, such as MidJourney and other AI apps out there.

**Viral Videos**

You can also create viral videos. Again, you could use AI for that. There are even tutorials on YouTube on how to create AI viral videos.

**Viral Images**

And you could also create viral images.

These types of products, viral images, viral videos, and graphics will be marketed to other marketers, entrepreneurs, and businesses that need viral videos and viral images.

**Done-For-You Systems**

You could also create done-for-you business systems, such as done-for-you funnels, a business-in-the-box, things that have PLR or private label rights, done-for-you articles.

**Articles**

You could sell bundles of articles, and the list goes on.

When creating a product, just make sure it's something you're passionate about or you have at least some expertise on it, because it's going to show in the final product.

And you want your products to be good to great quality.

Of course, if you can, try to make it great and high quality, because not only are customers going to love it, but affiliates are going to want to promote it.

Because you must understand that a lot of affiliates have a reputation to maintain with their audience. They cannot afford to promote crappy products to their audience or to their subscribers.

And the higher quality of product that you have, the higher the price that you can charge for it.

The only thing is, you must be careful not to be a perfectionist, because if you're really focused on trying to make it a perfect product, your project may become a never-ending project, and it could take a year (or longer) to complete your product.

So that's why I say it should at least be good to great. If it's good enough, you can try to sell it.

So, I'll leave it up to you. It depends on what your income targets are.

# Successful Products

There's no guarantee that your product or your product launch will be a success, especially if it's your first product.

So here are a few things to keep in mind to increase the chances of having a successful product launch.

You must make sure that there is a hungry market for your product.

Ideally the people that you are selling to are so desperate for a solution that they're willing to pay for the solution.

You must also have a good sales copy. One of the first things I learned when I started internet marketing was that if you're going to create a product try to create the sales copy first.

Because when you're writing the sales copy, you're also writing the benefits of the product/service and you're writing all the things that your customers will want to hear.

And after doing that, you'll have an idea of what content your book or your course should cover or, in the case of a software product, what features it'll have.

Now you could have the best product in the world and maybe even the best sales copy but if you don't have the support of affiliates, you're not going to make that much money.

So that's why it's important to build relationships and start networking with affiliates, vendors, and other people in your niche.

You should also look at successful products in your marketplace or niche to get ideas because why reinvent the wheel right?

You could just model your products after other successful products.

You should also have a good hook to differentiate yourself from the competition.

Just imagine your customers asking themselves the question, "Why should I buy from you when I can buy from the other guy?" or, "Why should I buy from you if I've already bought a product just like that?".

And like I said before, make sure that your product is good to high quality.

The higher the quality, the more that you can charge for your products and more affiliates will want to promote your product as well.

Just remember not to spend too much time trying to make this a perfect product because then you'll never get your product off the ground.

# AI

With the emergence of AI, in my opinion, it's a lot easier to make money online than ever before.

I understand that a lot of people are afraid of AI because of its implications on humanity, but AI can also help you.

So, if you can, try to use AI in your business.

You'll get things done a lot faster, you'll complete your projects faster.

And in business, speed is cash. The faster that you can launch your products off the ground, the faster you'll be able to make money and scale your business.

I don't use AI as much as my peers, but I'll probably start using it more in the near future.

Currently, these are some of the things that I use AI for…

I use AI to brainstorm titles for my products.

I use AI to help me write emails when I'm email marketing, which is rare though. Previously, I mentioned that I prefer to write my own emails. So, I only use AI as a last resort for email marketing when I'm having a hard time figuring out what to say to my audience.

And in those cases, I'll also use AI to brainstorm angles that I can use in writing my emails.

I've also used it to create bonuses and lead magnets.

And like I said, I plan on using AI for many other types of tasks in my upcoming projects.

Everybody uses AI differently, and you might use it for different tasks because your situation is different than mine, and your business model might also be a little bit different from mine.

# Mindset

Your mindset will play a big role in whether you succeed with your business.

When I first started my online business, I was very confident that I was going to succeed. In fact, I was also very confident in my offline businesses prior to getting started online.

And I think the reason for this is that at a very young age, I was already reading self-help books. I know nowadays self-help books get a lot of flak and some people think that they're woo-woo.

But I'll admit, self-help books made me confident in business.

So, I believe that you have to be confident when you're starting a business.

It's also good to set goals. You can set a goal of making $100,000 a year or $1 million, $10 million, and more.

Or maybe just enough to get by or pay off your debts.

But whatever it is, try to set goals and then try to reverse engineer your desired outcome to figure out what you must do to achieve those goals.

And you must be persistent. I learned a long time ago that in order to be successful, you have to be persistent and not give up.

And you must be aware that you're going to encounter failures and setbacks along the way. How you react to those is going to be very important.

Just know that failure is a normal part of business. I don't know of any successful businessperson that has not encountered any failures.

Research any millionaire or billionaire entrepreneur and you'll find that many of them filed bankruptcy once or multiple times before achieving success.

And one thing I find is that once people start making money in business, they start to relax and treat their business as a hobby more than as a business.

I understand the reason they do that is because they don't want to be constantly stressed out and they want to enjoy their life. They want to spend time with their family and just enjoy the present moment.

The problem with that is that expenses and inflation may eventually catch up with you.

Or you realize that you're not making enough money to survive or thrive in the current economy.

So just be mindful of that. And that you should always be focused on growing your business.

But at the same time, don't get too stressed out that you kill yourself over your business.

# Time Management

Time management also plays a key role in your success.

I understand that everybody has a different situation…

Some people have more time than others, and others just have very little time, especially if you have a family, if you have two jobs, etc.

And I think the key is to be able to focus, because you're going to have a lot of distractions, whether online, where there's YouTube and social media, or offline.

So, I think in my opinion, the key is focus. If you're not really focused, then you're going to be distracted easily.

Now, if this is your first time getting started with a business, just realize that you're not going to have much of a work-life balance. You really have to hustle to get your business established and start making money.

Once you've established yourself and you've built a list, from my experience, you only have to spend a few minutes to an hour, maybe a couple hours, emailing your list every day, if you want to.

You can also queue emails days in advance if you prefer. That's what some marketers do.

And I do that sometimes, mainly when I am going away on holidays, I'm going to be somewhere off-grid, away from a computer, then I will queue my emails a day or two in advance.

I also try to work on my product creation every day, because if I take a few days off creating products, then it will be more difficult for me to get back into it and try to remember what I was working on last, and I'll also lose my rhythm.

Now, most people like to have a to-do list, and my daily to-do list is usually limited to two things only, because it makes life much easier for me.

And those two things usually are just to send an email, or two or three emails, and do a task that's related to creating products.

They're as simple as that.

If I could just be consistent with that, I'll have income coming in daily, and I'll be growing my business.

And something to note about the type of business that I'm in is that you can have weeks where you don't spend much time working, and then you can have really busy weeks, especially during the product launches.

And that's a great thing, actually, about having an online business, is that if you don't want to work hard, or you want to spend more time doing other things, like spending time with family, or being outdoors, or whatever it is that gets you off, you have the option to do so.

But if you have a job, usually you'd have to schedule your holidays months in advance, whereas if you have a business, you could just book a holiday whenever you feel like it.

Anyways, that's my take on time management. I threw this in here because I believe that it is important when it comes to running an online business.