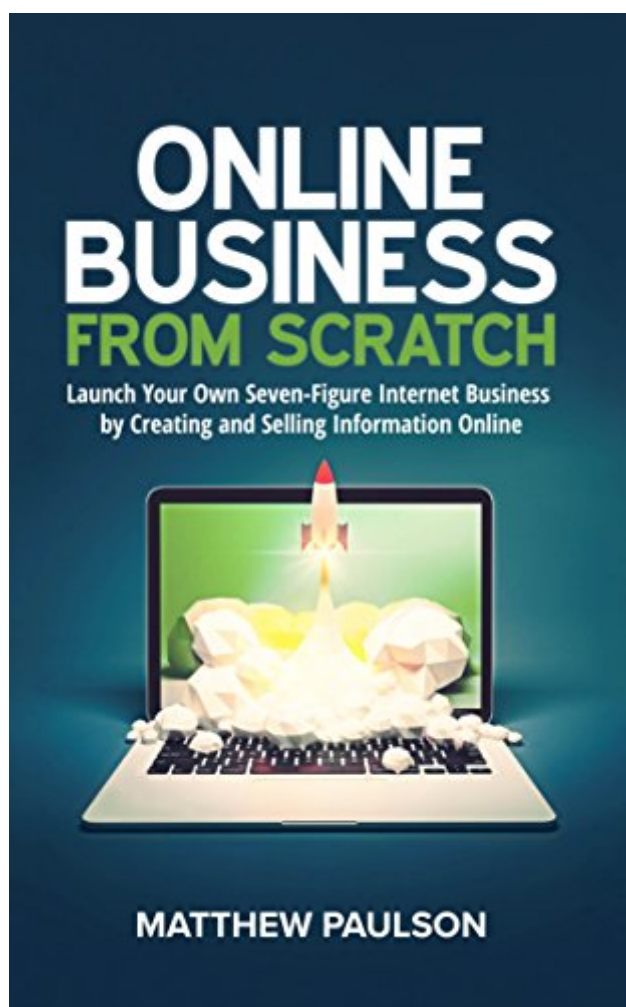


The book was found

Online Business From Scratch: Launch Your Own Seven-Figure Internet Business By Creating And Selling Information Online (Internet Business Series)





Synopsis

Learn How to Build Your Own Seven-Figure Internet Business Do you want to make money online? Are you tired of being told that it's easy to make millions off the Internet? Would you like a realistic strategy that actually works for real people? What if you could actually build an online business that offered high profit margins and required no significant up-front investment? Would you be interested? It is possible to build your own profitable online business, but you can't do it overnight (despite what you have been told by so-called Internet marketing gurus). The simple truth is that you need to choose a solid niche from day one, be willing to consistently work on your business over the course of several months and follow the path laid before you by people that have actually done it. This is not just another book by an "Internet marketing guru" that teaches you to "make money online." Author Matthew Paulson has been building online businesses for more than a decade and he has built multiple six-figure and seven-figure Internet businesses in many different niches. He's not just another so-called "business guru" that makes money online by teaching people to make money online. By reading this book you will receive his step-by-step plan that will show you exactly how to build your own profitable Internet business (even if you aren't very tech savvy).

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Customer Reviews

I previously read the author's other book called The Ten Year Turnaround and while that one was well written, I definitely prefer books like this with step by step actionable information that I can get results from quickly and not just ten years from now. I also appreciate the fact that the author is not someone who has made his money only by teaching other people how to make money, but actually runs his own successful online business. That being said, I'd have liked to see more variety in examples of making money from online business rather than just the usual selling ads, e-books, content subscriptions, etc. If you are wondering about the strategies presented here are the names of the chapters: 1. Selecting your Niche 2. Choosing A Name for Your Business 3. Launching Your Website 4. Content Strategy and Content Marketing 5. Additional Marketing Strategies 6. Making Money with Advertising 7. Making Money with Digital Products and Services 8. Creating Systems and Building a Great Team 9. Putting It All Together So as you can see the first few chapters are pretty basic and I'd almost say superfluous since tutorials for all those things are easy to look up online for free. The last few chapters are where the actual content worth paying for are located since that is where he talks about the things that have directly made him money. Overall I'd say it's worth the price just for the content in the later chapters and if you are a complete beginner to online business then definitely pick up this book because it does a good job of structuring exactly what you need to do to get up and running.

This book accumulates in one place the necessary information a new entrepreneur needs for starting a business. This book is a must have for getting started. I am grateful for Matthew's willingness to share his wisdom, experience, and connections with his readers.

I am very new to the idea of starting my own online business. I am 22 years old and think this is something I will do very well at. This book has taught me so much to get my business off the ground and I am following it step by step. I plan on reading other books by Matthew and know with his wisdom I will for sure have a head start into the game.

Great find and read

This is THE book you need to read if you're looking to start an online business. I have been learning about building online businesses for a year and managed to get my first 3 clients and even then I learned a lot of new things from this book. There are 6 reasons why I believe this book is too good:

- 1) Method: Matthew lays out step by step the process to start an online business. The book starts with a detailed guide on how to find a profitable idea and niche and then take it from there. The book is laid out very methodically giving you a bird's eye view of the process of starting an online business and then diving deep into each step.
- 2) Action oriented: Unlike many books which dump a lot of information on you, this book ends each chapter with action steps you need to take before moving on to the next chapter. This is very practical and helps you get results.
- 3) Tools and Scripts: The book gives you practical tools and scripts that you can use. For instance, there is a table you can use to jot down ideas for your business as well as criteria to rank them on so that you can find an idea for your business. The book also contains the exact e-mail Matthew uses to get interviewed on podcasts.
- 4) Tactics: The book strikes a balance between giving you a wide variety of tactics that may suit your business and going in-depth into each one. As Matthew says in the book, he has an entire book on e-mail marketing but this book gives you enough to get your business up.
- 5) Psychology: Being the experienced entrepreneur that he is, Matthew is able to anticipate psychological setbacks that may hold you back as you embark on this journey. He will caution you on them and offer advice on how to overcome it. For instance, as he says, when you launch your blog, your spouse and/or mom might be the only ones reading it for a while. This is normal and you need to be patient before you get traction.
- 6) Strategy: The book gives you various strategies and ways to get visitors to your website and shows you how to decide which one is the best for you. This makes the book very comprehensive and complete.

Matthew also cautions against trying to learn everything about everything before starting out - a mistake I am already guilty of. Hence, I have only read until chapter 5 for now and have learned a lot. I am looking forward to implementing what I've learned into my business and will definitely keep coming back to this book again and again!!

I have an author business that's ramped up and nearly ready to go. When it came time to learn about the launch process and beyond, I went straight to Matthew Paulson's 'Online Business From Scratch'. Because unlike your average internet guru, busy teaching people to milk without ever having touched a cow, Paulson has been there and done that. He's launched wildly successful businesses and had a few others fizzle out, and he's learned the correct path to follow to achieve the former. 'Online Business From Scratch' is a treasure trove of information presented in a clear,

concise, and entertaining manner. It doesn't just say 'do this', but gives you the reasoning behind doing that, and examples of how doing that have led to success. My only quibble, and it's a minor one- longtime readers of Paulson's blog won't find a ton of new information here. Much of it is the same information that he teaches there, collected in one place. But for anyone who hasn't been following him for some time, the book is a five-star lesson in online success.

Current, concise, and easy to follow. Paulson does a phenomenal job of demystifying the world of online entrepreneurship. It's not full of lofty promises or pie-in-the-sky dreaming or prodding to buy another of his books or upselling. Just clear and actionable advice. Loved it.

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