

KudaOnline

9 guiding principles to build
a rock solid online business



Introduction

“To know the road ahead, ask those coming back.” That’s the mantra that I have lived by in my years of doing Online Business. I have been fortunate enough to have mentors along the way that have helped me navigate the waters that are Internet Marketing.

Many have experienced frustration simply due to the fact that they have been doing it all alone. They have had to look for information here and there and then hopefully piece it all together into a workable plan.

This approach can have you waste years of your time before figuring it out but unfortunately, many others have never found the formula at all and given up on it all. The fact that you are holding this book is testament to the fact that you are different.

You have the opportunity to finally succeed and become one of the millions of people that have created successful businesses and enjoy a location free lifestyle.

What is their secret though? Well, simply put, they have discovered a workable formula or process, if you may, that allows them to experience a replicable level of success.

In this book, we will be talking about the steps needed to start and run a successful online business. To kick things off, let me ask you this; does any of this describe you?

- You’ve been trying to make money online for years and it does not seem to work out
- You have something happening online but there are no results
- Making money online is just a wish for you
- You continuously hit scams and lost hope
- You can’t seem to get traffic

If any of the above describes you then this book is definitely for you.

Why Should I Go Through These Steps?

- They are a proven formula
- You will understand what it takes to create a successful online business
- You will understand the level you are at and which areas to improve
- Every online business person follows these stages in order to be successful online.
- You can scale things up

Who Am I And Why Should You Listen to Me?

My name is Kudakwashe Sape Tshuma

I’m the founder of www.kudaonline.com where I teach about making money online. I’m an affiliate marketer and trained to be one. I am also an online marketing coach.

If you are like me and located in Zimbabwe, Africa, you also have a host of other obstacles thrown at you that you need to navigate. I had guidance from the beginning but that did not prevent me from experiencing frustrations along the way. My mentor was based in the UK. Some of the thing that worked where he was did not apply in Zimbabwe. It meant that I needed to look for workarounds.

Almost 10 years from the day I started out, I have discovered many work arounds and gained a better appreciation of what actually works in the African context and what doesn’t. There have been many

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tactics that I and my fellow Internet Marketers based in Zimbabwe and Africa in general have used over the years which have worked and later on become obsolete.

Tactics come and go. What has remained the same, however, is the guiding steps. They have remained the same. I have built many web based businesses over the years by following these steps.

In this book, I will be sharing these steps with you with the aim of teaching them to you so that you apply them in your own business and prosper in the process. You will learn about my personal journey as well as those of the many people that I have met along the way and taught these steps to. They have gone on to build successful online businesses in the process. I know you probably want to know what these steps are so I won't keep you waiting. They are:

1. Learning it all
2. Market Research
3. Product Creation
4. Buying Environment
5. Traffic
6. More Traffic
7. Semi Automation
8. Full Automation
9. Your Own Recipe

Most of these may not make sense right now but I promise you that they will by the time you finish this book. These steps have worked for decades and will continue to do so decades from now. Tactics will come and go but the steps will remain.

The goal of this book is to:

- Help you understand where you are in the online business journey
- Take account of your actions and do your homework
- Establish an online business and start making money online
- Every online business follows these steps

There is so much more that you will learn from this training.

What I expect from you is:

- Go through the lessons and do your exercise faithfully
- I would love to hear your success story one of these days
- Complete this book and all the exercises
- I would also highly appreciate your commitment

I always meet people who want to learn about online businesses but do not take action after I have taught them. It makes me feel like I have wasted my time and I don't want to feel that way about you. The best way to help you and me out is to make sure to implement what you learn in this book. Trust me, it works!

Task for the Day

Your task for the day is to share:

- Who you are
- What you do online

- The challenges you face
- Your website (if you have any)

Join our community and share your answers on www.kudaonline.com

Chapter 1: Learning it all

Welcome to the first lesson in the steps to success as an online marketer. I expect that you've completed the task from the previous chapter. If you haven't please take a few minutes to do so as this is an important step in the process.

We are going to recap the steps in the process and here they are once again:

1. **Learning it all**
2. Market Research
3. Product Creation
4. Buying Environment
5. Traffic
6. More Traffic
7. Semi Automation
8. Full Automation

I am going to be repeating these steps over and again until they stick in your head. You should be able to recite these steps by heart if you want to succeed as an online marketer.

One of the biggest challenges when it comes to Online Business is that there is so much available out there. There are literally thousands of ways through which you can make money online. The biggest obstacle that anyone is going to face is what the like to term **shiny object syndrome**. This problem is what keeps the majority in mediocrity where they do not get the success that they will be pursuing. So, what is shiny object syndrome? This is where you pick one business, run with it for a month or two then another opportunity comes along. You drop the first and try out the new one.

Soon enough, another new thing comes along and you jump onto that. This cycle repeats itself over and over again and before you know it, you are 5 years down the road and have tried 200 different businesses without really giving any of them a real chance to start giving you real results. You see, any one of those 200 opportunities could have given you breakthrough but you never gave it the opportunity to become profitable.

Now, you are looking at the title of this chapter and might be a bit confused because I may be contradicting myself here. "Why are you telling me to learn it all? Isn't that shiny object syndrome?" Well, the difference between learning it all and having "SOS" is that in this case, I am telling you to be deliberate about learning different tactics in Online Marketing.

You want to give yourself at least 6 months to a year and learn as much as you can. Doing this does a couple of things. First, it allows you to get a better appreciation of the industry as a whole. Secondly, it allows you to identify the industry that best suits you.

In this chapter, we will be covering the first step which is:

Learn it All

When last did you invest in buying, reading a book or taking a course? If you want to succeed online, you need to be a reader. All the great business people from around the world spend a lot of time and money on reading. You've got to put your head down and love learning. The online business space is always changing and you always need to be growing if you wish to succeed.

Most of us had to be forced to study during our school going age. If you are like me, I hated reading but was forced to embrace it partly due to parental pressure as well as the need to succeed in school. Most adults can relate to this. However, once we leave school, most of us stop learning. This is the wrong mindset if you truly to succeed building an online business or life in general.

Books are a way of tapping into the collective wisdom and experiences of their authors. They are a treasure trove of information that only readers can harness.

When I say learn it all, what I mean is that you need to read any book that you can get your hands on. Buying a book is only one step of the learning process. The second step is to actually read the book. Most people who buy books do not go beyond the first chapter. You have to be different in this respect. Reading 5 to 10 books on any subject will make you an expert. In fact, it puts you in the top 5% of the most knowledgeable people on that subject on the planet.

How Can You Learn it All?

Here are some tips when it comes to learning it all. There are many ways through which you will learn the ins and outs of Online Marketing but we want to look at some deliberate steps that you can take to get you from where you are to owning a profitable Online Business in the shortest time possible.

Buy books: Buy an actual physical book and go through it until the end. As I already mentioned, there are many benefits that come from reading books, you basically shorten learning from experience as you get to tap into the greatest minds in any field. Kudos to you for doing that with this book.

The leading business people all over the world read around one book a week meaning that they manage to finish 54 books per year. That's a major reason why they are as successful as they are in their fields.

Attend Events: Attend free and paid events on Online Business or any other subject that will help you in running your online business. This is one thing that I have done a lot of over the years and it has benefitted me tremendously.

Just like reading a book, you get to tap into the life experiences of experts in the field that help you move faster than they ever did and achieve amazing results in the process. The other big benefit of events is that you get a chance to meet these people in person and to ask any questions you might have. These interactions can even turn into long term relationships that may be of mutual benefit.

Here's a free tip when it comes to attending events. If you want to attend a paid event and you cannot afford to, you can contact the event organizer and offer to help with the hosting of the event. You can provide physical labor or a skill you possess such as arranging chairs, sweeping the floor, graphic

design, video editing or any other thing that you feel might be of benefit to the event organizer. Most times, you will get a yes if you offer to help them in one way or another.

Networking: Go to various networking events and interact with people in your industry who have made it and are on the come-up like yourself. These networking events are one of the reasons I have managed to meet business tycoons from my own country (Zimbabwe) as well as other big international figures. It would have been very difficult or impossible to meet them in any other way.

Mentorship: I will quote my favorite quote again:

“To know the road ahead, ask those coming back”

Simply put, if you seek to get to a certain level of success, ask those who have already attained that level of success. Herein lies the importance of mentors. If it wasn't for my own mentors over the years, I would not have made it to the place I am right now in my online businesses.

To put it in video game terminology that the young kids use, it is a “cheat code”. You will be able to slash years off your road to success when you align yourself with the right mentor.

Be prepared to pay for their time. It may not be a huge amount but a token of appreciation or offering a service to them in exchange. Other mentors actually have a mentorship program with a set fee. Pay that money and you will discover that you will repay yourself many times over.

I've been fortunate enough to receive mentorship since 2011. My mentor (Yeukai Kajidori) has helped me build my online businesses based on his experience in the field. Be prepared to get constructive criticism back as well as positive affirmation. What you need to understand is that they are there to help you succeed.

Webinars: A webinar is a short one to two hour online session where you get to learn some great information. There are paid and free webinars. Over the years, I've gotten to learn so much through attending webinars. Take the time to register for and attend online webinars with pen and paper. Become a real student of Online Business.

Online Courses: This is another great tool for learning about the different ways of earning money online. Most online courses are paid but you will find several online courses that allow you to learn skills. I've learned a lot from these courses and have created several of them as well. I've personally paid to learn from online courses and here are some of the skills I have gained from them:

- Affiliate marketing
- Graphics design
- Web design
- Coding
- Book writing
- Network marketing

Accountability Partner: Have people who encourage you to push towards your goal. They may not fully understand what you will be doing but they can encourage you to go for your goals. A good thing to do is share with them the things that you want to achieve and they can check in with you to see the progress you've made as well as give you some words of encouragement. I have people that just leave me encouraged each time I speak to them and they are always checking in with me as well as pushing me forwards towards my goals.

Recap of Learning it All

Here is a recap of the first chapter:

1. Read Books
2. Get Mentorship
3. Go to Industry Events
4. Attend Webinars
5. Take Online Courses
6. Get Mentorship
7. Have an Accountability Partner

Task for The Day

Write down, in 3 or 4 lines, the dangers of making uneducated decisions in online business.

Join our community and share your answers on www.kudaonline.com

Chapter 2: Market Research

Welcome to chapter 2 where we talk about the second step in the process, market research. Before we get into that, I want to share the complete process once again so that we get it locked into your brain. Here are the steps to starting and running a successful online business:

1. Learn it All
- 2. Market Research**
3. Product Creation
4. Buying Environment
5. Traffic
6. More Traffic
7. Semi Automation
8. Full Automation
9. Your Own Recipe

How do you validate your idea and know exactly what the market wants. The first question you need to ask yourself is:

What do I know, what do people want, what do people need, what can I improve, what are people spending money on, what problems can I solve?

Think about the many things that you have been exposed to throughout your life. Big businesses have been built by using what people have learned or been exposed to throughout their lives. It took me about six months to come up with my initial idea and test out its validity.

When I was growing up, my father was a photographer. He practiced the old way old developing photos. I spent many years in the dark room with my father learning about developing film over and above the “filed work” of taking photographs itself.

So, look at the skills or knowledge you have picked up over the years from your father, brother, friends etc. Look at your professional training and work experience, for example, 10 years as an accountant, teacher, musician etc.

List all these down and try to come with as many ideas as possible looking into the things that people want and need around them. When I started doing this exercise, I was able to come up with a list of 100 ideas based off what I knew and what people wanted.

If you want to push yourself as I did, try to come up with a list of 100 different ideas that you will later sift through to find out which ones stand out the most in order of priority. You will be surprised at the things you come up with when you really push yourself with this exercise.

When you are continuously asking yourself, “what do people want and what do people need. I have a friend who came up with an idea of creating an app for a driving school. Also ask yourself what people are spending money on. What can you improve?

Asking these kinds of questions will lead you to having a long list of potential businesses which you can’t possibly pursue alone. Always look at how you can make improvements to existing tools, services, products etc.

Any idea that comes to you while you are going about your day to day business, write it down. You will be training your mind to come up with money making ideas that you can capitalize on. The more you do this, the more your mind will bring great ideas to you.

Task of the Day

Take two of your ideas down and talk about how you can improve an existing product or service to make it better.

Join our community and share your answers on www.kudaonline.com

Chapter 3: Create or Find a Product

Welcome to stage/step number 3 where we talk about creating a product that solves a problem that you would have identified in the previous chapter. Before we get into this, let’s recap the stages once again so that they stick. The stages are:

1. Learn it All
2. Market Research
- 3. Product Creation**
4. Buying Environment
5. Traffic
6. More Traffic
7. Semi Automation
8. Full Automation
9. Your Own Recipe

You can create a product or take advantage of an existing one to solve the problem that you would have identified. When it comes to online businesses, there are two main categories of products that can be created. These are:

- Virtual Products
- Physical Products

Virtual products include:

- Videos
- MP3s
- PDFs/Ebooks
- Software
- Service
- And so on

Physical Products include:

- Books
- CDs/DVDs
- Service
- And so on

This book is a product that I have created in order to solve the problem of starting an online business. This is something that I have done successfully over the years and can help others replicate the success that I have had. If you manage to follow the steps outlined in this book, you can successfully launch an online business that will pay you many times over what you have learned in this book.

In short, you want to create as much value as you can. I have done all of the above as far as online business is concerned. I have created virtual products and this book you are holding now is a product.

“But Kuda, I don’t think I can create a product yet. I don’t have the technical knowhow to create these products. I can’t go in front of a camera to teach, I can’t do this, I can’t do that, I can’t..”. Before you go on, my first response to you is step 1; **learn it all**. Develop the skill set that is necessary for success.

My second response is you do not necessarily have to create a product. You can find one that already exists. We call this affiliate marketing. This is where you go to someone who already has product or service that exists and offer to sell it on their behalf for a commission.

Affiliate marketing is one of the main ways that I make money from my online business. There are many companies that offer affiliate programs. Look for one that solves the problem that you are focusing on. Most are relatively easy to join.

You can also set up a similar arrangement with a local business. Approach someone who offers a good product or service that solves your audience’s problem or problems. Let’s say you have an online business that teaches people how to swim, dance or play a particular sport.

You can approach a local coach and offer to bring new clients to them. For every client you bring them, they will pay you a commission once off or every month that your referral is active in their program.

You could also approach the same professional or expert and get into a partnership where you record a course together. You might just be the person behind the scenes and your partner becomes the face of the product since they have the credentials.

You can take care of the technical side while such as filming editing and marketing then split the profits.

If you have enough money, you can pay the professional once off to create the product then maintain all rights to the product meaning you can sell or distribute it as you wish. As far as physical products are concerned, you could look into getting Chinese products branded and distributed locally.

I have a friend who does this. They get orders locally (Zimbabwe), purchase the products on Alibaba website then sell locally (Zimbabwe).

Chinese products are often affordable that they can be marked up 2, 3 times or more. You can ask for a deposit which covers the cost of bringing the product to Zimbabwe and the balance they pay upon delivery is profit.

Another model similar to this is called Drop shipping. With this method, you set up an ecommerce website where you list products from Ali Express with a markup. When someone purchases from the website, the money goes into your account.

You then use the customer's money to order from Ali express who then ship the product to their customer on your behalf. You never have to touch the product or store inventory. You pay for the product using the customer's money and pocket the profit. It's a simple middleman business.

Another similar business model is called Drop Servicing. Instead of drop shipping physical or digital products, in this case, you are doing it with services. The concept is the same. Look for a low cost service provider with low cost services then look for customers willing to pay top dollar for that service.

As an example, let's say that you want to do graphic design work for big local or international businesses. A local graphic designer may charge \$10 for a flyer while the big corporations are willing and able to pay \$100 for the same service. All you do is go to the big company, get the order with a deposit of 60%, hand over the work to the graphic designer, pay the designer, take the work back to the company and get paid your deposit.

This transaction pockets you \$90 just for being the middleman. This business model has been around for a long time and has made many fortunes.

There are also white label products where someone creates a product such as a course or software that you can buy rights to and use as you please. In essence, the software can be branded with your brand. That's what is called white label or resell rights.

There are also what are known as agency deals. This is where a company grants you the right to distribute their products. A good example of something like that is, I reached out to a United Kingdom based company to distribute the training courses in Zimbabwe. Having explained the need for their training in Zimbabwe, they gave me admin access to their website each time a student enrolls in Zimbabwe I grant them access to the United Kingdom website so that they learn.

Task for the Day

Research 3 Business Models that can be started from home.

Join our community and share your answers on www.kudaonline.com

Chapter 4: Creating The Buying Environment

Well done for making it this far into the book. If you haven't done the task for the previous chapter, please do so before proceeding.

Just like in every other previous chapter, we will remind each other of the steps that are key to a successful online business so that they are engrained in your memory. Here are the steps once again:

1. Learn it All
2. Market Research
3. Product Creation
- 4. Buying Environment**
5. Traffic
6. More Traffic
7. Semi Automation
8. Full Automation
9. Your Own Recipe

In this chapter, we are going to be talking about the buying environment. Simply put, this is where you connect with your customers and they can learn about your business then buy your product or service.

In most cases it will be a personal website, an application or marketplace website. Marketplace websites include freelancer websites like Upwork and Fiverr where businesses or people can find freelance workers to do a job or complete a task.

Upwork is a mediator between the employer and freelance worker. They make sure that standards are maintained and that work is done and the compensation due is paid to the freelancer.

Another popular marketplace is Fiverr. If you do not possess the technical skills to set up a website as a buying environment and you offer a service, Fiverr, Upwork and similar sites offer a place where you can put up your services in order to find potential clients or customers.

Other examples of buying environments include YouTube, Facebook, LinkedIn, Instagram, Twitter, Pinterest and others where you can be visible to your audience.

The only problem with depending on the sites we have just listed above as buying environments is that you do not control them. They can simply wake up one day and decide to change something that negatively impacts your business.

It has happened many times before and will most likely continue to happen in years to come so you need to be weary of this if you are using them as your main buying environment.

Simply put, having a buying environment that you have control over is the best approach to take if you want a business that will last for years to come and not be at the mercy of any other entity.

There are other examples of earning money online where you do not need to have a buying environment. A good example of this is forex trading. I personally have several platforms that I use as buying environments.

I have several websites and YouTube channels that serve as buying environments. I post content on these platforms that encourage visitors to make a purchase. I then earn a commission or make a profit based on the product that I am recommending.

For this presentation, forex trading is a unique model as far as a buying environment is involved. All you need to do in order to be profitable is to be educated on how to trade properly, deposit your money into your brokerage account and then trade.

This is not primarily the model we will be addressing in this book. We are more concerned with all the other models that we have spoken about up to this point. However, if you become really good at forex and believe that you would be able to teach others to do the same, the steps in this book apply to you.

You will need a buying environment where people learn about your products and services and can then purchase them.

Another form of buying environment that also applies here are WhatsApp groups as well as Telegram channels. These platforms are no cost ways of promoting your online business. If you have had any encounter with forex mentors, you will discover that a lot of them take advantage of Telegram and WhatsApp to market their mentorship programs, courses, signal services as well as trading software. I'm sure you are seeing the product formats we described earlier in this example.

The steps discussed in this book really do apply anywhere and everywhere if you only open your eyes to see. I'm sure you will begin to recognize the different stages once you've understood them properly.

One of my mentors once said that there are 2 types of people. There are those who know what they are doing and people who are known. I have a quick question for you, who do you think the money goes to between the two? If you said the person who knows what they are doing, you are wrong.

The money goes to those who are known. You can be the most knowledgeable person in your field but a less skilled better known person will take your cake every time. Make sure to be the one who is known.

I am not saying that skills are not necessary; they are essential which is why we encouraged you to read, attend seminars, and do courses and other related things. Those things help you to become a highly skilled practitioner which increases your notoriety.

Task for the Day

What sort of buying environment is ideal for the business model you have chosen? Conduct research and find out how others in your niche are doing it.

Join our community and share your answers on www.kudaonline.com

Chapter 5: Traffic

Welcome to chapter 5 of the process where we are going to be talking about traffic. Before we get into that though, let's recap our steps once again so that you know these by heart. The steps to success in an online business are:

1. Learn it All
2. Market Research
3. Product Creation
4. Buying Environment
- 5. Traffic**
6. More Traffic
7. Semi Automation
8. Full Automation
9. Your Own Recipe

Traffic is the lifeblood of any online business. You can have the best business with the perfect buying environment but as long as you do not have traffic, everything is pretty much in vain. You will not be able to meet your goals in the long or short term. To draw an analogy, it is like having a physical shop but no one walking in to look at your products. I'm sure you'll agree with me that it is vain to be in that kind of situation.

There are several options available to you when it comes to getting traffic to your buying environment. Most people prefer using the free methods available when it comes to traffic. Though this is good at the beginning, you also want to eventually graduate to paid traffic especially if you want to scale things up.

Platforms like Facebook, WhatsApp, Telegram and other platforms where you can find large groups of people online are the go to options for most people. Some channels have gradually lost effectiveness over the years as a source of free traffic due to various reasons. Consider some tests to find out which platform works best for your niche market.

When you are driving traffic to your website, there are several factors. Here are a few methods that you could look at:

- Facebook
- Instagram
- Pinterest
- LinkedIn
- YouTube
- WhatsApp
- Google Ads
- Search Engine Optimization
- Word of Mouth
- Networking at Events
- Hosting Events
- Business cards/Fliers

There are many ways of getting traffic to any online property that you can look into but before looking at a traffic source, you need to ask yourself a few questions. The first question to ask is who your ideal customer is. In marketing, we call these customer avatars. Basically, you want to think about who your ideal customer is and then think about where they congregate. One right prospect is worth more than a million wrong ones.

I've had experiences where I've wasted a lot of time focused on the wrong traffic sources because I had not taken the time to think through exactly who I was targeting. As an example, if you are going to be building a fashion blog, you will most likely get the best results from platforms such as Instagram and Pinterest as that's where people interested in fashion will most likely congregate.

It's a no brainer that professionals congregate on LinkedIn and so forth. The idea of creating a customer avatar is to have your ideal customer represented as a person. For example, you will find that after going through the process, your ideal customer is a african professional male aged between 25 to 45 years old, you will design your marketing material with your ideal customer in mind.

When you know who you are targeting, it will be a much easier process to find which platforms will get you the best results and therefore focus your most attention on. As a word of warning, you will not always get great results in the beginning but the key is to keep posting consistently for at least 3 months before deciding on another platform.

Ideally, you will want to graduate to paid advertising but I encourage you to spend time learning about it before implementing as you face the possibility of losing money if you go into it without really understanding how it works. Even to this day, I sometimes lose money with paid ads even though I am experienced with them.

Task for the Day

Find 2 ways to drive traffic to your website. Think about the thing we've spoken about in this chapter and then decide on which 2 platforms work best with your particular business model. Don't go for more than 2 as there is the possibility of diluting your efforts. Pick two and focus only on those for at least 3 months.

Join our community and share your answers on www.kudaonline.com

Chapter 6: More Traffic

Welcome to the next lesson where we talk about driving traffic once again. Before we get into that, let's take a look at our steps from a bird's eye view. Remember that knowing these steps is key for helping you understand where you are in the process as well as helping you determine your course of action. Here are the steps once again:

1. Learn it All
2. Market Research
3. Product Creation
4. Buying Environment
5. Traffic
- 6. More Traffic**
7. Semi Automation
8. Full Automation
9. Your Own Recipe

Make sure that you follow these steps in their order if you have a desire to succeed in online business.

There are so many ways of driving traffic to your website. Most people start off with the basic stuff when it comes to driving traffic while expecting great results. It doesn't work that way. If you truly desire to succeed with traffic, you need to deploy an intelligent and consistent plan.

One of the most effective ways of driving traffic to your website is email marketing. This tool has been used for as long as email has been there to build many fortunes online. We have all been exposed to email marketing at some point in our lives.

It often starts with a free offer such as an ebook, video tutorial or free course. To access these, you need to input your email and then a series of automatic emails is triggered and from that point onwards, you are part of a database of others like you who can potentially end up being customers.

Another common way of driving people to a website is using webinars. I'm sure that you've attended a couple of these yourself. They are presented to you as part of an email marketing campaign or through ads. Since they are video based, webinar ads are often presented on YouTube.

Webinars are a great way of presenting high value products to your potential customers. People want to know about a product or service before deciding on whether or not to spend their hard earned money on it. Webinars will answer most of their questions and in the case of a live one, people get to ask questions in real time. The gurus and experts use them because they are effective. You can also learn how to use them as well.

We spoke about SEO or search engine optimization in the previous chapter. This is a process of ranking your website on the first page of Google so that customers can find you through them. This is one of the best mid to long term ways of driving traffic to your website. It takes about 6 months to a year to start seeing results of SEO on a new website but once the results start coming in, you can potentially benefit for months or years from effort that you put in once.

SEO is an art and a science that you need to master in order to deploy it effectively. I have used SEO effectively on my website kudaonline.com where I rank on the first page of Google for several of my target keywords.

I also use SEO to rank videos on YouTube. If you go and search for

“how to buy crypto currency in Zimbabwe”,

“How much are tombstones in Zimbabwe”,

“Cost of bricks in Zimbabwe”,

“Borehole drilling in Zimbabwe”,

“Cement price in Zimbabwe”,

you will find my videos dominating the first page of YouTube for that particular search term. Again, you have to learn about it if you want to benefit from this method.

Once you have all the steps above done right, one of the most important things for you to do is to drive traffic. That's why I've dedicated 2 chapters of the book to this particular subject. I cannot emphasize this enough. You need to spend as much time as possible on learning and implementing if you truly wish to succeed with internet marketing. As a matter of fact, I would hazard to say that there are businesses that do not have as good of a product but have an excellent system of driving traffic. They will continue to outperform other businesses with better products that are unknown. This process needs to be done in and out of season whether you feel like it or not. Make sure to try out different methods to see what works with your particular business. When you find what works, stick to it and focus more energy on it.

The most successful internet marketers are the ones that are most visible. They do not hold back from driving mass amounts of traffic to their business. Take a cue from them and spend a lot of time and resources on driving traffic to your website/buying environment. If you've ever listened to Tony Robbins' teachings, you will know that he talks a lot about taking massive action. That is the key to success over the long term.

The traffic process is the lifeblood of online business. The gurus have been around for years and continue to make money because they place a lot of emphasis on getting and growing their traffic. Don't give up at the first sign of challenges but take the approach of continuous effort on getting traffic.

Task for the Day

Do some research to find out why traffic/prospects are important for your online business.

Join our community and share your answers on www.kudaonline.com

Chapter 7: Semi Automation

Welcome and congratulations on making it this far. I think by now you know the drill. We want to repeat the steps again so that you can talk about them in your sleep. Let us repeat them again:

1. Learn it All
2. Market Research
3. Product Creation
4. Buying Environment
5. Traffic
6. More Traffic
- 7. Semi Automation**
8. Full Automation
9. Your Own Recipe

In this chapter, we are going to be talking about semi automation. When your business starts growing, you want to come to place where you begin to do less and less work "in" your business and start focusing on working "on" your business.

When should you start thinking about semi automation? You start looking into it when your business has reached a stage where it is making money. You need to start looking at ways of relieving yourself from the day to day grind of the business and focusing more on high level processes that actually grow your business.

When you reach this stage, start thinking about how you can start delegating some of the tasks either to people or technology. Besides giving yourself some breathing space, it will also allow you to keep your business growing as you can focus more time on the tasks that bring more customers to your business.

When I say working on your business and not in it, what I mean is that you should be operating like a CEO where you have a bird's eye view of your business and directing its growth while other people or software do some tasks. At this point, your business is still demanding your time but you are just doing less of the work.

In short, what you are doing is outsourcing. Look for people who are able to do some of the processes for you. I live in Zimbabwe and usually recruit people locally to delegate work to. If you live in a first world economy, you might consider looking for virtual assistants from Africa or the Philippines who can get things done professionally for considerably less cost than in the first world.

I will warn you that it will not be easy to delegate work because you may feel that other people will not do the work as well as you do. I struggled with this as well in the early days but eventually got over that feeling.

Focus on training them to do it right and make sure that the work is done to an acceptable level for the client. When you take this approach, you will discover that you will scale your business much more easily.

One of the first things you need to do is hire a personal assistant who can do some of the tasks that you do such as emailing, prospecting, book keeping and similar things. It will be a game changer for you.

Another great way of delegation is by using affiliate systems. Give other people the opportunity to market your business on your behalf where they get paid for bringing a paying customer in. When you do this, you allow yourself to spend less time on marketing your business. This only works when you have a good product and business model in the first place that people can easily market for you.

Word of mouth is the holy grail of business success and affiliate systems leverage on that. As an example, let's say you have a \$100 product or service and you sell 10 units personally. That means you would have sold \$1,000 worth of products. However, if you recruit 20 affiliates and pay them 40% commission and they sell one product each, you make \$2,000. Subtract the commission (\$800) and you will be left with \$1,200. So from other people's effort, you made much more money.

When you scale affiliate marketing, you will discover that a business can grow significantly over the long term with little effort from you.

Another way of automating your business is by designing business systems. This is where you look at the key processes in your business and create systems that can be repeated over and over again. Document these and use them create business systems.

Give this to the people that you recruit so that they use these systems to re-create your products or services in the ideal way just as you would do it.

Task for the Day

Find two ways of automating your business.

Join our community and share your answers on www.kudaonline.com

Chapter 8: Full Automation

Welcome to step 8 of the process of building a successful online business. As per tradition, we will kick things off by revising our steps. I know you are probably rolling your eyes at me now but repetition brings mastery and you need to master all these steps if you truly want to succeed. So, here are the steps again:

1. Learn it All
2. Market Research
3. Product Creation
4. Buying Environment
5. Traffic
6. More Traffic
7. Semi Automation
- 8. Full Automation**
9. Your Own Recipe

In this chapter, we are going to be talking about full automation of your business. In the previous step, we spoke about gradually delegating or outsourcing some of the tasks in your business so that you focus fully on growing your business. One of the key things in that process is building business systems.

The aim is to gradually build systems around more and more of your business functions. When the human or software systems you set up begin to run smoothly, it is time to think about fully automating your business. At this stage, your business is able run smoothly without your direct input.

In essence, you set up things once and the process is automatically carried out. A good example is email software that automatically sends a sequence of emails when someone signs up through a lead capture form.

When someone enters their details, a series of emails is triggered to be automatically delivered to the prospect based on pre-determined timelines or triggers. This email has to be created once but can be sent over and over again for days, weeks, months or years.

Another example is software that automates social media posting. You can schedule daily, weekly or monthly posts once off and they will be posted automatically to your social media without your input.

At this point, your money will be working for you. You pay for the people and software to run your business. At this point, you will truly be making money while you sleep. When every step of the process is fully automated and all of the business systems are running flawlessly, you can choose to sell your business for a lump sum or pass it on to your loved ones. The choice is yours.

There are people who focus on building up a business to full automation then eventually sell it. It's a model that has made many fortunes.

Task for the Day

Which stage do you think you are at and which did you skip and which ones do you need to correct?

Join our community and share your answers on www.kudaonline.com

Chapter 9: Your Own Recipe

Congratulations for making it this far into the book. By now, you pretty much have a full picture of what needs to be done in order to build a successful online business. In this final chapter, I am going to be talking about formulating your own recipe, but, before we get into that.... you know the drill.

Here are the steps one last time:

1. Learn it All
2. Market Research
3. Product Creation
4. Buying Environment
5. Traffic
6. More Traffic
7. Semi Automation
8. Full Automation
9. **Your Own Recipe**

You have to burn these steps into your mind in order for them to stick. So, what do we mean when we talk about formulating your own recipe? Well, we are going to be talking about just that next.

One of the things that I have experienced in my personal situation and through observing other people is that we face a unique set of circumstances in Africa. There are limitations that people in the West do not have an appreciation for. What it means is that some of the online businesses they recommend do not work in our (African) local context.

For this reason, I and many others, have had to come up with our own formula. This doesn't mean that the steps we have been talking about in this book do not work. It simply means that they have to be tweaked to fit our (African) context.

When it comes to making an income online, there are many different avenues that you can possibly take. As you embark on this journey, you will find methods that work for you and others that don't. As you go through the process of doing this, you need to look deeper into the building blocks that make any particular strategy work.

In simpler terms, look to understand how and why any system works. When you figure this out, you can reverse engineer a particular method and come up with your own. You don't need to reinvent the wheel but you definitely can build your own wheel once you understand the science behind it.

So, how exactly can you develop your own recipe? As you follow one or more ways of making money online, I want you to approach it with an understanding of how it works. The steps in this book have given you that.

You need to look at a business at a micro level where you understand the individual pieces as well as at a macro level where you have a bird's eye view. Think outside the box and see how you can improve on the system and implement it locally.

Sometimes all it takes is improving one aspect of the fuller picture. It's not always about changing the whole thing but a little positive change can have exponential benefits. I heard a quote many years ago that said "There is little difference between people but that little difference makes a whole lot of a difference".

This statement is true on so many levels and more so in the context in which we are discussing it. Sometimes, instead of using the whole system, you can focus on one aspect of the value

chain and master it. For example, instead of offering Facebook page management services, you can focus on creating automated Facebook bots that bring your clients leads.

One of the key things when it comes to having your own recipe is to constantly look at the market and identify the needs that are in it. We are at somewhat of an advantage in Africa in that we can copy systems that have worked in other more developed places and implement them in our own environments.

Once again, you need to break these systems apart and see just how they work and which parts of the system can be implemented in your location. Some years ago, a friend of mine took the email marketing approach and implemented it in Zimbabwe. Though he was able to get some traction, he came up with the idea of using WhatsApp groups instead as a platform for hosting webinars.

This was a question and answer segment where people could ask a professional Chef any questions they had about cooking. Within a very short time, the groups had grown to more than 20 which he uses to monetize his offers even to this day. That's another example of thinking outside the box and being sensitive to your environment.

At the end of the day, what it all boils down to is knowledge. You only need to possess that little bit extra knowledge for you to be able to monetize it. Oftentimes I attend seminars where I already know the bulk of what is being taught there but I always leave with one or more golden nuggets which I was not aware of before.

My point is always to be a student. Never stop learning. Leaders are readers and the most successful CEOs in the world read 54 books per year. When you read, you will probably forget about 80% of the content you read in a few months but what grows is your context. You will keep expanding your range of sight and before you know it, you will have moved to a higher level because your mind-set cannot accommodate your old environment anymore.

The beauty of working online which is one of the major reasons I enjoy it so much is that you can work from anywhere in the world and you are pretty much protected from what may be happening in your local economy.

Task of the Day

Identify areas of opportunity and then formulate your own recipe and apply it locally using the steps in this book.

Join our community and share your answers on www.kudaonline.com