



*This book is a  
Special Gift*

*from*

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*to*

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*date*

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*May you be financially free without  
sacrificing your family's happiness.*





# HOW TO MAKE MILLIONS IN YOUR NIGHTGOWN



TEMI AJIBEWA







## How To Make Millions In Your Nightgown

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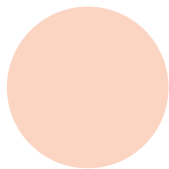
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I dedicate this book to every woman out there who desires a financially free life. My wish is for you to be fulfilled running a profitable and successful business and living the life of your dreams, without sacrificing your family's happiness.

*I celebrate you.*



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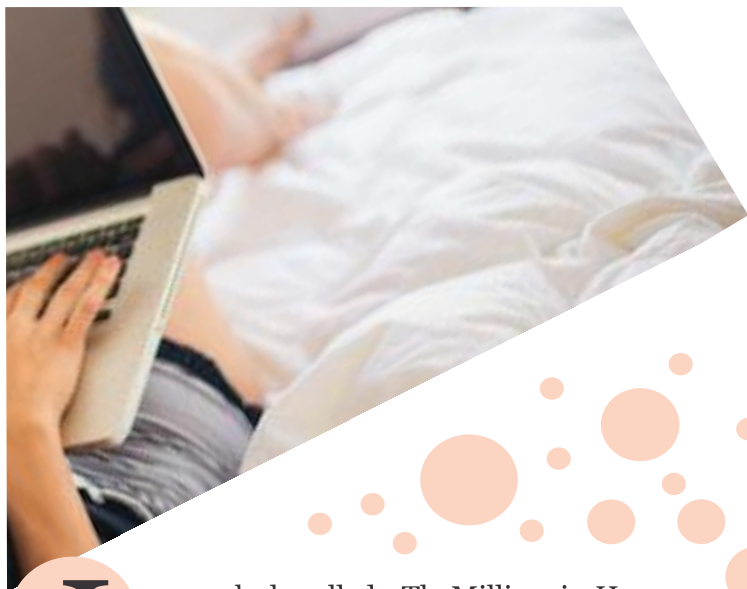
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In this book, I share with you not only my million-making secrets but practical strategies that you can employ to be an empowered woman from the comfort of your home.

# Introduction



I am popularly called #TheMillionaireHouse wife. This is not because I am married to a millionaire but because I make seven figures in Naira consistently from the comfort of my home (in my nightgown, you can say, but usually it's in my husband's shorts!)

About three years ago, I began to make money from the comfort of my home while nursing my four months old baby and within the past two years, I have consistently earned seven figures from the comfort of my home while tending to my young family of two little boys and one big boy. \*Wink.

I must confess I didn't look like someone who could earn six figures consistently some years ago when I was homeless and dead broke; but my exposure to online business made this possible and in a matter

of months, I was making it beyond my dreams. From this side of the fence, I can tell you for free that being a millionaire housewife is really sweet. Not only is it sweet, but very possible.

“ **If you look at the current economic situation in the world and the rate at which the prices of necessities are skyrocketing daily, you'll agree with me that independence is something every woman should aspire to have.** ”

If as a woman you would like to be able to contribute to your family economy even while you tend to them at home, you want to read on and pay close attention.

Recently, there was a social media furor on some women's inability to contribute to the family economy. Pastor Mrs. Funke Felix-Adejumo, a popular female pastor in Nigeria, whom I love and respect, made a controversial statement that any woman who cannot give her husband One Million Naira (approximately \$3,000) when he needs it was a colossal failure. A whole lot of people took offence because they felt it was a slight on housewives who don't earn money ordinarily. I



shook my head at the whole drama because I watched beyond the one minute video and in my opinion, she did mean that even as a housewife, you should be able to earn money and that it's not too much to be able to give your husband a million naira.

**“ I didn't get here in a day. I made decisions, took deliberate actions and made a conscious effort towards achieving and growing on this path. ”**

The road to being a millionaire housewife is not a walk in the park, but it is achievable. In this book, I share with you not only my million-making secrets but practical strategies that you can employ to be an empowered woman from the comfort of your home.



**1**

## **FIVE SECRETS TO BECOMING A MILLIONAIRE HOUSEWIFE**



## CHAPTER ONE

As much as I would like to tell you that there are some secret sauces that made up the sweet lifestyle I now live as a woman who creates impact, influence and affluence from the comfort of her home, there are none that I cannot share with you or that you cannot replicate if you put them into practice as well so I would just dive right into it.

### Secret #1

#### **BE A SOLUTION PROVIDER.**



Despite staying at home constantly, I have some concrete problems I am helping the society at large to solve. If you want to make money from home, you must be a problem solver. Making money from home is not rocket science but it will not grow on a tree in your backyard either. You must bring some value to the table therefore, you have to think like a solution provider.

Even though I'm a trained lawyer with a first degree in English, I help solve life and money problems mostly for women who want to start and grow their dream businesses. I deploy my services through my online training, coaching and consulting services.

Through my ebooks, online courses in my online school, my eworkshops, online coaching and so on, I bring a solution as I practically teach them how to monetize their passion, expertise, talents and so on. More importantly, I open their eyes to opportunities around and within them.



Now, I ask you to think, what problem can you solve? If you cannot easily find an answer to this question, quickly grab this workbook 'What Business Do I Start?' at [bit.ly/wbdisop](https://bit.ly/wbdisop) and let me help you get the answers.

## Secret #2



### **LEVERAGE ON THE INTERNET TO PROMOTE AND DELIVER THE SOLUTIONS TO PEOPLE'S REAL LIFE PROBLEMS.**

Over the past few years, technology, especially the internet, has evolved and it will keep on like that. It will continue to dictate the way we do business generally because the whole world is now a global village. It is therefore imperative to constantly explore leveraging on the internet in order to make money.

As a business coach, I deliver most (if not all) of my coaching services online which means I have my coaching sessions with my clients via Skype, Zoom, Facebook calls or my online academy ([www.themillionairehousewife.com/academy](http://www.themillionairehousewife.com/academy)), where you can log in and watch my video courses. That way, I am leveraging on the internet to deliver my solutions.

By promoting your solution using the internet, you

are able to make your products and services visible to the people that actually need them. This is made possible when you post or promote them on websites, blogs or on social media such as on your Instagram or Facebook pages and feeds. Needless to say, this has to be approached in a strategic manner.

Chief among the various internet platforms that you can leverage on to promote and deliver your products or solutions are:

Online shops like **Jumia**, **Konga**, **EBay**, **Amazon**: These platforms are perfect for you if you produce or market physical products such as fashion items, phones and accessories, appliances etc. With them, you do not have to create an ecommerce store if you do not want to.

Classified listing sites such as **Jiji**, **OLX**, **Tolet**, **Jumia House** etc: On these platforms, you can list your products and services such as real estate, services repairs etc.

These platforms are super easy to use and several people make money from there daily. You can too!

## Secret #3



### **GENERATE INCOME FROM MULTIPLE STREAMS.**

This is one approach that makes the millions easier to get. If you wish to become a millionaire housewife right now, you have to think of solving multiple problems. Generally, I prescribe a minimum of four.

For most of my clients, I help them come up with at least five core offers from one business. It is possible for you to have a business with several income generating branches or have several businesses.

●●● This simply means you can have multiple streams or multiple sources of income.

I leverage on both. I have multiple sources such as real estate, business coaching, transportation, network marketing, buying and selling of physical products online, etc. I also have multiple streams too. From my business coaching, I have about ten

streams ranging from my e-books, e-courses, group programmes, intensive sessions, to my one on one programmes and so on (check them all at [www.temiashabi.com.ng/offers](http://www.temiashabi.com.ng/offers)).



So ask yourself, what are the several streams or sources of income you can begin to tap into right now?



## Secret #4

### **MAKE A PACT TO BE DISCIPLINED.**

Even though you work from home, you have to be disciplined to earn money online. You need to avoid distractions from the internet and have a strict routine, making sure that you follow your daily goals deliberately. Personally, I get up early and take care of my children. It's not so easy keeping up with the mummy duties and building an empire by the side but a girl's gotta do what a girl's gotta do!

Discipline is key; you must not abuse your time by spending all of it watching TV or sleeping. I usually



say that those who are on TV don't watch TV and those who watch TV are not on TV.

Another form of distraction you need to be mindful of is the trap of social media where you spend all your time doing unproductive tasks.



Instead of spending all your time on Instagram and Facebook keeping up with other people's lives, devote adequate time to being productive.

When I'm not working, I deliberately choose to build my capacity through reading, taking video courses, writing, listening to audiobooks and other productive activities.



## Secret #5

### **COMMIT TO YOUR JOURNEY AND YOUR GOALS.**

Whether you have a nine to five job or you're setting up a business, nothing great comes easy. It takes a conscious effort and most importantly,

commitment to build anything from the ground up. There are days when I wake up and do not feel like doing anything but I say to myself,

**“ Temi! You can't run a show  
and not show up. ”**

So I gather momentum and get to work even when I don't feel like it.

Things won't always be rosy. You may have a sick child today and a sick husband the next day; you may even be feeling sick yourself, but the ability to always demand and give the best of yourself per time through thick and thin will take you closer to your goals of making millions.

**“ Hey, anything may happen but you have  
to remain committed to the vision. ”**

Sometimes, you won't feel the support of those who are close to you. Yes, it is for real. People won't always support your dream and why do you think they should support you in the first instance? It is your dream for crying out loud!



**[** Most times, they don't see what you are seeing, but you have to stay committed despite the “no support”.

For instance, my husband has not always supported me in my online business journey. At first, he just saw it as time wasting when I was constantly pressing the buttons on my phone but when he started to see the results, he began to understand why he should support me and he even refers clients to me now.

Essentially, the INTERNET is a game changer and if in this present time you're not making money from it, you are slacking majorly!

Gone are the days when online businesses were stereotyped to be scams. It is no longer just the fraudulent 'yahoo-yahoo' boys who are making money from the internet. Legitimate people like you and I are making cool cash using the internet too.



So, now we are settled on the secrets to becoming a millionaire in your nightgown and have established the internet as a major player in the game, let's move on to the essential things you must do to make money online, shall we?



**2**

## THE THREE ESSENTIALS TO ONLINE MILLIONS



## CHAPTER TWO

# #1



**You must bring value to the table.**

I cannot overemphasize how important it is for you to deliver real value if you want to own a successful online business. If you are valueless, which I doubt very much, you can't do online business successfully. The key to a successful online business is the understanding of core business problems that can be solved through an integrated advertising or marketing model. Understanding new challenges can create true innovation, leading to new valuable opportunities.

This is where you deliver valuable contents to your audience within your niche. This can be in form of blog posts, videos, a free guide, a checklist or really, any information that leaves your audience feeling ‘thank you’ is how you want to establish yourself in their minds.



When your service is engaged, you must deliver enormous value because a talented entrepreneur works with clients to identify and understand core business challenges and then addresses them with innovative ideas.

Beyond problem solving, the digital presence of any client requires continuous content creation, delivering a continuous message that can engage the audience between campaigns and being the central hub for the creativity and production of that content.



**Knowing that there is a plan in place to address identified business challenges delivers peace of mind to your clients.**





# #2

**You must be ready to do the work.**

Don't ever think you can click a button online that produces money automatically. If you are lazy, online business is not for you because you have to be deliberate in doing the work.



Nothing good comes easy and in the same vein, there is nothing that generates income that comes easily.

To bring solution to identified problems needs a lot of brain work, research, studying and lots more.



**Your readiness to work relentlessly  
will determine your success to a  
very large extent.**



# #3



## **You must be ready to learn.**

You have to continuously seek out knowledge and participate in behavioural change. No one is an island of knowledge; there is something you don't know which you should know. The online world is large so don't you dare think that one book or course will teach you everything you need to know about your niche.

You need as many productive courses as possible to grow an online business. Procrastination has never helped any business therefore, once you learn, implement it as soon as possible because the same idea might be popping up in another person's mind.



The first person to implement would get the pioneer advantage and take up the larger market-share before late-risers begin.







**3**

## THE BASICS OF AN ONLINE BUSINESS





## CHAPTER THREE

**S**imply speaking, whatever business has the following characteristics is an online business

- Uses the internet
- Entails minimal or no physical interaction
- Uses an internet enabled device e.g. laptop, phones or tablet
- Leverages heavily on social media, email marketing and websites
- Entails a lot of Know Like & Trust factor (KLT)

Remember: An online business is primarily a business and therefore needs you to bring specific solutions to the online world. If you want to make money from there, you must have one form of product or service which you are offering online.

Now, what is the Know, Like and Trust factor?

**“ For you to be able to succeed online,  
you need to earn the trust of your  
prospective buyers. ”**

Now, because people do not see you hence are primarily skeptical, you need to invest in your social trust bank so that people will feel comfortable enough to part with their money for your solutions.

It is very important for you to build your KLT online because that is how people will get to know you, like you and trust you enough to buy into whatever you are selling. People don't buy from logos online; they buy from people.

So, how do you build this KLT factor?

People will get to know you when you begin to show up in their faces online through your content either via your website or your social media handles. This is the very first stage because people cannot buy from those they don't know.



Can you remember how you first came in contact with my brand #TheMillionaire Housewife online? That was me building my “Know” factor by making as many people as possible aware of my brand.

Building my KLT factor was a deliberate action that was set to bring my ideal customers into my sales funnel so that they can eventually buy from me. People will begin to like you when you inspire them, make them laugh and most importantly, solve tiny little problems they may have in your industry.

Simply put, people will begin to like you when you give them actionable and useful tips specifically around your industry or products. Basically, this will be information, free or promotional offers and this process is called content marketing.

**“ When you have helped people solve tiny problems, they will begin to like you, then the law of reciprocity will set in and their hearts will be opened to buy from you. ”**

Think again of how you decided to buy something online. Even if you didn't buy it eventually, it is most likely because you liked the person/brand selling it which can either be as a result of the reviews you saw on the product or simply because you trusted the brand.

For example, when you buy on Aliexpress, Amazon, Konga or Jumia, if you neither know nor like the merchant and still bought from the person, the

chances of buying from him again, or even referring him to someone else are unlikely.

**“ People will begin to trust you when you are consistent and because you bring value to the table every time. ”**

There is also the funnel/path where you move people from just knowing you to becoming your raving fans by nurturing them for a period of time either through regular emails or Facebook Messenger after they have joined your list with the help of a ‘lead magnet’.

Let me break it down a bit. When you put yourself out there in people’s faces, it will be wise for you to have a system where you can collect their data into your list, such as name and email address. To do this, you will need an ethical bribe which is also known as a lead magnet. A lead magnet is a valuable information which is relevant to your target market and can be in form of a checklist, free report, guide or an ebook.

The tool that is used to collect the emails is generally known as a CRM autoresponder such as Mailchimp, Mailerlite, GetResponse, and so on. They may be a bit techy to set up, but the process

can be learnt easily with constant practice.



Once they are in your list, you now have access to your target market via email sequence or regular content feeding where you build your KLT with them and nurture the relationship.

This is like grooming them to buy from you when you make an offer to them.

Another way to grow a list of raving fans is using Facebook groups which you either created or belong to. The important thing is for it to contain your target market so that when you make your offer, they can easily buy from you.





**4**

## TEN PROVEN METHODS OF MAKING MONEY ONLINE





## CHAPTER FOUR

I used the word ‘proven’ because people have different views about online money making methods. Trust me, I have made my research and the ones that have been proven are these ten I will be sharing with you.

#1



### Websites That Pay You To Work For Them Online

For the sake of this book, I decided to do some research and share some companies with you. But first, here are few things you must keep in mind:

- a.) A PayPal account may be required as some of the companies will deposit your earnings into your

PayPal account. If you are not familiar with PayPal, I strongly recommend reading the benefits of using a PayPal account when working from home.

- b.) Let's keep it real. Many of the online jobs listed below are low-payers, mainly because the work is simple and easy to do. Please consider these only as side gigs to make extra cash in your spare time or while wearing your nightgown. LOL!
- c.) There are actually a zillion of these sites online but you really have to be careful and do your due diligence before you try them out. Don't be carried away by income claims and phony testimonials. Many of them are classical cases of "the more you look, the less you see".

For companies I am sure about, we have **swagbucks.com**, **inboxdollars.com**, **project.com**, **fiverr.com** and **izea.com**. You can check them out yourself but I know that they will pay you to work for them, and you can do just about anything from your house. I know a young man who has made millions of naira from Fiverr. His name is Olaide Alim. I also know freelancers who outsource jobs on Fiverr.

# #2

## Freelance Writing



Writing can be very profitable depending on the niche you are in and who you are writing for. Copy writers that write sales pages and email sequence for internet marketing gurus make loads of money from writing. I know I do (smiles) and so do creative writers who do media posts for multinational companies.

If you consider yourself a good writer, here are some tips that will help you launch a successful career. There are two basic things you can do to get off the launch pad as a freelance writer, right away.

### **Start somewhere**



The first thing anyone can do right now is to stop trying to figure out the one, best, fastest, lowest-cost way to launch your freelance writing career. Stop fretting endlessly over what your ideal writing niche might be and

how to discover which topics will be best for you. Instead, take action.



**The best place to start is somewhere.  
Doesn't it matter where? In a way, no. That's  
because taking action is powerful.**



Yes, you may make mistakes and it may take you a while to figure out your path but just putting yourself out there, in whatever way, begins your process of learning how freelance writing works. You would have begun the critical process of trial and error that will allow you to start learning about the freelance writing marketplace and that knowledge is what will ultimately result in your building a thriving business.

### **Possible Starting Points**



What step you take will depend on your goals, experience and interests as a freelance writer. There is no one-size-fits-all answer to where to begin from but there are plenty of things you can do to start trying to find freelance writing gigs.

Do you have a business you patronize that has a crappy website? Maybe you'll start by asking them if you could redo it pro bono (free of charge) so you can begin to build your portfolio sample. Maybe

you'll spend the day building your LinkedIn connections and letting them know you'd appreciate referrals if they hear anyone is looking for a writer. Whatever it is, you'll be that first, single step down the road and we all know how every long journey begins.

### Get help



The second basic thing is to get help. Stop guessing, worrying, and wondering if you know enough to launch a freelance business.



Instead of being held back, admit you need assistance. Then, get it. Find a mentor, or take a freelance business course so you understand how this game works, and how to win at it.

Find out how to operate a home-based, freelance business and make sure it turns a profit. You can visit the following websites, if you are good in writing, then sign up there and begin to make money. They are **listverse.com**, **toptenz.com**, **alistapart.com**, **internationalliving.com**, **uxbooth.com**, **iwriter.com**, **amazon.com** and **kindle** (self publish). Don't just wonder how these sites work, Google them!

# #3



## Sell Your Stuff Online

This is one of the most practical ways you can make real money online. Online here can be via your Instagram handle or your WhatsApp contact list or even to your friends on Facebook. Let me share some tips on how to sell your stuff online successfully

### Focus on these three fundamentals

**Quality product:** Make sure you are bringing good quality to the table.

**Great imagery:** Let the images of what is to be sold be very clear and beautiful because people want to see the beauty of what they are paying for.

**Good shop navigation:** If your target audience is seniors, it is highly unlikely that Twitter and Instagram are the best ways to engage them. Ask yourself, “What experience do I want the

users to have?” Then use this information to shape and guide your navigation. As a general rule, bear in mind that simple navigation is best.

You can sell on Amazon and eBay if you are targetting the international market. The local ones in Nigeria are Konga, Jumia and Facebook or Instagram. There are processes for selling online and there are several dedicated studies for that and I have a full course on that too.

#4

**Blogging**



This is an online publishing and self-expression platform that allows feedback and comments. It is a two way communication channel. If you know how to use **Facebook**, **YouTube**, **Tumblr** or **WordPress**, you can be a blogger. It also allows subscriptions, advertising, affiliates, membership, products, paid/sponsored post, etc., as a means of monetization.

**The opportunities** - Blogging has many advantages. These include, but are not

limited to the following:

Positions you as an expert or a thought leader on your topic of choice or in your industry.

It will open doors to new networks and global connections that may surprise you.

You will learn a lot through research and wrangling of contents...this is the biggest advantage!

**The challenges:** Starting a blog is sometimes a challenge and some of the most frequent excuses I hear are these:

**It needs to be perfect.**

No dear, it doesn't have to be. Once you start, you are on your way to perfection.

**I can't write.**

Read a lot and write a lot more and you may surprise yourself. I did. If that is not possible, then start a video blog or even a photo blog.

**My ideas are not original.**

There is nothing new under the sun so copy, curate and add your own mojo.



## **How do I find the ideas and inspiration?**

Finding inspiration can be achieved through reading books, blogs and online videos. Real human experiences like those shared in TED Talks videos can be of help to you too so don't let these excuses stop you.

Dooney's Kitchen, an online food blog owned by a young lady Dunni, sells food online, she delivers food all over and I heard she even has franchises. You may have also heard of Linda Ikeji who blogs gossips and is making a living out of it. You can blog on anything but I will advise you to blog on your area of interest or expertise because blogging is not easy so you need to keep your passion running.

**To become a successful blogger, there are some fundamental keys to making your blog a success:**

### **Passion**

If you have an inkling of what your passion is, just start. The magic is in the motion of beginning.

### **Audience**

In order to know who your audience is, questions

such as the ones below need to be asked.

What are their problems?

What are their interests?

What types of articles do they read and what videos do they like to view?

What conferences do they go to or what classes do they attend after work?

## **Value**

Your goal should be to always add great value to your readers and viewers by asking even more questions when creating content:

Is it entertaining?

Is it educating?

Is it informing?

Is it inspiring?

Do all four and your readers will love you.

## **Simple**

Don't get trapped into trying to be too clever and using big words and acronyms. One syllable words are powerful and can illustrate that less is indeed more.

## **Headline**

Learn the art of the blog headlining. David Ogilvy, who was one of the greatest salesman of all time was known for writing over 100 headlines for some of his copy before selecting the best one. Remember, you only have a few seconds on the web before they click away.

## **Structure**

Structuring your articles so that they can be consumed in bite size chunks is gold. Write an introduction that grabs their attention and then create content for skimming and scanning. Use subtitles, short sentences, bullet points and very importantly, paragraph properly.

## **Multimedia**

The power of words is never to be underestimated but on a media rich web, the power of visuals and video needs to be considered. The younger generation would rather chew their arm off than read a paragraph of text. Therefore, create content that presents the information in a variety of formats.

## **Persistent**

Content creation that is spasmodic and stop-start will not produce loyal fans and followers that will turn up to your YouTube channels or blog. Think of it along the lines of a magazine or newspaper. Think like a publisher.

## **Sharing**

Build your expression engine for sharing. Don't put the social media buttons at the bottom and so tiny they can't be seen. Make it easy for people to share on the major social networks.

## **Promotion**

Many writers think that marketing is beneath them. Successful authors and bloggers understand that increased awareness and traffic means more money and the freedom to create without the fear of unpaid bills and eviction.



# #5

## **Work At Home Companies**



CrowdSource, Demand Studios, Fast Chart, Leapforce, Liveops, SpeakWrite, IPA etc. These people will employ you as a normal worker just that you will be working from home. Google them and sign up with them.

# #6

## **A Virtual Assistant**



Virtual assistants are independent entrepreneurs who work remotely and use technology to deliver services to clients globally. Most work from their home offices and receive their project instructions by phone, fax, email or even instant message. Although many virtual assistants offer secretarial

services, there are others who specialize in such areas as marketing, graphic and web design. IT support or even translations are becoming more common.

I have virtual assistants I have never seen but they make my work easy. In the past two years I have had over ten virtual assistants and currently, I have three working for me. Bring your value to the online table and start making money from it. If you're wondering how to start a business as a virtual assistant, the following tips will be of great help:

1. Decide just what type of services you want to offer, and analyze your background to ensure you have adequate experience.
2. Determine your business niche - consider specializing in just two to three services.
3. Examine your equipment, software and work space to ensure they meet client needs.
4. Wrap up all legal and financial aspects of startup before securing your first client.
5. Market your services round the clock. Just because you've built a website or placed an ad in the Yellow Pages doesn't mean clients will come knocking on your door. You might

want to consider joining a professional organization or networking group. This will give you the opportunity to network, build camaraderie and have access to a knowledge bank for solving technical problems.

**#7**



## **Advertisement/Affiliate Marketing.**

Advertising is one of the easiest ways to make money by promoting other people's businesses and organizations online. Let's say you don't have money to stock up on shoes and clothing, you can talk to people who have and help them promote it online. If you have a large crowd following you on Facebook, Twitter, Instagram etc, make the best use of the opportunity, help people promote their businesses and they will give you a token of your sales as commissions.

You can also get involved in affiliate marketing which involves having your own site and sending your traffic to someone else's site to buy their products or services. For every sale initiated by a

link from your site, you earn a percentage - an affiliate sales commission. Here is how you can make money online with these tips:

## **Create a website or blog**

To start as an affiliate marketer, you must have a site on which to place links to the products or services you recommend. There are many inexpensive website services such as Hostgator and GoDaddy. It's also easy to set up a free blog through services such as Google's Blogger blog network. You can also use Namecheap for domains and, or Hostnine for hosting.

## **Decide your product/service niche**

Affiliate marketers help companies and entrepreneurs sell everything from jewelry and cell phones to website services and how-to ebooks. Choose an area you're familiar with or one you're enthusiastic about learning.

## **Find products and services to promote**

Many affiliate networks exist to connect merchants with affiliate site publishers who can help sell their goods. Companies such as:



**Clickbank, E-junkie and PayDotCom** lead the pack in connecting the creators of ebooks and software with affiliates to help sell their digital download products.

Commission Junction is popular for those who want to sell more traditional wares ranging from travel services to janitorial franchises.

**Google AdSense** - which doesn't require your involvement to result in a sale. Keep in mind that a site peppered with ads and no authority or trust can look and feel like spam, and you won't get good results.

## **Affiliate site content**

There are two main approaches or business models to choose from when setting up an affiliate marketing site:

**Resource sites:** These sites are focused on offering lots of how-to articles and posts, and then provide affiliate links or banner ads to click for more details. Frequently adding fresh related content is vital because it gives people a reason to return to your site - and click some of your money-making links.

**Review sites:** You've tried the products in your niche, now you write them up and rate them to help your site visitors decide what to buy. For each product you review, you provide a link or banner ad that clicks through for sales on your merchant partner's site. Tweak your site about once a week to let the search engines know your site's still alive, and always try to build links.

“ **Affiliate sites must attract lots of targeted traffic to succeed** ”

Most people visiting your website or blog won't click your affiliate links. That's why it's crucial to employ a mix of marketing tactics to increase highly targeted traffic to your site.

There are four main ways to get more site exposure and attract more potential customers:

**Paid Advertising:** This is most effective when your ad copy headline, call-to-action message and graphics come together just right to compel people to click through and buy.

**Free Advertising:** Sites like Craigslist and US Free Ads are but two of many popular places that accept links and banner ads for free.

**Article Marketing:** This popular marketing method offers several benefits. You're building credibility as a reliable source in your niche, gaining a higher search engine ranking by increasing the number of links leading to your site, and pulling traffic to your site. Work in an organic manner and don't spam using software engines. Ezinearticles is a great place to begin.

**Email Marketing:** Every visitor to your site is valuable, so capturing their names and email addresses to stay in touch is important. Many people might not buy your affiliate products until the third or fourth time they hear from you. So it's crucial to place an opt-in subscription box on your site for people to start receiving a weekly or monthly newsletter from you. My personal favourite is aweber, but many quality ones exist.

## **Learn the ropes in forums**

These are online communities of like-minded people who exchange insights and ideas. Join at least one of these free affiliate marketing forums to benefit from advice shared by other newbies, intermediates and gurus alike:

**Digital Point Huge:** With about 25,000 active members, it is an excellent place to learn

affiliate marketing tips.

**ABestWeb:** One of the largest affiliate marketing forums, with nearly 100 sub-forums. Covers the broadest range of affiliate marketing-specific subjects, with heavy participation by numerous goal-getter merchants and serious affiliates.

**Warrior Forum:** A killer networking forum for beginners and advanced alike. Set up a profile, start participating, ask questions and promote as well.

To do well, read all you can about the opinions, tools and strategies of both experts and peers. But before you even start, choose a niche about which you're passionate. The more you truly enjoy what you're immersed in, the more likely you are to transform your affiliate marketing and money-making venture into a huge success.



#8

## Information Products

It can be a PDF document, audio, picture video,

whatever that can inform people can be sold online.

Pick one (or more) of these nine methods for creating an information product below and make the damn thing!

**Interview experts:** Record the interviews (audio or video) and then transcribe them. You can also hire someone to transcribe them cheaply using a service like Amazon's Mechanical Turk. Now take everything and organize it into a useful product. You will want to interview each person extensively to get specific action-steps that will make the core of your product. Be brave in seeking out your experts – you would be amazed at the people that would be grateful to give an interview. Doctors, college professors, PhDs, business people, authors are all flattered when somebody is interested in what they have to say. Especially authors as they need to sell more books, they need their ideas to spread, so help them!

**Buy Private Label Rights (PLR) products and revamp them:** These are all products that you can buy, learn from, and then resell. You could buy an ebook that somebody else wrote, re-design it, and then sell it as your own (with your name and picture on it). You could

read an ebook and create an audio book out of it. You could buy a bunch and then bundle them. What I'm saying is you can do what you want to with them. Check out [www.master-resale-rights.com](http://www.master-resale-rights.com) and [www.plrwholesaler.com](http://www.plrwholesaler.com) for some ideas.

### **Adapt a successful ebook into another**

**language:** Hire a translator and resell that thing! ebooks are becoming a massive market in the world's most massive market – China.

**Steal bits of expertise:** Go to a site like [www.ezinearticles.com](http://www.ezinearticles.com) and steal bits and pieces from sixty or so articles. This isn't illegal as long as you keep the author's "resources box" at the bottom of the piece. You are going to want to use small chunks of information from each piece and in different places. Then go to YouTube and find relevant videos to spice up your ebook. Create a PDF out of the thing and start selling it.

### **Find popular questions and answer them:**

Create a questionnaire for your target market asking them about the most frustrating problems they're having. You can do this by creating a page with some content on it then putting a questionnaire at the bottom. After you have ten or so popular questions, go research them and write the answers. If you're a true lazy

ass or just efficient, you can hire someone at elance.com, contentdivas.com, guru.com, or similar sites to research and write the answers.

**Set up and record a webinar or teleseminar :** Remember that video is ideal. Invite two to three experts. If you use GoToMeeting you can allow participants to ask questions. Have the whole thing transcribed and then put it into a format you could sell.

**Film a seminar:** You probably aren't at the point of throwing a seminar on your topic yet. However, you could find somebody who is. Then offer to film it and create a product out of what you've made.

**Screen capture your skills:** If there is a skill you have that you can teach people on the computer then record it! You can quickly create a product of you talking your way through any activity on the computer. You can use a free product like [www.screencast-o-matic.com](http://www.screencast-o-matic.com) or pay for something more professional.

**Create an audio course:** In six hours of talking you will speak more than 50,000 words – that's a lot. It takes me six hours to write 8000 words on a good day. The quality may not be the same

but the power of speed is most definitely there. You can also visit these websites - [udemy.com](https://www.udemy.com), [thinkific.com](https://www.thinkific.com), [teachable.com](https://www.teachable.com) to see how you can make money by selling information products.



**#9**

## **High-End Private Coaching**

The same way I coach people on life and businesses, you can coach people on health, family, sex, relationships, fashion etc if coaching is your thing or you know teaching is your passion.

**“ As far as it is something you are vast in whether it is your experience, your knowledge or your training you can make money from coaching people online. ”**

I have a full course on how to start building a profitable online coaching business. This course contains the rudiments of coaching and the tools needed for effective coaching at [www.themillionairehousewife.com/academy](https://www.themillionairehousewife.com/academy)



I am a big believer that following your passion can lead to financial freedom and the life you desire. Yet at the same time, I see so many passion based businesses, including health and life coaches struggle in their businesses because their programmes aren't hitting the spot with the clients they desire to work with.

**“ The foundation of every successful coaching business is a clear understanding of your ideal client, your niche, and your ability to offer your clients the transformation they are seeking. ”**

My clients and colleagues are always curious to hear how I was able to create coaching packages that allow me to generate six to seven figures as a business coach. I'd like to say it's because I've mastered the several fears attached to being a highly paid expert.

There are many fears around crafting packages that sell. I want you to banish all of these myths and show you how you can build your First Premium Coaching Package and get paid your worth. Here are some steps:

## »»» **Step 1:** Identify what you are called to do.

The first step in building a coaching package that sells is to dig deep and identify what you are so passionate about and what difference you want to make with your clients. A great way to look at this is to find out your personal expertise. Are you certified in a specific field? Do you have special skills from a previous job? What about your education and life experience? Find your forte and build on it.



## »»» **Step 2:** Identify who you are meant to serve.

The next step in building your High End Coaching Package is to become a true expert to your ideal client and their struggles and desires. Think about the person you want to work with and why you resonate with them. Then make it your number one priority to find out as much as you can about them including their



deepest desires and challenges.

**Tip:** Conduct in-person interviews with your ideal clients to find out what is on their mind. This is the best way to get to know your clients and learn to speak their language.

### »»» **Step 3:** Pinpoint the transformation.

Armed with the knowledge of who you are meant to serve and their greatest struggles and desires, you can now construct the transformation you want to provide to your clients. Think about what it is that your ideal client would like to achieve and offer exactly that!



### »»» **Step 4:** Identify the duration.

Once you have created your outline for your coaching program, you can then easily identify the duration. Don't make the mistake of copying other programs that seem to



work for other coaches. It is your job to design your package with your client in mind.

Pick a duration that you feel confident in and through which you can achieve the desired transformation with your client.

**Tip:** Consider building a kick-start program that is shorter in duration (such as a 3 hour webinar or 7 days coaching) in addition to your full Premium Coaching Package. This can help ease budget conscious clients into coaching with you. Just don't try to squeeze your full program into the kick-start offering. It's a kick-start and not designed to offer the ultimate transformation your clients desire.

## ➤➤➤ **Step 5:** Craft the journey.

Once you know your ideal clients inside and out, you can begin to craft your package to achieve the transformation they are seeking. Armed with the knowledge of where your client wants to go and the



outcome they seek, you can craft your program to provide your client with this outcome.

**“ Make sure your program is designed with intention and purpose and include everything you know is required to make your clients feel 100 percent supported. ”**

This part is where you apply your expertise and design the coaching programme “curriculum” that will help you move your client from point A to point B in your programme.



**#10**

## **Knowledge/Expertise**

How to make money from your expertise requires a different expertise completely. It requires a framework.

That's right. A framework. If you can't turn your experience into a system or structure, then it's too overwhelming for them to grasp. Frameworks work for a variety of reasons:

People can catch their simplicity and brilliance in a quick moment just by looking at it.

People have an “aha!” moment but look forward to the details after seeing it.

People have a way to remember the various steps, phases or actions because of how they hang together.

The abstraction suggests you have your stuff together.



The bottom line is that when you put your knowledge into a framework, it's like dressing up in a tuxedo. It makes people look a second time. It suggests you're serious. They like that you clean up well. Some people will finally listen simply because it looks sharp.

One platform that allows you to sell your knowledge online is Kajabi. The platform gives companies and individuals the ability to set up courses online to share knowledge and even monetize their contents. To offer your expertise online, all you have to do is go on your personal profile on social media and begin to share quality contents. Somehow somewhere, someone will ask what you are into or how you can help them and before you know it, you

are building social proof that you are indeed an expert. If you are not totally sure how to do this, my signature program - The Millionaire Housewife Blueprint, will provide you with the methodology and proven steps to take to launch out successfully. Visit [www.themillionairehousewife.com/tmhblueprint](http://www.themillionairehousewife.com/tmhblueprint) to lock in your spot for the next session.





**5**

## THREE MOST PROFITABLE WAYS TO MAKE MONEY ONLINE





## CHAPTER FIVE

From my personal experience, I will be sharing with you the three most profitable ways to make money online. Remember I said from personal experience which means they are tested and proven for me. They include:

**Knowledge Transfer:** There is something you know that somebody needs to know, that is your strength which you have to leverage on. I was not born with the information I am sharing with you. My brain was formed “tabula rasa” but research, studying, reading, experience, coaching has brought this knowledge my way. Knowledge transfer is the most profitable online business you can do.



**Offering Services:** Whether you are a graphic designer, decorator, baker or lawyer, start thinking of how you can offer these services online in exchange for money. Think of what you can do differently to stand out from the crowd. The same way I did my mobile data services, TV bill payment; airtime and bulk SMS online business.



**Products:** Another way of making real money is to sell physical products. You can do this on a small scale or you can do a mini importation from either Aliexpress, DHgate or 1688 then register with a local online store like Kaymu, Konga or Jumia and begin to sell through them. You can also sell on your own website or on your own Facebook page. There are risks involved in mini-importation so apart from learning on your own, you need mentoring.







## **THE FOUR SECRETS OF EVERY SUCCESSFUL ONLINE BUSINESS OWNER**



## CHAPTER SIX

Do not start an online business without thinking of and planning how you can grow it. Below, I'd be sharing with you four salient characteristics of successful online business owners I know, including myself.

### **Take it seriously:**

You can't run a show and not show up. This means you have to attend to your mailing list, post when you should, get all the tools to enhance your efficiency, some are free and some are not; usually the tools that will give you premium services are not free.



**Be professional:** When chatting with your clients on social media, be professional by avoiding unnecessary familiarity and mannerisms. Have a business name, register your business with CAC, get your stamp, have a proper account, have e-receipts like [invoicegenerator.com](https://www.invoicegenerator.com) or Waveapp.



**Get trained:** You can't just start a business without having enough knowledge about the business; anything less and you will mess up big time. I had to get trained on data sharing business; I trained on how to package my online courses. The first time I hit my good figures, I had to hire a coach who took me through the sales funnel all the way. So I have noticed that everyone who has made it big time or is making it big time online and even generally in life, has never stopped learning.

**Have mentors:** Before you start your online business, get a mentor; somebody who will be on your trail and who you will be



accountable to. Mentors usually are busy but you have to hold yourself accountable.



Mentors make you know that succeeding in that business is possible because they have trod the same path therefore they give you the psychological permission to achieve your goals.

They have either done it or are doing it, so they help you move faster in your journey. For example, Steve Harris is one of my mentors as a business coach and when I see how well he is doing, I get mentally stimulated that I can do the same and better than I am doing now. Your mentor does not have to be older or wiser, they only have to have achieved the feats that you want to achieve and are willing to share their time and knowledge with you. Don't mistake them for role models though.

I have a terrific resource on mentoring with contributions from over 20 renowned mentors in Nigeria. Get it at [www.themillionairehousewife.com/mentorbook](http://www.themillionairehousewife.com/mentorbook)





## CONCLUSION

Now you have read all the above, I suggest you do a review of all you have learnt and then read this book again. This time, with a pen and notepad, draw a single line in the middle of the pad with a heading on both sides, write 'What I Will Start Doing' on one side and 'What I Will Stop Doing' on the other side because at the end of the day, all that really matters is what you will do with all you have learnt per time in your life.

I wish you the very best on your journey to becoming the woman of your dreams!





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