

Start
**YOUR OWN
BUSINESS**

WITH THE LOWEST BUDGET

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BECOMING ENTREPRENEUR

Welcome to the Ultimate Guide to start your own business with the lowest budget

If you are reading this, you probably understand the power of online businesses and you want to be part of the entrepreneurs who have choose to go against the traditional type of business and start doing something you love and make money in the process.

Maybe you do know that online businesses are moving tons and tons of money but let me give you an idea of how much.

Over 3 trillion move from one end to another daily. Out of those 3 trillion, 700 Million move online.

74% of the population uses the internet and that is about 3 billion internet users, 81% of those users research for online products.

In the last 30 seconds the global eCommerce sales were of about 1,2 million dollars. Big stuff.

Around \$930,000 were made of desktop sales and \$260,000 on mobile sales.



But who is moving such big amounts of money? Here's a clue thanks to [SocialTimes](#)



And those stats grow every year.

As you can see in the graphic, Alibaba is the top seller. They do wholesale to normal people like you and me. Many small businesses use their services to grow. I do that, and you can do it as well.

Following Alibaba, there is Amazon and Ebay. Their numbers are mostly small businesses owners selling used products and new products. Many of them sourced from places like Alibaba.

From 2004 to 2014, in just ten years the sales trend grew in over a 400%.

Starting in 50 billion a year in 2004, now over 250 billion dollars are spent online and I'm sure that number is bigger in this precise moment.

In every continent but Africa, the percentage of online users that buy online is over 80.

I am very excited about the future of online shopping and I want to make sure I am prepared for it and in it. Well I already am, and you will be after this eBook.



What you will find in this guide?

What type of business you can create

Using your Passion to Create a Business

How to Make a Passion Profitable

How Much Money can you Make

Steps to create it for free

Creating a Website

Website Tools

Social Network Presence.

Start making money

Create Content

Get Audience

Make your First Sale

What type of business you can create

The two business types we are going to be reviewing are:

- Around a digital product
- Around a physical product

You can start to see what resonates with you, so when we keep moving forward, you can clearly see where are you going.

Using your passion to create a business

When you start to think about creating your own business you have to first find a product to build your business around. Something very important and that many people don't realize is, that all of us have spent our whole lives learning things and becoming good at them, as Liam Neeson would say in "Taken": "I have a particular set of skills" and just like him, don't be afraid of using them.

So the first thing you have to realize is that maybe the best product you can offer is yourself. Maybe you are not a developer that can create apps, but maybe you can create a business around your photographic skills or cooking skills.

Some people ask for a niche to make the business around, but then it wouldn't necessarily be what you are passionate about and you may end up giving up. Keep in mind that starting a business is not easy, takes a lot of time, takes different tries and even failing a couple times. So make sure you chose something you're passionate about, Because otherwise, you won't have the perseverance to see it through.

How to make a passion profitable

Make sure that you have credentials and that you know the niche you will be covering very well.

Let's go with the cooking example. Not all passions are profitable, maybe you are not good at cooking even though it is your passion. Maybe you are introverted and you suck behind the camera. I have a friend that loves to sing, and he doesn't understand that his voice is... kind of awful. Not all passions will give you profit.

If you don't know the skill you love you are still on a gray zone, in a positive way. You can perfection your skill, get mentors and teachers. If you want to be a great chef and have your own business doing cooking classes, shadow people that teach cooking, shadow chefs, go to a restaurant as an intern. That works for almost everything. A lot of what I know about business wasn't because I did business myself, I volunteered for startup weekends, hackathons and read many many "ultimate guides on how to...". After a lot of books I got to know a little bit. The other part is experience from failure first and then from success.

Other thing to keep in mind when selecting a business is to make sure that you are solving a problem. If you are, people will just keep going to your business. Chances are that if you are stuck

with your business is because you are trying to solve your money problem and that is the littlest of the problems. Look at the big picture and you will realize that there are problems out there that you can provide a solution to.

How do I do this? I want steps.

Go out and Interview people, ask them:

"When was the last time you had a problem with X?"

Tell me about that time?

How did you solve it?

How long / how much did you spend solving it?

Was it a big problem? Was it a small problem?

What happened the next time you had it?

Great, you proved it's a problem.

Now what?

How much money can you make

1. Size the problem

Do people care enough about it, to want to pay to solve this problem?

If not, maybe it's not a good enough problem.

2. Can you reach the people who have this problem? If the problem exists but you can't get in touch with the people that need you, you have no business.

I have a friend that had a startup and his customers were miners and oil industry.

Great solution but he didn't know anyone in that business.

It took him over 3 months to get them on the phone.

It didn't last. You have to be able to talk to the people with the problem.

To make it a little bit harder. You need to be able to have a solution 10x better than what people are doing today.

To recap: people have to think the problem is worth paying to solve. there have to be a lot of people with the problem. And you have to be able to talk to them. Then you want to solve it 10x better than they do today.

Do you have strong competition? Are you alone in the market?

Before I started selling on Amazon, I checked competition very well. How good my product was, how expensive the competitor's product was. What products were in the range of price I wanted my product to be in. Does my product stand a chance? How it was different from the rest?

Is it a good idea to step into a crowded market? Well, that depends. Your product has to be really good. Because what is the point in offering a product that meets the expectations when there are a hundred of products doing exactly the same. Unless the demand is so big you can jump in. I would go in. You can either go to a fun party and enjoy the good vibe of it, or you ask yourself if you have what it takes to go to a dead party and wake people up. You can succeed in each case.

Do the same with your product, digital or physical product. It doesn't matter.

In my case, I love helping and mentoring, is something I really enjoy. I started looking for advice for the creation of my personal business. I had so many ideas but it was hard for me to take them from my mind to paper and then to reality, mentoring was too expensive and I wasn't really able to find what I was looking for. When I wanted to get information about different processes in the creation of a business I would have to check about 10 webpages and blogs or more.

I ended up getting information from everyone and following who I thought was right. Failed at some points but never stopped trying and then when some of my goals were achieved I thought to myself, I should be able to give to others easily this information that has been so hard for me to find. And so I started creating the LaunchUp project, a site for entrepreneurs with information and support for their businesses.

So far, this takes absolutely no budget. You're investing your time interviewing people and investigating.

STEPS TO CREATE YOUR BUSINESS

So, We have our million dollar idea and we have studied our product and the competition's and we have a niche.

How do we start? We need to create presence on the net.

1. Create a Website

Why? Because it is absolutely necessary. There are some very few businesses you can have without a website. But to be honest, not having a website is so 2004. You may not “need” a website to make sells. But once I know, as a customer, that you don't have a website, you lose points.

There are different services that allow you to create your own free webpage. Depending on your needs and what you prefer, you can choose from these options.



These are some of the options you have to create your very own website to get your business going.

2. Website tools

Once we have our webpage set, we need to add a few tools that will help us get customers and be able to communicate with them.



SumoMe, to create a subscription

A membership based webpage is almost vital for the growth of the business. And inside SumeMe you can get Google Analytics and List builder for free. These tools are of great help.

SumoMe will annoy your customers, or not. All their pop ups can be skipped by the customer, and they won't reappear on the same customer unless you want it to.



Mailchimp, to send emails.

With the free account you can grow up to 2,000 subscribers for free and 12,000 emails per month. There are tons of email services around the net, but in almost every list this guys were number one and they synchronize with Weebly.

Easy huh? I'm just trying to make things as simple as I can for you.

3. Social Media presence.

Social media is a great way of increasing your fan base and your popularity. Almost everyone is using a social platform so what are we waiting to get started?



This is one of the most important social media platforms if not the most important. Why? Because is the biggest.

- 1.44 billion monthly active users
- 1.25 billion mobile users
- 936 million daily active users
- 798 million mobile daily active users

Also Facebook has one of the best ad campaigns and its price has increased on a 247% percent in recent years. That only happens if it is working so well they can upgrade the price and still grow even more.

Why is so important for brands to be in Facebook?

Check this study [Syncapse](#) made on why consumers become Facebook fans. HUGE!



As you can see, almost half of the customer want to support the brand they like. We want to be liked and we want to be available, easily for the customers. Also, being on Facebook, opens a wide list of commodities we can use in our favor as tactics to get more customers.

So we now understand why we want to be on Facebook.



Instagram

I see more and more businesses that are founded on Instagram and how their fame through this platform made them successful. They create a fan base so big that later consumes what they offer.

100 million monthly active users is a huge number.

Instagram is great because is easy, you don't have to write much to create great content. The right picture says enough.

Many entrepreneurs do the following,

1. Open an Instagram account.
2. Get fans
3. Create loyalty
4. Launch a brand

I want to give you more, but that is for next chapter on how to actually get audience and grow your popularity.



Do people still use twitter? Isn't twitter dying?

A couple days ago I was talking with a friend that saw my phone apps and said, "I see you still have Twitter" as we were talking about My Space.

I unfortunately stopped using Twitter a couple years ago (my bad) and a lot of people did too and some of us thought the app was dying. Is it really? The answer is ABSOLUTELY NOT. Finally the "I'm pooping" and the "I feel so sad I wanna die" twitter users moved to another platform, or at least a HUGE amount of them. Twitter is a great app to get real faithful customers and even more dangerous yet important, get feedback.

I have found that twitter followers are more faithful than Instagram's and you can get so much more out of them. Right now there are many Instagram users just looking for the follow back as we are when creating a brand. On Twitter is easy to find people that like the same things you like and it is also easy also to receive feedback. If people are disappointed with you and your product they will also find you and make sure you pay.

I worked in the social media department for Western Digital, the biggest hard drives company in the whole world and I learned what is called, "World Class Customer Support". It is way more than just the customer is always right. It was about being present everyday monitoring customer's #hashtags and @mentions making sure they are always satisfied. Famous companies pay attention to their customers on Twitter.

In conclusion. USE TWITTER.



You see Facebook? Now take out all the non-sense. That is linked in.

I personally loved LinkedIn because the people that use it are into business. I have found startups groups, small and medium business groups and more that had help me when launching my products or with advice.



One of the things that personally convince me to get a product or service, is a great video. This is great for product brands because you can give the customer everything they want but the product. They can see how to use it, see people review the product and tell them how amazing the product is and why they should get it.

Start making money

The final chapter and the one you have been waiting for, the money chapter.

Throughout this eBook we have learned how to find a niche based on our passion and what we want to do, we have learned what tools we need and even got the suggestions on where and how to start. Now we have to create content and get fans.

Create content

I can't count the number of accounts I've stopped following due to bad content and I will guide you so you are not a victim of that.

My tips are the following

Post great content about your business and about you. People don't care so much about a product, they care about making community and feeling part of something big, they like to see how you succeed and be able to feel identified.

Some companies only post their product, and buy! Buy! Buy! And our product does this and that, but is that really what the customer wants to see? Of course not, and I know because I am a customer as well and I've fallen in love with brands that have never used their products before but I'm sure that given the opportunity, I would get them.

Use great pictures.

It is so unprofessional when you see a big company's post and the picture is pixelated, or poorly edited. Right now your image is too expensive to make those mistakes. On the contrary you want more from brands that work their graphics and look clean.

For physical product companies, find reviewers and make your product famous. If you are making money don't spend it, invest it. Pay for ads, sponsor activities related to your product etc...

Post often.

There are Instagram influencers I follow that post up to 4 times a day and it is good content. But there are great brands that post every 2 days. I wouldn't go an entire week without posting.

Quantity is not a goal, quality is.

#bonus

Do #hashtags really #work?

Hashtags work and fail, but for business it works and it's a great opportunity to get to non-followers that might come across your content in the social networks.

They also fail when overused. Be careful not to look desperate, for a personal account you use a lot of hashtags and might look even normal I have done it myself but if you are handling a formal company page the recommendation would be to stick with hashtags almost entirely related to the brand or a campaign that might be taking place at the moment.

Get audience

First we will cover a very important part that becomes almost vital for our business and that is a membership based webpage. I already recommended this in the previous chapter but I wanted to make sure I made a point on how crucial this is for the growth of your company. You will be telling potential customers to check on your blog/product page/mentoring page and they need to leave you a way of contacting them again. Wouldn't you want them to know when you release your product? That's why.

Now we will go straight to the point on how to grow our social media fame. Tricks and apps that not a lot of people know and tricks I have found and will share with you on this amazing guide.

Facebook

Use the "Invite Friends" option on your fan page. Chances are your friends will support your business and if you have a hundred friends that would like the webpage that's great, the thing is to start.

If any of your good friends are highly influential on Facebook, ask them if they mind inviting their friends to become fans of your fan page.

You can add your comments and links on other fan pages that are related to your product. If you have a training program and you are fan of an energetic supplement store, you can comment something like: "This is a great product; this is how I use it to get fit. Check my training program".

Add the "Facebook like" tool on your webpage.

Instagram

To gain real organic Instagram users, you need to make sure you have content in your webpage that is going to make people want to stay or come back. First impressions last and don't come twice. Let me say that again, First impressions last and don't come twice. If you invite customers to like your page and get to know it but it is empty or incomplete, next time you invite them they will remember that was the page they left because found nothing. But we have a subtopic just about content right? Let's get to the cool part.

There is all kinds of offers online to get 10k followers for 100 dollars, not organic followers of course but there is an app I was recommended by a friend that ended up growing my personal Instagram followers list from around 700 followers I had since Instagram came out, to 2,321 in less than a month.



That app is Crowdfire.

What you need to do is, go find 5 authorities of the industry you're in and you are going to follow their fans and if you have something worth following, believe me, they will follow back. I recommend 5 authorities so you can switch from time to time. Also make sure you take time to

unfollow who's not following you back. After all that is what we are looking for.



Another app I use is InstaFollow

If you already unfollowed to the limit with Crowdfire, you will be able to unfollow more people with this cool app. You can even find out if anyone blocked you.

Twitter

For twitter there are two things I pursue. I make sure that the content I tweet goes with my profile. This generates retweets and likes and the reason is that people is following you to receive that type of content.



And the great Tweepi.

You do the same with Tweepi that you do with Crowdfire, only that Tweepi is better.

Tweepi allows you to follow up to 500 users per day which is great.

I had around 250 followers on my old twitter account I created about 6 years ago and I created a new account and started using Tweepi and in 3 days I had already over 200 followers. Just 3 days!

But there is something amazing I will teach you about this app so you can get full advantage of it. I started using this app wrong. The app gives you the opportunity to follow the fans of some influential authority you decide, right? But you can filter the followers and that is a great feature.

I recommend 2 criteria

Follow ratio less than 50%

That means that you are going to follow users that follow more than they are followed. So you will get people that followback a lot. I started doing this backwards, so I was following famous people and brands that obviously don't follow back.

Last Tweet newer than 30 days.

Since you will be searching at the lowest of the followers list, most likely you will get people that have never even used twitter. With this criteria you eliminate that and make sure that you are following active users that can follow back. Cool trick isn't it?

Make sure you use a couple of days in the week to unfollow as well.

Make your first sale

We've made it to the last part and now it's time to learn how to sell, something not everybody likes but everybody needs.

You've already found niche and made a profitable product out of your passion. You created content to get fans and you used the tools I provided you and you have more followers every day. You have a membership based and you have a list of emails that you can use to market your product.

For this process you might need to spend a few dollars because you will need e-commerce tools on your webpage. In some cases you can even use the 30-day trial and when the time to pay comes, you already have income.

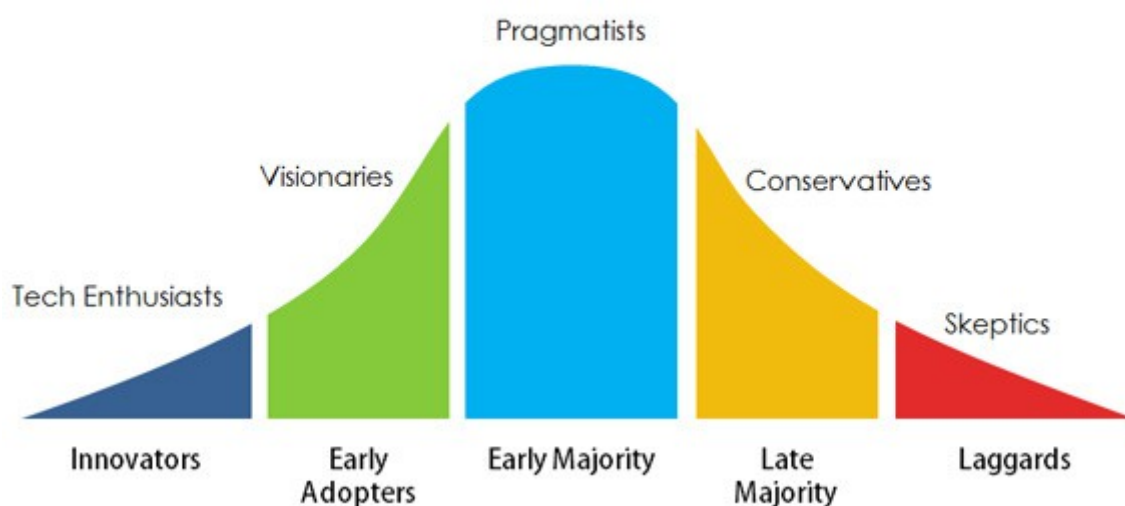
Launch your product seriously.

This is the day to go crazy and invite everyone to go check what you created.

I will try to keep this as generic as possible because launching a product depends almost solely on its type. I will create a list for you with tips and steps to launch up your product.

- Create an expectation campaign on your social networks
- Make sure all your friends know your product so they can get it and provide feedback for you
- Use their good feedback as publicity
- Use Product Hunt to launch your product
- Promote it between entrepreneurs and startups groups on Facebook, LinkedIn, etc...
- Work on your pitch beforehand and ask for feedback to people with the credentials to judge
- Send an email to your subscribers with your pitch and let them know your product is out.
- Tell friends and family to get it and review it.
- If innovating, understand the product adoption curve and target a specific audience

Product Adoption Curve



As you can see, when innovating, your market starts with the Innovators and ends with the Skeptics or Laggards. So you need to make sure that the audience you are targeting is not in the late majority or even in the early majority. Take Uber for example, it was the Tech Enthusiasts who took it in and early adopters in San Francisco, the rest is history. And as I said before, it is different with every

product.

Small Conclusion

13 pages later you have all the information you need to start working on your product and business and take it from an idea to monthly cash-flow. I have more information coming soon, how to's, steps by steps, tips and other useful information that can help you. So make sure you subscribe to [LaunchUp](#).

Please contact me with your results and follow me on Twitter [@gnmarte](#) and Instagram [@gnmarte](#)

It is important to mention that these results are not necessarily typical and depend entirely on the person and the business in question. Nothing I wrote is exclusively right. All businesses are different and you will face unique challenges. However, I believe that with what I have provided in this guide, you can build a strong foundation that will get you through the worst. I was able to get these conclusions through testing and failing many times until I accomplished my goal.