THE ONLINE BUSINESS STARTER KIT

EVERYTHING YOU NEED TO LAUNCH YOUR FIRST INCOME STREAM

Written by Ryan Mac

ryan-mac.com

WELCOME TO YOUR ONLINE BUSINESS JOURNEY

Hey there,

First off—thank you for downloading this guide. Seriously. I know your inbox is probably flooded with "gurus" promising you'll make $10K by next Tuesday if you just buy their course. This isn't that.

This is the guide I wish someone had handed me when I was staring at my laptop at 2am, totally overwhelmed by conflicting advice and wondering if making money online was even real.

Spoiler: It's real. But it's not magic. It's a skill you can learn.

Here's what you're holding:
This isn't theory or motivation. It's a practical roadmap showing you exactly which tools you need, which steps to take first, and how to get from zero to your first income online. No fluff, no hype—just what actually works.

Here's how to use it:
Don't try to do everything at once. Read through it once, then pick ONE strategy that resonates with you and commit to it for 30 days. Seriously—one strategy, executed well, beats five strategies half-done every single time.

I'm here to help:
You're going to get weekly emails from me with more strategies, honest product reviews, and real talk about what's working right now. When you have questions (and you will), just hit reply. I actually read and respond to them.

Ready? Let's build something.

Ryan Mac

THE 5 ESSENTIAL TOOLS EVERY BEGINNER NEEDS

Stop Overcomplicating This When I started, I wasted six months and hundreds of dollars buying tools I didn't need because some YouTube video told me I "had to have them."

The truth? You need five tools. T

hat's it.

Here they are, in order of importance:

TOOL #1: EMAIL MARKETING PLATFORM

Why you need it: Your email list is the only audience you actually own. Social media platforms can disappear tomorrow. Your email list? That's yours forever. Every successful online business I know makes most of their money from email.

What to get:
For beginners, I recommend Kit(Formally ConvertKit) or MailerLite. Both have generous free plans that let you start building your list without spending a dime.

- Kit: Best if you plan to sell products later (free up to 1,000 subscribers)
- MailerLite: Best if you're on a tight budget (free up to 1,000 subscribers, fewer restrictions)

Getting started:

1. Sign up for the free plan
2. Create one simple "welcome" email that delivers your lead magnet
3. Set up one automated email sequence (don't worry, we'll cover this)

Cost: $0 to start

Get Kit: https://kit.com
Get MailerLite: https://www.mailerlite.com

TOOL #2: WEBSITE/LANDING PAGE BUILDER

Why you need it: You need somewhere to send people. A simple landing page where visitors can sign up for your email list or click your affiliate links. That's your home base.

What to get:
If you're brand new and want the easiest option: Systeme.io (it's an all-in-one platform that includes email, landing pages, and payment processing—seriously underrated).

If you want more control and scalability: WordPress with basic hosting like SiteGround or Bluehost.

My recommendation for total beginners: Start with Systeme.io's free plan. You can always migrate to WordPress later when you're making money.

Getting started:

1. Sign up and choose a simple template
2. Create one landing page offering your lead magnet
3. Connect it to your email platform
4. You're live

Cost: $0 with Systeme.io free plan, or $3-10/month for basic WordPress hosting

Get Systeme.io: Systeme.io
Get SiteGround hosting: siteground.co.uk
Get Bluehost hosting: bluehost.com

TOOL #3: PAYMENT PROCESSOR

Why you need it: At some point, someone's going to want to give you money. You need a way to accept it. (This is a good problem to have.)

What to get:
Start with PayPal Business and Stripe. Set up both—some customers prefer one over the other, and you don't want to lose a sale because you only accept one.

Getting started:

1. Create a PayPal Business account (5 minutes)
2. Sign up for Stripe (10 minutes, they'll verify your info)
3. Connect them to whatever platform you're using to sell

Cost: Free to set up. They take a small percentage of each sale (around 2.9% + $0.30 per transaction—industry standard).

Get PayPal Business: paypal.com
Get Stripe: stripe.com

TOOL #4: AFFILIATE NETWORK / MARKETPLACE

Why you need it: If you're doing affiliate marketing (and you should—it's the fastest way to your first dollar online), you need access to products you can promote and earn commissions on.

What to get:
Apply to 2-3 of these networks. Each one has different products, so having accounts with multiple networks gives you more options.

- ClickBank: Digital products, high commissions (50-75%), easy approval
- ShareASale: Physical and digital products, reputable brands
- Impact: Premium brands, higher quality products
- Amazon Associates: Physical products, lower commissions (1-10%) but huge selection
- Warrior Plus: Digital products mostly in make money online niche.

Getting started:

1. Apply to ClickBank and ShareASale (approval is usually instant or within 1-2 days)
2. Browse their marketplaces for products in your niche
3. Look for products with high gravity (ClickBank) or good ratings
4. Generate your unique affiliate link
5. Start promoting

Cost: Free to join

TOOL #5: CONTENT CREATION TOOL

Why you need it: You don't need to be a designer, but you do need decent-looking graphics for social media posts, opt-in pages, and email headers. Canva makes this stupid simple.

What to get:
Canva (free version is plenty to start). They have templates for literally everything—social posts, lead magnets, thumbnails, you name it.

Getting started:

1. Sign up for free
2. Search for "lead magnet" or "opt-in" templates
3. Customize with your branding
4. Download and use

Cost: Free (Pro version is $13/month but wait until you need the extra features)

Get Canva: canva.com

YOUR FIRST WEEK ACTION PLAN

Don't get overwhelmed. Here's exactly what to do

- Day 1-2: Set up your email platform (pick one and create your account)
- Day 3-4: Create a simple landing page (use a template, don't overthink it)
- Day 5-6: Join 2 affiliate networks and browse products in your niche
- Day 7: Create your first opt-in graphic in Canva

By the end of week one, you'll have the foundation in place. Then we build on it.

YOUR FIRST-INCOME CHECKLIST

The Fastest Path from $0 to Your First $100 Online

This checklist has one job: get you to your first dollar online as fast as possible. Why? Because that first sale changes everything. It proves this is real. It builds momentum. It makes you a business owner, not someone "trying to start a business." Let's get you there.

□ STEP 1: CHOOSE YOUR METHOD (5 minutes)

Pick ONE of these to start with:

- [ ] Affiliate marketing – Promote existing products, earn commissions (fastest path to first income)
- [ ] Digital product – Create and sell your own product (eBook, template, course)
- [ ] Service-based – Sell your skills (freelance writing, design, consulting)

My recommendation: Start with affiliate marketing. You can launch today without creating anything. Once you're making money, you can branch into the others.

□ STEP 2: PICK YOUR NICHE (15 minutes)

- [ ] List 3 topics you know well or are actively learning about
- [ ] Search "[your topic] affiliate programs" to see if products exist
- [ ] Check forums, Facebook groups, and Reddit to see if people are actively discussing problems in this niche
- [ ] Choose ONE niche to start with (you can expand later)

Example niches that work: Personal finance, fitness, parenting, productivity, hobbies (woodworking, photography, gaming), software/tech, self-improvement, relationships, pet care.

Red flags to avoid: Multi-level marketing (MLM), get-rich-quick schemes, overly saturated niches you have no credibility in.

□ STEP 3: FIND YOUR FIRST PRODUCT TO PROMOTE (30 minutes)

- [ ] Log into ClickBank or ShareASale
- [ ] Search for products in your niche
- [ ] Look for products with:
  - High gravity/popularity (ClickBank) or good merchant ratings (ShareASale)
  - At least 50% commission
  - A professional sales page
  - Positive reviews (Google "[product name] review")
- [ ] Choose 1-2 products that genuinely solve problems

Pro tip: Promote products you've actually used when possible. Your recommendations will be more authentic and convert better.

YOUR FIRST-INCOME CHECKLIST

□ STEP 4: CREATE YOUR LEAD MAGNET (2-3 hours)

People don't give away their email address for nothing. You need to offer something valuable in exchange.

- [ ] Choose one format: checklist, template, cheat sheet, mini-guide, resource list, or toolkit
- [ ] Make it solve ONE specific problem your audience has
- [ ] Keep it short (1-3 pages is fine—they want quick wins, not homework)
- [ ] Design it in Canva using free templates
- [ ] Save as PDF

Example lead magnets that work:

- "10-Minute Morning Routine Checklist for Busy Parents"
- "50 Blog Post Ideas for [Your Niche]"
- "Budget Template for First-Time Homebuyers"
- "Beginner's Guitar Practice Schedule"

□ STEP 5: SET UP YOUR CAPTURE PAGE (1-2 hours)

This is the landing page where people sign up to get your lead magnet.

- [ ] Create a new landing page in Systeme.io or WordPress
- [ ] Write a compelling headline that promises a specific benefit
- [ ] Add 3-5 bullet points explaining what's inside
- [ ] Include one clear call-to-action button ("Get Instant Access," "Send Me the Guide")
- [ ] Connect the form to your email platform
- [ ] Test it to make sure it works

Example headline: "Get the Complete Beginner's Guide to Starting a Podcast (Without Expensive Equipment)"

YOUR FIRST-INCOME CHECKLIST

□ STEP 6: BUILD YOUR EMAIL SEQUENCE (2-3 hours)
Once someone signs up, they should get a series of emails that build trust and naturally lead to your affiliate recommendations.

Write these 5 emails:

[ ] Email 1: Deliver lead magnet + introduce yourself
- Subject: "Here's your [Lead Magnet Name]"
- Deliver the promised freebie
- Brief intro: who you are, why you created this
- Set expectations: "I'll send you helpful tips each week"

[ ] Email 2: Share helpful tip (no selling)
- Subject: Quick tip about [related topic]
- Provide one actionable tip
- Build credibility by being helpful
- No affiliate links yet

[ ] Email 3: Tell your story + soft mention of affiliate product
- Subject: "How I [achieved result]"
- Share your journey or a case study
- Mention tool/product that helped you (with affiliate link)
- Keep it natural, not salesy

[ ] Email 4: Share case study or testimonial
- Subject: "[Name]'s success story"
- Share how someone else got results
- Mention the same product again
- Link to your full review or the product page

[ ] Email 5: Direct recommendation with your affiliate link
- Subject: "My #1 recommendation for [solving their problem]"
- Clear, honest recommendation
- Pros and cons
- Strong call-to-action with affiliate link
- Bonus: Add urgency if there's a genuine sale/deadline

Schedule: Send these over 7-10 days (every 2-3 days).

YOUR FIRST-INCOME CHECKLIST

□ STEP 7: DRIVE TRAFFIC (Ongoing)
You've got the funnel. Now you need eyeballs on it.

Free traffic methods (start here):
- [ ] Share your opt-in page on your personal social media
- [ ] Post helpful answers in niche Facebook groups (include link to freebie in your bio or when relevant)
- [ ] Answer questions on Reddit, Quora, or niche forums (genuinely helpful answers, not spam)
- [ ] Comment on popular YouTube videos in your niche (add value, mention your freebie)
- [ ] Create simple blog posts targeting questions your audience asks (use free keyword research tools like Ubersuggest)
- [ ] Post short-form content on X (Twitter), Instagram, or TikTok with link in bio

Paid traffic methods (once you validate your funnel):
- [ ] Facebook/Instagram ads
- [ ] Pinterest ads
- [ ] Google ads

Pro tip: Start with 100% free traffic. Once you're getting signups and making affiliate sales, you can reinvest some profit into paid ads to scale.

□ STEP 8: TRACK AND OPTIMIZE
You can't improve what you don't measure.
- [ ] Check your email platform analytics weekly:
  - How many people are signing up?
  - What's your email open rate? (Aim for 20%+ for beginners)
  - What's your click-through rate on affiliate links? (5-10% is solid)
- [ ] Track affiliate sales in your network dashboards
- [ ] Test different subject lines and email content
- [ ] Double down on what's working, cut what isn't
- [ ] Celebrate your first sale! (Screenshot it, share it, you earned it)

The Reality Check

Most people won't finish this checklist. They'll get distracted by the next shiny strategy or give up after a week.
Don't be most people.

Your first $100 online might take 2 weeks or 2 months. But if you work through this checklist methodically, you WILL get there. And once you do, scaling to $500, $1,000, and beyond is just more of the same.

Let's go.

3 QUICK-WIN STRATEGIES YOU CAN START TODAY

These are proven strategies that beginners can execute right now—no audience, no experience, no problem. Pick one. Go deep on it for 30 days. Watch what happens.

STRATEGY #1: THE REVIEW METHOD

Best for: People who like writing and want results fast

What it is:

Write honest, helpful reviews of products you've used (or thoroughly researched), then share them where your audience hangs out. When people click your affiliate link and buy, you earn a commission.

How to do it:

Step 1: Choose a product from your affiliate network

Pick something with good reviews and solid commissions. Bonus points if you've actually used it.

Step 2: Buy and use it (if possible)

Nothing beats a genuine review. If the product is expensive, do deep research instead—watch videos, read user reviews, check forums.

Step 3: Write an honest 500-800 word review covering:

- What problem does it solve?
- Who is it for? (And who is it NOT for—honesty builds trust)
- What are the pros and cons?
- Your honest recommendation
- Include screenshots or photos if relevant

Step 4: Publish it

Post it on your blog, Medium, or even as a long-form social media post.

Step 5: Share strategically

- Post in relevant Facebook groups (check rules first)
- Share on Reddit in appropriate subreddits (be helpful, not spammy)
- Answer related questions on Quora and link to your review
- Pin it on Pinterest with an eye-catching graphic

Step 6: Include your affiliate link naturally

Don't hide it, but don't be pushy. Example: "If you want to check it out, here's the link I used: [affiliate link]. Full disclosure: I earn a small commission if you buy, but it doesn't cost you anything extra."

Why it works:

People search for reviews before buying. You're genuinely helping them make informed decisions while earning commissions.

Time to first result: 1-4 weeks

Pro tip: Create a simple comparison post ("Product A vs Product B") and include affiliate links for both. Comparison content converts like crazy.

3 QUICK-WIN STRATEGIES YOU CAN START TODAY

STRATEGY #2: THE EMAIL BRIDGE

Best for: People who want to build a sustainable, long-term income

What it is:

Build an email list by offering something valuable for free, then recommend relevant products over time to your subscribers. One subscriber can generate multiple sales.

How to do it:

Step 1: Create a valuable lead magnet

Use the guide above (checklist, template, mini-guide). Make it genuinely useful.

Step 2: Set up a landing page

Simple headline, clear benefits, one opt-in form. That's it.

Step 3: Create a 5-7 email welcome sequence that:

- Delivers the freebie immediately (Email 1)
- Provides pure value with helpful tips (Emails 2-3)
- Shares your story and naturally introduces affiliate products (Email 4)
- Includes a case study or testimonial (Email 5)
- Makes a direct recommendation with affiliate link (Emails 6-7)

Step 4: Drive traffic to your landing page

Use the free traffic methods from the checklist above.

Step 5: Continue emailing your list weekly

Every week, send one email with:

- A helpful tip, story, or piece of content
- Optional: A relevant affiliate recommendation (don't sell every email—balance value and promotion 70/30)

Why it works:

You own the relationship. Social media platforms can change their algorithms or disappear. Your email list is yours forever. Plus, people who willingly gave you their email are already interested in what you have to say.

Time to first result: 2-6 weeks

Pro tip: Track which emails get the most opens and clicks. Double down on what resonates with your audience.

3 QUICK-WIN STRATEGIES YOU CAN START TODAY

STRATEGY #3: THE SOLUTION STACK

Best for: People who want higher commissions per customer

What it is:

Instead of promoting one product, create a "toolkit" or "stack" of complementary products that together solve a complete problem. This increases the perceived value and your total commission per person.

How to do it:

Step 1: Identify a specific problem your audience has

Example: "I want to start a podcast but don't know what I need"

Step 2: Find 3-5 affiliate products that together solve the entire problem:

- Podcast hosting platform (Buzzsprout, Transistor)
- Editing software (Descript, Audacity)
- USB microphone (Amazon Associates—Audio-Technica ATR2100x)
- Online course on podcasting (ClickBank or Udemy affiliate)
- Optional: Graphic design tool for cover art (Canva Pro)

Step 3: Create a "Complete Starter Guide"

This could be:

- A blog post: "Everything You Need to Start a Podcast in 2025"
- A YouTube video walking through each tool
- A downloadable PDF toolkit
- An email series breaking down each component

Step 4: Show how the tools work together

Don't just list them—explain how they fit into a complete workflow. Walk through the process step-by-step.

Step 5: Include all your affiliate links

Be transparent that you earn commissions, but emphasize you're recommending tools you genuinely believe in.

Step 6: Share everywhere

- Pin on Pinterest
- Share in niche Facebook groups
- Post on Reddit (r/podcasting, for example)
- Publish on Medium or your blog
- Create social media content breaking down each tool

Why it works:

You're not just selling products—you're providing complete solutions. Higher perceived value = better conversions. Plus, instead of earning one $30 commission, you might earn $100+ if someone buys multiple products from your stack.

Time to first result: 2-8 weeks

Pro tip: Create stacks for different budget levels—"Budget Starter Stack ($100 total)," "Recommended Stack ($300)," "Pro Stack ($600+)." Let people choose based on their budget, and you maximize conversions across all price points.

YOUR NEXT STEPS

You've Got the Tools—Now Take Action

Here's the truth nobody wants to hear: most people who download this guide won't do anything with it.

They'll read it, think "this is great," bookmark it, and go back to scrolling social media or watching YouTube videos about making money online.

Don't be most people.

The difference between dreamers and earners isn't talent, luck, or some secret strategy.

It's simple: action.

YOUR 30-DAY CHALLENGE

Commit to this for one month. That's it. Just 30 days of focused work.

- Week 1: Set up your essential tools (email platform, landing page, affiliate accounts)
- Week 2: Complete your first-income checklist (create lead magnet, write emails, set up funnel)
- Week 3: Implement ONE quick-win strategy and drive traffic to it
- Week 4: Track results, optimize what's working, and keep going

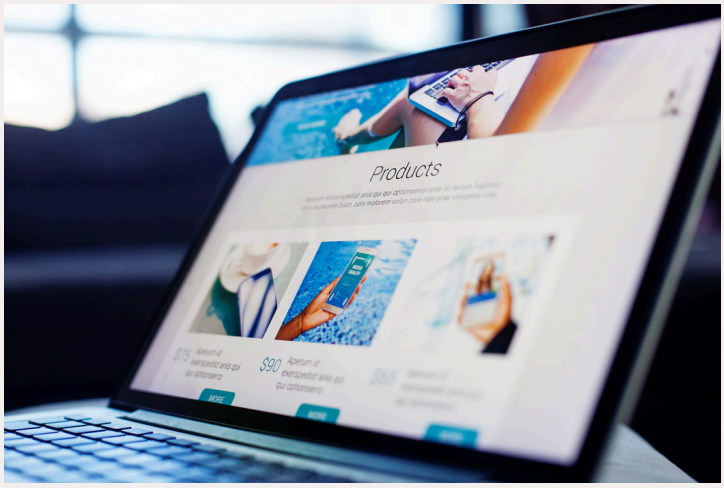
In 30 days, you'll either have made your first sale or be damn close to it. Either way, you'll be further ahead than 95% of people who say they want to make money online.

KEEP LEARNING

This guide is just the beginning. Here's how to keep leveling up:

Check your email
Every week, I send out practical strategies, honest product reviews, and real talk about what's working right now in online business. No hype, no BS—just stuff you can actually use.
Make sure you're opening them. I put my best content there.

Visit the blog
Head over to ryan-mac.com for detailed tutorials, case studies, and step-by-step guides on everything from affiliate marketing to creating digital products.



ABOUT THE AUTHOR

Hello there!

I'm Ryan Mac, and I help people make their first dollar online, to help build their life of freedom.

Six months from now, you're going to look back at today.
You'll either think, "I'm so glad I started," or "I wish I had started back then."
The only difference is what you do in the next 30 days.
You've got this. Now go build something.

To your success,
Ryan Mac

P.S. — When you make your first sale (not if, when), email me a screenshot. I'd love to celebrate with you. Let's go.

BOOKMARK THESE RESOURCES

Tools Mentioned in This Guide:

- Email: ConvertKit, MailerLite
- Website: Systeme.io, SiteGround
- Affiliate Networks: ClickBank, ShareASale, Amazon Associates, WarriorPlus
- Design: Canva
- Payment: PayPal, Stripe

Additional Tools I Have Used:

- Email: AWeber
- Website: Namecheap, 5CloudHost
- AI: ChatGPT, Claude, Gemini