



Module 4 Checklist: Overview of Online Business Models

✓ Step 1: Understand the Main Online Business Models

- **Affiliate Marketing** – Promote products from other companies and earn commissions.
- **E-Commerce** – Sell physical products online (dropshipping or inventory).
- **Digital Courses** – Use pre-made courses you can sell immediately; no need to create your own content.
- **Services** – Offer skills or services online (consulting, coaching, freelancing).
- **Master Resell Rights (MRR)** – Sell pre-made digital products and keep 100% profit.

✓ Step 2: Evaluate Your Skills & Interests

- List your strengths and areas you enjoy.
- Identify which business model aligns best with your skills.

✓ Step 3: Check Profit Potential

- **Affiliate Marketing** – Usually smaller commissions per sale, scalable.
- **E-Commerce** – High revenue potential but requires inventory management or fulfillment.
- **Digital Courses (pre-made)** – High margin, scalable, and ready to sell instantly.
- **Services** – Immediate income but limited by your available hours.
- **MRR** – Instant product to sell, 100% profit, low startup effort.

✓ Step 4: Compare Startup Requirements

- Minimal tech skills needed?
- Initial investment required?
- Time to launch?

✓ Step 5: Decide on Your First Online Business

- Choose a model you can start quickly.
- Make a note of challenges you might face in this model.
- Mark pre-made digital courses or MRR as the simplest first step if you want done-for-you systems.