



# Newbie's Guide To Online Fortunes

## The Simple And Easy Guide To Starting Your Very Own Online Business ASAP

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### **INTRODUCTION**

As you read these words, there are millions of people making a full time income on the internet, working part time hours from the comfort of their own home. These people set their own working hours, live where ever they choose and have a ton of spare time to spend with their family, friends and simply do things they love to do.

Does this sound like something you would like to be doing? Of course it is!

You are about to learn everything you need to know to get started on your internet business and be pointed in the right direction towards online business success.

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Here are some of the main reasons most people decide to start an online business:

#### **It takes very little money to start.**

Unlike a business in the "real world" , an online business does not need a lot of start up money. All you need as an idea, a domain name, internet access and hosting...all of which can be had for under \$100!

#### **You choose when you work**

Who says you must work from 9 to 5 everyday? People who are NOT Internet Business owners! The Internet Business is the biggest proof why the statement "working from 9 to 5" is no longer true. With an Internet Business, you don't have to wake up in the wee hours of the morning so that you can get to work by 9am, anymore. You can

start work at anytime since you are your own boss!

### **Work from the comfort of your own home**

Where you put your computer is where you will be working! And since you're going to be working from home, you'll be saving at least two hours of your time each day by not having to travel to and from your work place during rush hours when everybody else is going to work or heading for home. That means you'll be saving at least 730 hours a year! Wouldn't you shudder at the thought of wasting 730 hours a year doing nothing productive?

### **With the internet, the whole world is your market!**

By sitting in front of the computer, everyone in the world is now within your three feet. You leverage on free or low-cost software and hardware and the Internet Infrastructure, all of which when combined will give you leveraging power that far exceeds any conventional business, allowing you to achieve more and more with less and less work!

### **You can fully automate your online business**

If properly set up, some Internet Business models can be fully automated

### **No need to work 8 hours a days every single day**

Once you can automate your Internet Business in some way, you can use the time you saved to start another Internet Business, improve your existing business, or spend anyhow you like. You just spend the time online checking your mail religiously, promoting and expanding your business – all in front of your computer. And there is absolutely no need to spend even more than four hours online.

### **Spend more time with family and friends**

Owning an Internet Business gives you the privilege to have more time to spend with your family, or watch your children grow up. This is what most busy parents crave for. If you are one of them, then you will do well to seriously consider starting an Internet Business.

### **Your online business can be all about your hobbies and passions**

Now, this is my favorite reason for anybody wanting to start an Internet Business! The Internet Business allows your passion and dream to come to life, which is also the most important component of businesses of any kind.

### **Online businesses have very little expenses**

Believe it or not, some Internet Businesses can be set up and running at zero cost, if not very low. Other Internet Businesses can run with monthly operational expenses so low that they are negligible!

So, you can rest assured you won't find me recommending products or services that cost thousands of dollars, the amount of money which you may as well throw into the stock market if you've got such a huge appetite for risk!

### **You can have more than one!**

Since the cost of setting up and running an Internet Business is so low, and you can automate their operations, you can operate multiple Internet Businesses as a one-person Internet Business owner. You don't need to hire employees since your Internet Business system is doing most of the job, if not all. It works 24/7 for you. It won't call in sick. It won't give any excuses. And it definitely won't blame you if it ever had worldly problems!

### **The internet is a huge market** (the whole world) and it's getting bigger as you read these words

According to the Computer Industry Almanac, the worldwide number of Internet users surpassed **1 billion** in 2005 – up from only 45 Million in 1995 and 420 Million in 2000.

The 2 billion Internet users milestone is expected in 2011.

The U.S. continues to lead with nearly 200+ Million Internet users. The two most populous countries — China and India — are now in 2nd and 4th place in Internet users. Other populous countries such as Brazil, Russia and Indonesia have also moved into this ranking.

Now, is there any doubt that a 1 billion plus - user pool is a very attractive target given the leverage you have on the Internet?

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Given all the wonderful reasons for starting your own Internet Business, I am sure that by now you have already made up your mind whether starting an Internet Business is for you.

If you have decided that it's for you, then let's start this report with some definitions of frequently used terms so that

you're clear as to what I'll be talking about later on in the coming chapters.

If you're not familiar with computers and the Internet, then read this chapter carefully. I'll be explaining in simple English so I'll strip off as much technical jargons as I can so that any ordinary person can understand complex and technical subjects.

## **What exactly is the internet?**

The Internet stands for Integrated Network. The Internet is a GLOBAL network of computers with hundreds of millions of computers all over the world all linked to each other. Your computer can easily access to the Internet one of two ways:

Through an Internet Service Provider (ISP). An ISP doesn't provide any type of content; it just provides a connection to the Internet.

Through an online service (e.g. America Online, Microsoft Network, Prodigy, and so on). An online service not only connects you to the Internet but also provides content such as daily news, stock quotes, football scores, and information resources.

Once you have an Internet Access account, to log on to the Internet you need to get your own PC (Personal Computer) with a modem. Most new computers come ready with a built-in (internal) modem.

Then all you need to do to access the Internet is to connect your home phone line to the modem, and dial an Internet Access telephone number provided by your ISP. A program in your computer will enable you to access the Internet once you dial in.

When you are connected to the Internet, you can easily send digital files and information to another computer in the network within minutes. The faster your PC and Internet connection is, the faster you can send your files.

With your computer connected to the Internet, you can easily and efficiently share information with other users FROM AROUND THE WORLD within seconds or minutes. If you can share information easily and efficiently – you can easily market your products or services to others and make money in the process at a very low cost!

You can set up a system on the Internet to send marketing information to your prospects 24 hours a day, 7 days a week, 52 weeks a year, because the Internet doesn't sleep, and its users are all over the world, each living in a different time zone! This system consists of primarily your Website and E-mail.

## **What is a domain name?**

Basically, your domain name is the internet address of your website, it looks something like this:

www.yourname.com

Once the domain name has been selected and registered, no one else can register the same domain name just as there can never be two houses with the same address. Your domain name can also be your Internet Business name.

## **What is a website?**

A website can act as a brochure or sales letter but in electronic form, viewable only in your computer. A website can also act as your physical business premises.

Your website displays your products in the form of photos or illustrations and words that describe what it is. People can browse your website for the products you carry from any PC with an Internet Browser without having to go there in person to see them.

## **What is a web browser?**

An Internet Browser allows your visitors to view your website.

## **What is email?**

An e-mail is mail in electronic format and hence, Electronic Mail. Instead of sending a letter to your friend by writing it on a piece of paper, putting it into an envelope and sticking a stamp on it before going to the post office to post it, you compose an e-mail in your E-mail program and when you're ready to send, you click on the button SEND.

## **What is web hosting?**

The host of your website is the server. Your website sits on the hard disk of a big computer called a server that is connected to the Internet 24 hours a day. The server can also host other websites simultaneously.

## **What is an autoresponder?**

An Autoresponder is a computer program that acts like your answering machine for e-mail messages from your friends.

Once you've turned your Autoresponder on at your e-mail address, anyone sending e-mail to your e-mail address will automatically receive your message – without any need for you to send it manually!

A Sequential Autoresponder is a computer program that will AUTOMATICALLY send out MORE THAN ONE pre-written e-mail address that has been set to follow-up with different messages in sequence. You can specify the interval between each pre-written messages and as many e-mail messages as you wish.

### **What is an FTP program?**

FTP stands for File Transfer Protocol. An FTP Program enables you to deliver digital files to your website's host directly from your own computer through the Internet so that your website can be ready to be viewed by your visitors. This program is also enables you to edit and delete existing web pages and images.

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Here is an "INTERNET DICTIONARY" to help you understand more about the internet:

The following commonly used short definitions give you a general idea of the many resources and tools currently available.

**BBS** – stands for bulletin board system. BBSes work just like the corkboards you see in hallways, kitchens or recreational rooms in almost every business. You can pick up a message of interest or leave your own.

**cybernaut** – you are one if you use the Internet often.

**download** – transmission of information from a source on the Internet directly into your computer.

**e-mail** – the electronic mail is probably the most used feature on the Internet. You can send out friendly letters instantly.

**encrypted message** – a message that has the scrambled so that no one other than the desired recipient, who can unscramble the message, can read it.

**FAQ** – Frequently Asked Questions.

**flame** – to send someone a nasty note.

**file** – computer documents that you work with. You can send files over the Internet to just about anywhere in the world.

**java** – a computer programming language for the distribution of digital information. Because Java can "talk" to any computer operating system, it is ideal for something so wildly diverse as the Internet.

**log on** – connecting to the Internet.

**lurk** – reading and understanding the posted messages in a newsgroup before posting your own.

**mailing list** – an e-mail list of people who want to get information about a specific subject (e.g. person, place, products, services, etc.).

**net etiquette** – from net and etiquette, it simply means good manners on the Internet.

**newsgroup** – a place where individuals post and retrieve messages, except that these messages concern a single topic. You can read or join with your own news, views and comments.

**snail mail** – term referring to the slowness of the postal system compared to the speed of e-mail.

**URL** – Uniform Resource Locator. Also known as website address

The Simple And Easy Way To Start An Online Business, Step-By-Step

Ok, now that you know the basics of the what the internet is I can teach you the simple basics of starting your very own online business! So lets get started:

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 **Setting your online business goals:**

The process of setting goals and objectives and then designing strategies for attaining them is essential when starting an Internet Business. So, you end up with what is called a business plan.

To set specific goals for your new business, first ask yourself this question:

Why do I want to start an Internet Business?

We already covered this in the early chapter, which is why you're reading on! Okay, next question:

What product or service can I offer to the people on the Internet?

OR

Do I have a product or service that people are looking for on the Internet?

To save you some research work, I've included the list of Top 17 Best-selling items / categories on the Internet below:

1. Clothing
2. Toys and Video Games
3. Electronics
4. Computer Hardware
5. VCDs / DVDs
6. Books
7. Greeting Cards
8. Home Furnishing
9. Jewelry
10. Health
11. Travel
12. Automobile
13. Real Estate
14. Online Trading
15. Music
16. Food
17. Sports

When identifying a need, doing market research is part of your homework. One of your first steps should be to find out what it means to do business online and to determine the best ways for you to fit into the exploding field of e-commerce (electronic commerce). The more information you have on the following aspects of the Internet, the more likely you are to succeed in doing business online:

**Competition:** Familiarize yourself with other existing Internet Businesses that are already doing what you want to do.

**Customers:** Research the various kinds of customers who shop online and who might visit your site.

**Environment:** Explore the special language and style of online communication – in other words, know the culture of the Internet. If you are not yet familiar with the culture of the Internet, then the best way to learn is to subscribe to e-zines (electronic magazines) and newsletters for your reading.

Write all your ideas down on a piece of paper. Ask yourself, "What do I have that people are looking for on the Internet?" Take your time. This is not supposed to be an overnight activity. So, don't be surprised if you take days. Taking your time and doing a thorough market research on the Internet beats jumping onto an opportunity at first sight.

What if you don't have any products to sell?

I would like to take this chance to get a HUGE MYTH out of the way. If you think you NEED to have a product to sell to make money – then you're dead wrong, really.

You'll be glad that you're wrong after I tell you this. You still CAN make money without having to create your own product. And there are several instances you DON'T NEED to HAVE a product to sell at all in order to make money!

How?

Quite simply, you can either be a referral to earn a commission or sell advertising spaces on your website or newsletter. That, my friend, is just a speck of a dust. There are still many other ways you can make money on the Internet WITHOUT having to have your own product to sell.

Furthermore, you can either:

- Buy Resell Rights to someone else's product and start selling it on the internet. All you would need to do is buy resell rights to an info product, upload it to the internet and drive traffic to it via Google Adwords...and there's your 1 hour online business. You could also...
- Sign up as an affiliate and promote someone else's product (this is even easier than the first business). All you'd need to do is sign up to an affiliate program and drive traffic to your affiliate link...Again, you can use Google Adwords to drive traffic to the link.

This is good news to those who are already sweating over the thought that of needing to create or have their own product to sell to make money! However, the 10 Step approach to setting up your own Internet Business presented in this chapter gears more towards "selling products or services" Internet Business Models.

### ✓ **Picking an online business model**

Already decided what you have in store for your customers? Good!

The next thing to do on the list is to choose the right Internet Business Model. Now this is crucial to your Internet Business success. The Internet Business Model has to be right for the type of product or service you're offering to your customers. When choosing the right Internet Business Model, you will want to take the following factors into consideration:

- Profit Margin – the higher the profit margin, the better.
- Delivery – can be easily delivered to your customers via a system.
- Shipping Cost – as low as possible or even none.
- Marketing – different Internet Business Models have different marketing strategies. Choose the model that has the best marketing strategy for your product or services.

To date, there are 19 low-cost, high-profit Internet Business Models on the Internet to choose from.

### **Identify your target market**

The inside secret is to search in search engines (such as Google and Overture) with keywords related to your product or service to find out if many websites, newsletters and community groups focus on this interest.

### ✓ **Get a domain name**

I have already explained to you what a domain name is. You also know that your website address can ALSO be your Internet Business name.

You will want to take out another new piece of paper again to write down ALL the keywords related to your Internet Business. You see, you want your domain name to:

- be short and easy to remember (and catchy, too!),
- be relevant to the product or service you're selling,
- include keywords of your product or service to improve search engine rankings.

For example, if you want to sell a product teaching people how to break-dance, then you will want to start writing down all the keywords related to break-dance.

For starters, write 100 keywords. What next, you ask? Write some more! Write 200 or 300 if you have to. The more keywords, the better. That is because this is a one-off activity. And remember that you will be using this domain name for a very long time, if not forever. Now, don't even get lazy.

Okay, I'll offer you some food for thought.

Are you parent to any child? If you are not, then imagine you are one right now. You and your spouse have a child for the first time. You and your spouse would want to give the best name to your child, right? Of course you both would! You and your spouse would brainstorm on giving your child the best name. "How about John?" "Aw, John is too common a name!" "Then how about ...?" "I think the name..." and finally, your child has a name to be addressed by.

When brainstorming on your child's name, you and your spouse consciously or unconsciously know that giving your child the best and meaningful name is VERY important because your child will be living with that name from cradle to the grave.

So, on the same token, why would you not think the same when brainstorming on a good domain name? This is your Internet Business. You need to nurture and grow it during its infancy stages before it rewards you. Are you not going to give it your best attention, too?

I hope that woke you up. Now, back to the keyword activity...

With the help of the list of keywords you have written down, you will find it easy to get a domain name that fulfills the 3 guidelines stated above.

In the same example, you would probably come up with a domain name like [www.howtobreakdance101.com](http://www.howtobreakdance101.com).

Next, check whether the domain name has been registered or not. If the domain name has been registered by someone else, you will have to use another domain name. So, maybe you'll think of using [www.lordofthefloor.com](http://www.lordofthefloor.com) for a domain name.

When brainstorming on a good domain name, be sure to come up with at least a few names in case the domain name you wish to use is already taken. Remember me telling you that there can never be two houses bearing the same address?

Another thing you have to consider is the various kinds of domain names on the Internet. So you will have to choose carefully.

Below are some of the common ones:

- .com - stands for commercial / community. The most overused domain entity on the Internet.
- .net - stands for network.
- .org - stands for organization. A lot of online communities use this domain entity.
- .gov - stands for government. All government web sites use this domain entity.
- .biz - stands for business. Recommended for your Internet Business.
- .ws - stands for website. Recommended for your Internet Business.

The next thing to do is find a web host. Any business needs a place to call home. If you run a conventional business, you have to rent space in an office or shopping complex. In the case of setting up an Internet Business, you need to set up a virtual space. You do so by creating a website and finding a host for your site. A web host company that makes your site available 24/7 (24 hours a day, 7 days a week) by maintaining it on a Web server. I have covered this topic with you briefly in the second chapter.

When sourcing for a good web host, you want to make sure that your host has a fast connection to the Internet and can handle large numbers of simultaneous visits (also known as hits) that your website is sure to get eventually. You also want to make sure that your web host offers a variety of related services, including some or all of the following:

- **E-mail addresses.** You're like to be able to get several e-mail addresses for your own. Many web hosts also give you special e-mail addresses called autoresponders (discussed earlier in Chapter 2).
- **Domain name.** You and I have just covered this subject above.
- **Web page software.** Some web hosting services include web page authoring / editing software.
- **Multimedia / CGI scripts.** Some web hosting services have the ability to serve complex and memory-intensive content such as RealAudio sound files or RealVideo video clips. They also let you process web page forms that you include on your site by executing computer programs called CGI scripts.
- **Shopping Cart software.** Most organizations prove you with Web page forms that you can fill out to create sale items and offer them in an online shopping cart.
- **Site statistics.** Site statistics give you an idea of how many visitors you have received.

## • Shopping and electronic commerce features and more.

The best web host that features all of the above is [Host4Profit](#). They offer 800 MB Business Hosting Package - Only \$24.95 Per Month, Plus, Your Own Plug In Cash Machine Sites Ready To Take Orders!

## ✓ **Make a simple and professional website**

Since you're into business, the purpose of your website is to SELL. Nothing else! That's because YOUR WEBSITE SHOULD HAVE ONE MAIN FOCUS.

Nope, it's not selling dozens or hundred of products. Nope, it's not links to several different affiliate programs and NOPE, certainly not a link to Yahoo.com.

Doing any of the above just confuses your visitor, thus decreasing your chances of converting him or her into your customer.

If you're selling a product or service, it should be clear what ONE action you want them to take. They would either:

### • **Buy your product or service**

OR

### • **Don't buy.**

But are you going to let them go away just like that? Of course N-E-V-E-R!

So, you need to get your visitors to leave their e-mail address and other essential information for follow-up increases your chance to help you make a sale because the fact is that most people don't buy on first contact.

To do this, you write a compelling sales letter for your product and post it to your website. You can add images of your product, testimonials from happy customers, and other relevant images. The focus of your website is the sales letter.

Now, let's talk about the layout of your web page. Your main text color should be black on a white background. You can have other colors such as blue, red and gray on your website, but the background behind the text should be white. The color of your main text should be black. No other exceptions! That is because this is the easiest format to read. You are in business so dress your site in a business manner.

On the technical side, you can choose from three methods to create your own web pages:

• **Do it yourself (D.I.Y.)** – if you are well versed in using web page tools such as Macromedia Dreamweaver and Microsoft FrontPage to create your web pages then this option is probably the best for you.

• **Hire A Free Lancer, Professional or Internal I.T. Team** - if you don't know how to create web pages, you may want to consider hiring professional help as learning how to create your own web pages can be time-consuming. While it can incur high professional fee, this option can be your best value for money in the long run. However, this option should be filtered out if you're on a strict budget.

### • **Build Your Own Website**

If you don't have your own website ... then you need to get one, if you want to be successful online. [Click Here](#) and try the **[Point & Click Website Builder](#)** for Free. **No HTML or programming knowledge needed.**

Having you own website is also a great way to get listed in the search engines for Free Traffic and for getting yourself known online as a serious marketer.

You're missing out on a wealth of opportunity if you don't have your own website. And remember... you can sell products later.... after you've established a relationship with your customers and built trust!

And I guarantee you will sell products "later" if you build your list!

Your site doesn't have to be fancy, and to be perfectly honest, there are many websites out there that provide a great service for folks who aren't too familiar with web design. The **[Point & Click Website Builder](#)** is great for newbies or for those who have a little design knowledge.

[Click Here](#) and check it out. Remember, there's **No HTML or programming knowledge needed.**

With the **[Point & Click Website Builder](#)**, there is no programming or complicated coding. Simply follow the easy-to-use instructions to create a dynamic and professional WebSite!

With **Point & Click Website Builder**, you can create your site quickly, then make changes if you'd like, or you can spend more time creating the perfect site for you, your business or your hobby. You have 24/7 access to your WebSite's control panel and you can make changes at any time and as often as you like! You can also view the changes before you publish them to the world.

Understand that creating your own website not only allows you MUCH more opportunity to create sales, but it will also get you much more involved (and excited) about your online business. The search engines look for content when listing sites... and that's very important for traffic.

You'll have the ability to create some genuine content that'll be picked up by those search engines, which in turn, will lead to a flood of traffic. Once you start writing articles for your newsletter (and you will start a newsletter...right?), simply load them onto your website to add instant content that your visitors will enjoy reading and look forward to... and the search engines will gobble it up like an ant eater on steroids.

As mentioned previously, you want to earn your customers trust and actually build relationships. That's the goal of your website! Once you accomplish this, the sales will follow. That is extremely important! Don't try to immediately sell a visitor that lands on your website, but instead offer them something of value.... FREE... I.E. a newsletter subscription or a free report to download outlining some great ways to solve a problem or put some excitement in their life.

You can also use the **PLUG-IN-PROFIT** Site to have your website built for you along with your own **Customized Newsletter**, set-up and ready to go.



[Click here to get started, Today.](#)

### ✓ **Create a unique selling proposition (USP) for you product / website.**

Find ways to make your business stand out from the crowd. Make yourself and your web site unique in some way and providing things that others don't offer. They can be as tangible as half-price sales, contests, seasonal sales, freebies or reports. They can also make your business site higher in quality than the rest.

That is important because there really is no purpose of your Internet Business to exist if you have a million visitors coming to view your site but too few of them actually become your customers (a conversion rate of less than 1% is rated poor).

Here's what you can do to create your own USP. Take a brand new piece of paper and write, "I know how most..." Then, half-way down the page, write "Well, what I do is..."

The purpose of this activity is to know how most businesses in your field are in the first place and then you write what tells you and your Internet Business apart from them. This will take a while to do. Checking on your competition's USP is part of the activity, too.

Next, you will want to write out many phrases or sentences. This can take days but it will be worth it for your Internet Business in the long run. Once you have just the right phrase, that will be your USP which you will use to separate you from all of the competition. Now, that is what I call UNIQUE!

### ✓ **Write sales copy that gets results!**

Your website must be treated as a sales letter, not a brochure. That's because brochures don't sell. Let me repeat – **BROCHURES DON'T SELL.**

Brochures just inform their viewers of a product or service. But they won't help you make even a sale (unless that is really what you want but hey, I have yet to meet anyone who wants to be in business to lose sales!).

Your sales letter consists of primarily:

- **Headline**
- **Sub-headline**
- **Benefits vs. Features**
- **USP**
- **Free / Special Offer**

You have to find a headline that will grab the attention of your visitors or else they will not read the rest of your sales letter. This is very crucial – the headline will make or break your sales letter!

Assuming, you're selling an instructional video on how to play soccer professionally, so you must come up with an attention-grabbing headline for your product like the following:

"Learn To Play Soccer Like A Pro In Just 7 Days"

Visitors especially Soccer enthusiasts (but not pros) would definitely stop dead in their tracks and read on to learn more about your product. Notice the upper-cased and highlighted words.

**WARNING:** Do not give false promises or mention something you cannot or don't intend to deliver in your sales letter in the attempt to get your customers to buy from you. This is important business practice regardless of any form of business you are doing. For instance, if this product cannot guarantee its students to be a Soccer professional in a week, then the product should be named otherwise or not make into the lights of the day.

The sub-headline will encourage your visitors to read further.

The sub-headline will give a spark of hope to Soccer player wannabes who couldn't help but think that their handicap is stopping them from performing like an Ace on the Soccer field and therefore encourages them to read further.

Since you've already got them interested in reading your letter, the rest of your sales letter must tell your potential buyers about the benefits and features of your product. For instance, you can say that your product is the best out there (assuming that is true). You can back this fact by throwing in testimonials from happy buyers who benefited from your product, and testimonials are indeed powerful.

If you have a free offer that can help you increase the chance of making a sale, don't hesitate to give! In this case, you can give a free one-minute preview clip of your instructional video for your visitors to watch. Should your visitors decide that this is for them, they would buy from you.

Now, isn't that awesome?

### ✓ **Set up an online payment processor**

If you sell something that you own or have the rights to sell, then you need to have a Credit Card Payment Processor. Credit Card Payment Processors process credit card payments for you and sends you the proceeds on a fortnight basis via wire transfer to your local bank account.

Some reputable Credit Card Payment Processors you must check out are:

- [AlertPay](#)
- [ClickBank](#)
- [PayPal](#)

### ✓ **Marketing your online business**

Now is the time to market to your target market.

Each Internet Business Model is different. Therefore, you don't market each and every one of them the same way. The truth is, not all Internet Business Models depend on a good search engine listing. In fact, some of them are not designed to be listed by search engines at all!

That is simply because each Internet Business Models have different objectives and set up. That also means they require different marketing strategies and tactics to make it work.

Not knowing the different Internet Marketing approaches that are available for different Internet Business Models can be expensive. It will result in spending more time, money and effort than is necessary for promoting your Internet Business.

Here, I share with you seven main ways to generate traffic and get to your target market:

### ✓ **Tracking sales and visitors to your website**

The purpose of the last step is to determine your conversion rate of visitors into customers. This can be easily done if your web host provides a site statistic.

A good conversion rate from a Killer Sales Letter is 1 – 3% (depending on the price of the product). In other words, for every 100 targeted prospects who visit your site, at least one of them will buy your product or pay access to your service. If the conversion rate is higher than 2%, then you are doing very, very well with your Internet Business!

On the other hand, if your sales letter's conversion rate is less than 1%, then you will need to take quick action to make your site sell more effectively. You may have to do more compelling copy writing, change the layout of your

web pages or simply get a better and more attention-grabbing headline (which is so vital that it can make or break a sale!).

Whatever you need to do, you have to increase your conversion rate from poor to excellent!

To track visitors, you can subscribe to counter services if your web-hosting doesn't have a site statistic feature built in. To track sales, check your Credit Card Payment Processor.

You Can Still Make Money...

"What if I don't have what it takes to create my own product? What if I can't source for other people's product to sell?"

"Can I still make my money from the Internet?"

I heard you and the answer is a resounding YES. You can still have a business online even if you have NO products to sell. No one should question this possibility since people are doing this everyday.

"But how do they do that?" you wonder. In the last chapter, you have found that the 10 steps have a lot to do with setting up a product-selling-orientated business. In this chapter, you will find out how people can still make their money even without selling a product.

### ✓ **The concept**

Imagine you own your daily newspaper. How do you earn a lot of money from it? Selling them to your readers for a dollar or less each isn't going to profit you. So how are you going to profit from selling your daily newspaper?

Selling advertisement spaces in your content? Precisely!

Congratulate yourself if you've guessed the answer correctly. Give yourself a knock on the head if you have not! Okay, I was joking about that one but you can't be serious ALL the time, can you? Anyway, we'll move on with the subject.

Quite simply, the more people read your newspaper, the more money you can charge for your advertisements.

The concept works the same for Internet Business. However, when you operate an Internet Business, you have the following advantages that you won't have if you run a conventional business:

- You don't have to invest a lot of money and effort into your Internet Business as opposed to conventional business.
- You don't need to deal with the delivery of your newspapers to reach to your readers on time every day.
- Publishing a newspaper is something that is beyond the reach of any individual together with the rewards that come with successful publication.
- The risk in conventional business is simply too high compared to Internet Business.

### ✓ **Publish your own newsletter**

With the Internet as your medium to deliver to your subscribers, you can publish your own newsletter daily.

If you follow the right strategy, you don't even have to write the content or even a SINGLE word if you wish, and your subscribers wouldn't mind! (I'm serious!)

#### **STEP 1 Choose a topic**

Since you will be writing your own newsletter, it is best that you choose a topic that is non-time sensitive. This will give you a lot of freedom in selecting your content since you're not going to send out the latest news such as the latest results on the American Idol (as I write this, it's the final showdown between Bo Bice vs Carrie Underwood and by the time you read this, I guess you already know who the winner is), terrorist attacks, and the like. Examples of non-time sensitive topics are jokes, insults, recipes, short stories, horoscopes, tips, and ideas.

Another great advantage of choosing a non-time sensitive topic is that you can work ahead at a time. For example, you can start compiling the content for the first 30 days in one day.

#### **STEP 2 Format the newsletter**

Assuming you're going to send out short stories to your subscribers, how many stories are you going to send daily? Perhaps two or three short stories a day.

More short stories (or other content) give you more spaces for advertisements but this also means that you'll have to work harder in creating or sourcing for more content.

### **STEP 3 Look for your content**

You need to source for content which are copyright and reprint free. Search engines and article websites are good places to start. You can also source for content from article base web sites like ezinearticles.com as long as you include the author bylines.

If you are an expert on the topic, you can choose to write. However, bear in mind that it can also consume your time and effort in a long run.

You can also receive contributions from your loyal subscribers and publish them with a mention of their help. They'll be happy to help you out.

### **STEP 4 Set up an auto responder**

You need to set up a proper system to deliver your newsletters to your subscribers. Your auto responder must have the features that will make your daily routine of sending out, maintaining your subscriber list and adding new subscribers as automated as possible.

You can get a good auto responder system from:

[GetResponse](#)

### **STEP 5 Create your website**

While this is optional, the most important component of the "Freebie" Internet Business Model is your newsletter. However, creating web pages can also open to other possibilities of making money to you in the process as you can sell advertising spaces in those pages.

When setting up your business following this Internet Business Model, you will want to think and plan through this step carefully as to whether you would want to create web pages or not.

### **STEP 6 Get subscribers**

#### **Here are some ways to get subscribers:**

- **Forwards or Word of Mouth** – if your subscribers like your publication a lot, they'll likely tell their friends about it. This can be the most powerful viral tool to spread the good name of yourself and your newsletter.
- **Buy subscribers** – you can buy subscribers from 3rd parties selling subscriber names and e-mail address.
- **Writing Articles** – when you submit your free articles related to your topic to article directories such as [ezinearticles.com](#), [goarticles.com](#), or [articlesbase.com](#), this gives you permission to tell your readers about your newsletter. You can tell briefly about yourself and explain how your readers can subscribe to your newsletter.
- **Placing a subscription form on your web site** – this enables you to convert visitors and passer-bys to become your subscribers. From the view of conversion rate, this method is better compared to requesting your visitors to send a blank e-mail to your auto responder address. You need to be able to make everything as convenient as possible for your prospects because they can very well be your customers.
- **Submit your newsletter to newsletter directories** – Ezine directories are great places to promote your ezine and get targeted subscribers. Be sure to write a short compelling description of your ezine before submitting them to the ezine directories. The following is a list of directories where you can submit your ezine. You can search for more ezine directories in search engines.

While this is only the tip of the iceberg, there are still many more ways to gain subscribers.

### **STEP 7 Start making money!**

This is how you make your money (probably the most interesting step of all steps!).

You source for advertisers who are interested in advertising in your daily newsletter. Like any daily newspaper, the more subscribers to your newsletter, the higher the advertisement rate you can charge simply because a lot of people are going to see the advertisements.

You can begin sourcing for advertisers the moment you have 20,000 subscribers or more. Assuming you have 20,000 subscribers, you can charge your advertisement rate \$20.00 a day. And since you have different areas of advertising space in your newsletter, your advertising rate can also be variable.

Your advertisers make their own advertisements. Therefore, there is no need for you to do that work for them. You simply copy and paste the ads into the allocated spaces in your newsletter and send them out.

## IMPORTANT!

When you have no one buying advertising space in your newsletter or have yet to reach 20,000 subscribers before sourcing for advertisers, you can:

- Secure the spots with advertisements of products you're selling (if any) until you get an advertiser, or
- • Create an advertisement stating that it's vacant for other advertisers. This way, you can attract the attention of potential advertisers and hopefully they will contact you to place their advertisement in your newsletter for a fee

### ✓ **How To Start A Business Selling Other Peoples Products (As A Reseller)**

While there are several types of Internet Business Models to choose from to start, I would like to share with you some important information on how to start and run your online business as a reseller.

Before we go any further, let us discuss whether this business is for you or not.

This type of online business is for you if:

- You do not have your own product.
- You do not have what it takes to create a product from scratch as it demands a degree of talent, skill and expertise in any field.
- You just do not want to create your own product or simply do not have the time for it!

You will do well to consider this type of online business if you match one or more of the above statements. Now are you ready to find out how you can start your own resell rights business? If yes, then that is awesome. Read on!

### **What Is This Business Model All About?**

Generally, you sell product(s) with resell rights and keep 100% of the profit. On top of that, the products you sold have affiliate links that can create back-end profits for you thus making residual income with no effort on your part.

### **What Is A Reseller?**

A reseller buys a product, sells it and keeps 100% of the profits to him or herself. This is in contrary to being an affiliate whereby an affiliate sells other people's products for a commission.

### **What Are Resell Rights?**

Resell rights allow one to resell the product and keep 100% of the profits with which without it, one is prohibited from selling the product to another person.

### **What Do I Need?**

To start your online resell rights business, you will need to have a high-quality product with resell rights that can be customized. The product can be in the form of an E-book, software or even templates.

The first thing you should do is look for a product with resell rights to sell to your customers. When looking for one, you will want to take the following factors into consideration:

- **Resell rights** – the product must have resell rights in order for you to sell and keep 100% of the profits. If the product has no resell rights, you cannot use it for your reselling purpose.
- **High in quality** – a poor quality product will hardly make you any sale let alone back-end profits.
- **Demand** – are people seeking for information or solutions found in that product you are prospecting?
- **Good sales letter and follow-up e-mails** – if the principal's sales letter and follow-up e-mails do not persuade you to purchase his or her product then it is palpable that the result will be poor for you too as a reseller as you will also be using the principal's sales letter.
- **Rare or uncommon** – it pays to do a lot of research when starting your resell rights business. You must find out if the product is not over-saturated in the net market. If it is then your chances of selling the product are slim.
- **Credibility and reputation** – is the author a respected person? You can easily conduct a background check by typing his or her name in search engines and see the results.
- **Back-end profits** – find out how you can earn residual income without much effort on your part in the long run.

• **Money-back guarantee** – while I can actually omit this factor for it goes without saying most of the time, this is what you should look out for. High-quality products usually have 90-day money back guarantee. In case you discovered that the product is not for you or fail to make any sale in the first 90 days, you still have a chance to get your investment refunded.

Here are some useful advices to keep in mind from my experience:

So, Where Are The Best Places To Source For Them?

Sourcing for the latest high-quality products with resell rights means doing some home work on your part. The best places to look for are:

• One-page Websites selling the latest product – you will want to pick the latest and hot product that there is a huge demand for, preferably not too old (1-2 years old).

• Active membership web sites dealing in giving products with resell rights – there are membership web sites that provide E-books and software with resell rights on a regular basis. You would know if the membership website contains the latest hot products by checking whether the webmaster sources for them often or not.

NOTE: If you want to get the resell rights to 8 profitable products with killer sales letters and graphics all at once. Just go to <http://www.private-label-resell-rights.com> and check it out!

## ✓ **Setting Up Your Resell Rights Business**

By now, I am going to assume that you have already picked a high-quality product with resell rights that you can customize it for back-end profits. This simply means purchasing the product yourself first. You will then work your business plan to cover your initial investment and later profit from it.

The moment you get your hands on the product, what do you do? Read it! Use it!

Remember I said that they are called products and not parcels? Sure, you do, if you have been reading up until now.

I expect that since you are having a product with resell rights, it should also come with resell materials.

### **Resell materials usually include:**

- **Web pages** – Killer Sales Letter, Purchase Page, Thank You Page
- **Images** – your product (most important!), and miscellaneous
- **Auto Responder letters** – the e-mail follow ups you use for customers who opt into your follow-up mailing list.

Since most of the job of selling the product and convincing your prospects is going to be done by your sales letter, you play your role very similar to a referrer or affiliate.

Using ingenious concepts, you refer targeted prospects to your sales letter and if it is a good and persuasive sales letter, it can produce a conversion rate of 1 to 3%, hopefully more!

## ✓ **Marketing Your Product**

With all the technical issues taken care of, your web site ready and your product available for sale, you will need to promote your web site together with the product you are selling.

Here are some effective ways you can practice for good results in your sales and back-end profits especially for this particular Internet Business Model:

- Create an Affiliate Income Opportunity – you can open an income opportunity to people who are interested in making money without having to create a product of their own through affiliate programs and directories. So long as you provide them a hefty commission of 50% to 75%, they would not mind selling on your behalf.
- You can establish a Joint Venture with E-zine Publishers as long as you provide them a chance to earn a percentage of your sales, say. 50 – 75%.
- You can comb the Internet for quality prospects. Membership web site owners and webmasters of your niche product are good targets. Send them a personal e-mail and get them to be interested in reviewing your product via the sales letter.

They will purchase your product for their own use or resell it and keep all the profits to themselves. What you are looking for is someone with great marketing power. As long as you have created a good back-end profit in the product, you will earn residual income more effectively by leveraging on other people's marketing power.

This method is one of my favorites as most resellers actually do not bother to do the STP method – See Ten People a day.

- You can create a free report or E-book for viral marketing purposes and circulate it in your network. This is yet my other favorite. In the report or E-book, you provide free but useful information on a subject having to do with the product you are selling. Just be sure that it is not really a cloaked sales letter altogether. This will in turn, lead targeted prospects to your sales letter thus increasing your chances of making sales.
- Write articles having to do with the product you are selling. While you are not to write cloaked sales letters and submit them to article directories, giving free and beneficial information in your articles to people who are searching for it gives you credibility as you prove your worth. Again, this can result in targeted leads to your website and sales letter through your web site link in your resource box.
- Announce and promote the product in your mailing list. The bigger and higher quality your subscriber list is, the more sales you can make.
- Create a website that channels to your product's sales letter – create web pages with content related to the product you are selling. The more relevant your web site is to your product, the more targeted your prospects are when you channel them to your sales letter through links and banner ads. This will improve your conversion rate as well.

While there are certainly more ways you can do to promote your website and drive targeted leads into your sales letter for good conversion rate of sales (let us not forget the back-end profits your product can also create!), most of these marketing plans can be followed easily with little to no cost on your part.

Be aware that the reseller business is pretty tough competition. You already win half the battle just by having the latest hot product to start with, more advantage if the product is not saturated yet.

There you have it – what you need to start your very own resell rights business!

## ✓ **Internet Business Models You Can Follow!**

**The 7 Killer Internet Businesses listed below form the BASIC FOUNDATION upon which most Internet Riches are made by the one-person Entrepreneur.**

Some of them involve more TIME than money to run. Some of them involve more MONEY than time.

Some of them require you to have a very good WRITING ABILITY that you may have. Some of them DON'T require you to write well or at all.

Some of them have many ways of making money, which may be what you're very keen on. Some of them only have ONE OR TWO ways of making money, which you may prefer to avoid.

Some of them require you to SELL something while others DON'T require you to sell anything and STILL make you money.

Some of them don't require you to even have a web site. Others don't even require that you have your own computer, which may be an EVEN BETTER thing for you.

If you don't find the "Freebie" Internet Business Model is for you, you have another 18 more to choose. Not every Internet Business Model will suit everyone but the whole gamut of Internet Business Models has been presented. With different, killer 19 Internet Business Models to choose from, there are Internet Business Models to suit every temperament.

Quite simply – there is a different Internet Business for everybody.

## **So what are the Internet Businesses?**

Known better as the "Retailer" model. How would you like to own your own Internet Store selling over 1 million products if you wish, with nothing to stock or fulfill? Just imagine - no real store overheads, no need to employ hundreds of staff, and no real-estate rental charges! This Internet Business Model also has two very attractive Profit Centers that are not directly related to the products themselves.

### **INTERNET BUSINESS MODEL No. 1**

This is known as the "virus" model. ICQ is an example of this Internet Business Model. This Internet Business Model can be explosive if done right. All you need to have is a single page web site that features something funny, sad touching, rude or controversial. Then your visitors who see your website will not be able to resist telling their friends about it. When their friends see it too, they will in turn tell their friends about it, and on and on it goes.

There are those who have this Model on their site but do not realize it at all! Your profits come from many sources. This can be one of the easiest Models to set up, depending on your aspirations and content.

## **INTERNET BUSINESS MODEL No. 2**

This is the "Freebie" Internet Business Model we've covered briefly in this special report. Provide free stuff to people all begging you to do it every day to make money. One Super Internet Entrepreneur makes hundreds of thousands of dollars every year by just sending jokes 5 days a week to his subscribers.

## **INTERNET BUSINESS MODEL No. 3**

How to be a consultant to others even without any deep knowledge of your subject, and still make money at the same time. You don't have to be a professional or degree holder to be a consultant to others under this Internet Business Model. All it requires is some time and effort and the right strategies and tactics.

## **INTERNET BUSINESS MODEL No. 4**

If you're into Multi-Level-Marketing (also known as MLM or Network Marketing), there is no bigger or better medium for you to use than the Internet to help you recruit and sell your products. The total Internet population as of September 2004 was about 934 million. The figure is projected to reach 1.07 billion in Year 2005. With the Internet being global in nature, your downlines can come from all over the world! I know of an Internet Entrepreneur who had 215 paid downlines within 4 weeks after joining an Internet MLM, and 4 weeks after that he had 305 paid members! How long does it take you to recruit 305 paid downlines in conventional MLM?

## **INTERNET BUSINESS MODEL No. 5**

This is the Reseller Rights Business we have covered in this report. Put a super twist to an existing way of making money on the Internet to come up with an equally explosive new Internet Business Model. This relatively new Internet Business Model being used only by a handful of Super Internet Entrepreneurs so far. It requires some work but well worth it for one particular profit center it can create for you.

## **INTERNET BUSINESS MODEL No. 6**

This model enables you to fully automate a service you would normally provide to your customers in the real world. When you can automate a service, you're no longer bound by the number of hours you have in a day. With the Internet, you can deliver your service to an entire world in the same time!

## **INTERNET BUSINESS MODEL No. 7**

You make money by simply thanking your visitors for having done something on the Internet! Quit simply, you target webmasters with a free online tool that will end up with the webmasters' visitors looking at your "Thank You for Using This Tool" page. The "Thank You" page is where you make your money!

While there are several different Internet Business Models, it also means that their marketing strategies are different all together. For example, assume you're a plumber in the physical world. So how would you promote your services? You would place ads in the newspapers and in the Yellow Pages. But if you're running a hot dog cart, you don't have to advertise your hot dog cart in the papers. You just need to locate your hot dog cart in high-trafficked areas such as the shopping complex, outside a movie theatre and so forth.

**The conclusion is this:** different Internet Business Models are for different people. If you're to start your own Internet Business, be sure to choose one that suits you best!

*The "Step-by-Step Guide to Selling Online,"  
By The Internet Marketing Center...*

### **Start Your Own Successful Internet Business From Square One, With a Proven A-Z Program for Making Money Online**

If you'd like to start making money on the Internet, but don't have ANY business experience, technical skills, or ideas for what you should sell, I highly recommend you take a look at *The Step-by-Step Guide to Selling Online*, a comprehensive, step-by-step program for starting a successful Internet business *from scratch*.

Created by the Internet Marketing Center, *The Step-by-Step Guide* reveals the exact process they themselves used to generate over \$100 Million in sales online.

Using simple, easy-to-understand language, and plenty of helpful video and audio tutorials, *The Step-by-Step Guide* walks you through the six steps to building a successful Internet business from square one:

1. Find a lucrative niche market and decide what to sell...
2. Easily create your website, complete with winning sales copy

3. Attract your first eager visitors ...
4. Take your first credit card payment
5. Ramp up sales & traffic quickly
6. Automate your business to be "hands free"

Then, once your website is live, and you're getting your first visitors, you can take advantage of *The Guide's* hundreds of ADVANCED strategies to improve your business, and drive your sales even higher!

And because *The Step-by-Step Guide* is 100% online, they're able to update it *whenever* there are new test results to add, or new techniques to try out, so it NEVER goes out of date!

When you try the *Step-by-Step Guide*, you get:

- Over 1,250 pages of detailed, moneymaking strategies and techniques carefully laid out in easy-to-follow steps
- "Real time" updates with the latest and greatest online marketing strategies
- Streaming videos to make your learning even easier
- Content you can print out, or download to your iPod, so you can learn new techniques, even when you're on the go, and away from your computer
- A "private rolodex" of hundreds of Internet marketing tools and resources
- A one-on-one 15-minute phone consultation with one of their IMC's marketing specialists
- IMC's exclusive *Ebusiness Road Map System*

I give *The Step-by-Step Guide to Selling Online* an enthusiastic 10 out of 10! It contains every last tip and technique you'll need to start your money-making website. Thousands of other people have *already* used it to earn money online -- six figures annually, in many cases -- so you can be confident it will work for you, too!

If you want to make money online, I urge you to get access to this proven online business building program now.

To find out how, [click here now...](#)



\*\*\*\*

This is just a very quick overview, but if you want more information on creating Ebooks, I suggest you visit these 2 sites.

My favorite site is Terry Dean's exclusive member site at

<http://www.netbreakthroughs.com> .

It's full of the best information on marketing.

The next product solely focuses on creating your own Ebook in less than 7 days and that is written by Jim Edwards. You can find it at <http://www.7dayebook.com> It's a one off fee for \$27 and it comes in Ebook format ironically enough.

Now, back to my explanation:

Whether you like it or not, having your own product gives you more flexibility in your online advertising AND believe it or not, compiling an Ebook is no more than a weeks work part time if done correctly and IF you do it this way the profits will come in for life.

I have checks coming in still from work I did 2 years ago, thanks to the power of residual income affiliate programs and viral marketing Ebooks.

Ok, lets get down to the nitty gritty. What is a viral marketing Ebook and why should you create one?

A viral marketing Ebook is a book which sole purpose is to be spread around the Internet quickly, by any means possible. It's not meant to make you money on the front end. You want other people selling it and giving it away to as many people as possible.

Why?

Because the inside of that book is full of affiliate links to other peoples products and every time someone gives away your book or sells it, (depending on how you want to do it) more people will be seeing your affiliate links, and this is costing you what? NOTHING? Exactly!

The best examples I could give you of this process would be by Yanik Silver. He created 2 marketing books that spread over the Internet like wildfire. He gave everyone who purchased the book for \$19 or \$17 (depending on the book) the rights to sell it or give it away to their customers.

Needless to say, thousands of people starting selling it and promoting it all over the Internet. To this day, he is still earning good money from that book, plus he became one of the most well known Internet Marketers to date.

## ✓ **So how do you go about creating your own viral marketing Ebook?**

**Here are the steps.**

### **1) Come up with a product idea based on your affiliate program you've already chosen and are already promoting.**

Coming up with ideas isn't hard. For example, and I know I use this example a lot, BUT, If you are going to be promoting a sports betting affiliate program, why not create a book on becoming a successful punter. Then throughout the book, you can recommend your favorite sports betting affiliate program.

101 insider secrets to sports betting How to bet with other peoples money

A good way to come up with ideas is to look at what others are already selling and mimic that. You don't need to recreate the wheel here, so PLEASE don't make things harder then they have to be.

### **2) Get the tools you need to succeed**

You are going to need a few tools here.

#### **A) A domain name**

I register all my domain names with [Global Domains](#) for \$10/00 a month for each domain name, which to me is pretty darn cheap. The best part is you can get started for free. [Global Domains](#) offers a Free 7-day trial and you won't be charged for the 1st 7 days. You want a fairly short domain name that describes the content of your book fairly well.

#### **B) Webhosting/Website Building**

Let me say first, you get what you pay for. This has never been more true then with webhosting. YOU NEED a good reliable webhosting company with 24/7 technical support. If your site goes down and you can't contact anyone to help you get it back up, you will lose sales and a lot of them.

I recommend you use [Global Domains](#) for the simple fact they offer all you need, plus a lot more for a reasonable price.

Another source that I recommend is [Website Wizard](#). [Website Wizard's](#) breakthrough site builder technology offers you everything you need to **build a website, host it online, get pre-qualified visitors** from search engines and convert them to customers with ecommerce features.

#### **C) Autoresponder**

You will need this so you can contact your prospects that don't purchase straight away. This is where you will give away your free course or someway to entice them to give you their email address so you can contact them periodically.

I recommend [GetResponse](#)

#### **D) Credit card processor**

Just use [ClickBank](#). This step is too easy. They will let you accept all major credit cards and start an affiliate program for a one time setup fee of under \$50. They do take a percentage of every sale, but this is so much cheaper then getting your own merchant account.

Just about everyone selling Ebooks online is using Clickbank.

## **E) Ebook Software**

You will more then likely want to create your book in PDF format so everyone can read it. Some Ebooks come in EXE format, but mac users can't read that format, so I find it best to use PDF. You can create your e-book with <http://createpdf.adobe.com/> for a fairly cheap price.

Another highly recommended way to create your own e-books is with [e-BookGold](#). With [e-BookGold](#) you publish your own book (and as many books as YOU want) the way YOU want it, when YOU want it and sell them for as much as YOU want to! In fact, you set your own prices! It's powerful stuff!

## **F) Graphic Design**

If you are anything like me, your artistic abilities peaked at age 7. So instead of busting my hump to create my Ebook covers and website graphics I recommend

[DynamiteCovers](#)

They are great pieces of software that you can use instead of hiring graphic designers.

## **3) Outline your book chapters into articles**

Writing a whole book in one sitting is hard, and trying to write a book without outlining the chapters is nearly impossible. My first book I ever wrote took me over 6 months but now most of my books take me less then a week to finish and that is with a sales letter and website up.

All you have to do is think up 12 to 15 article topics in sequence and write about them. Each page should be around 700 to 1000 words, full of useful information, not information people could get for free.

## **4) Write your content**

Like I said just before, you need original content. There are too many books out there now where people are just regurgitating information others can get for free and this lowers the value of your book, which means less people will pass it around and even less will read it.

If you are really stuck with your writing, I suggest that you do the following. Actually, Terry Dean from <http://www.netbreakthroughs.com> taught me this trick.

The best way to get a good amount of original information without writing it yourself is to interview experts in the field. For instance, if you were writing a book about improving your golf handicap, I'm sure it wouldn't be too hard to find some local experts who you could grill in person, over the phone or even via the Internet and you can then put all that information in the book. It's also a good selling point.

Also remember when your writing what the point of this book is. The point of the book is to earn you an on going commission with affiliate programs, so don't feel like you can't throw some affiliate links in, because you can, but make sure it's tactful and in place.

Another good idea would be to put a "Subscribe to my newsletter" section in your book as well, so not only will you make commissions on sales, but also generate leads without doing any extra work.

Make sure you clearly state in the front of the book, that the buyer can sell this book as his own. State that he has Resell Rights to the product and can sell it or give it away if he chooses.

## **5) Create your sales letter**

This is where you will be selling your book from and is critically crucial to your success.

Creating a sales letter takes a lot of work, especially if your new to the whole thing. The best way and the way I use, is to mimic successful sales letters.

I recommend you have a look at the following sales letters selling Ebooks.

[Turn Words Into Traffic](#)  
[Instant Internet Profits](#)

If for some reason you think you can't do this by yourself, you have 2 options.

1) Use software that helps put together your sales letter

and

2) Hire a copywriter.

You can easily do it yourself with this software. Instant Sales Letter templates are a valuable (and effective) marketing tool for nearly any business owner who wants to increase their profits. You can create your own powerful sales letter in just minutes...without writing! Visit <http://www.instantsalesletters.com> by Yanik Silver to get your sales letter started right.

However, if you want to hire a professional copywriter, your looking at thousands of dollars, plus royalties from your book sales.

Remember that your selling this book with reprint rights, which means when they buy the book they can sell it as well. This is a huge selling point for you. You will also be giving them your Ebook cover, website graphics and sales letter to use to sell your product.

## 6) Plug in your free 5 day autoresponder series

The best way to write your free 5 day course that your prospect get via your pop up window is to take chapters out of your book and put them in as a free teaser.

Remember to emphasize an urgency. You want to make these prospects who don't buy straight away, feel like they are missing out on an opportunity of a life time and considering the low price of the book, if they don't buy, more then likely they weren't really interested or were freebie seekers from the start.

## 7) Advertise!

Depending on your topic, you will want to target different people. However, no matter what topic your selling on, there is one market who will want your book for the sole purpose of selling it, and that's the Internet Marketing group.

Your book could be on Hippo's but all they care about is the fact they can sell it as their own. This is why this type of book always does well.

The key is to target people in your market and then the Internet Marketing crowd.

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## **Recommended Free Online Marketing Systems**

Once you have chosen a suitable Income Opportunity or Affiliate Program, you will need a proven and easy to implement *System* to help you market and grow your business. Why is following a *system* so important to successful internet marketing?

Well, as ALL truly successful people will tell you, in order to succeed at *anything* in life you need to do the things that successful people are *already* doing.

In other words, you need to do the things that *already* work. You need to follow a *system* that has already proven itself to get the results you desire.

(Besides, simply *starting* a home based internet business and waiting for sales and money to fall into your lap will get you nowhere!)

There are many marketing systems and tools available on the internet to help you build a successful home internet business, and the following **FREE MARKETING SYSTEMS** that I use to build my businesses are located below.

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MY 1st Recommended Internet Business Marketing System is the [Ultimate Downline Builder](#) which is a free marketing club that helps you to build your downlines in multiple businesses. This program will save you time, effort and money, and make it super easy for you to earn a solid income online.

One of the best parts about our program is that you'll be able to update all the programs in our database with your own Affiliate ID's and you can also **Add Up To 15 Of Your Own Programs to our database**, to be viewed along with our recommended programs.

This enables you to **gain many sign-ups into the programs of your choice** quickly and easily. This is perfect for anyone looking for new affiliates for their own program, or for free multi-level programs with an option to upgrade for a fee.

The **Ultimate Downline Builder** also offers a Free Affiliate Program that will soon become one of the **Top Income Producers Online**. With our Free Affiliate Program you can **Reap The Benefits Month After Month After Month!**

Our Free Affiliate Program provides you with the ability to **CREATE an \$\$\$ UNLIMITED MONTHLY INCOME \$\$\$**.

## **Get started today, for Free.**

Build Multiple Streams of Income & Profitable Downlines In Popular Programs. Reap The Benefits Month After Month After Month!

**Explode Your Websites Traffic, Downlines And \$\$\$ Income \$\$\$**  
PUT Your Downline Building, Traffic Generating And Income Producing Efforts  
On..."Complete AUTOPILOT" -- CLICK HERE, It's FREE!

[Click Here For More Details!](#)

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MY 2nd Recommended Internet Business Marketing System is Michael Cobb's [Home-Income-Team.com](#).



[Home-Income-Team.com](#) will not only guide you step-by-step how to successfully market and grow just about ANY online business opportunity, it will also give you most of tools you need, AND teach you how to use them too.

Home-Income-Team.com (a.k.a. **HIT**) has helped me immensely in my endeavours to earn an online income (including helping me build this website!) and I recommend it to anyone looking to make money from home with their computer.

Lifetime Free Membership Now Available!

[Click here for details!](#)

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My 3rd Recommended Internet Business Marketing System is [GrinTeam Marketing](#). This **100% FREE Marketing System** Will Show You And Your Downline, Step-By-Step, On Video And Simple Instructions **How To Build Any Network Marketing Business You Desire** With Little Or No Out-Of-Pocket Cash!

One of the best features about this **Free Marketing System** is that it also **"Trains Your Downline"** so they will be able to build their business as well!

One of the biggest problems that affiliates face in trying to build their business is the lack of training in knowing how to build their business and drive traffic to their sites. **The [GrinTeam Free Marketing System](#) solves that problem.**

Within is a **Step-By-Step Daily Training Guide and System** designed to teach you and your downline how to drive massive traffic to your website!



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## **Social Networking**

### **What are Social Networking Sites?**

If you are not familiar with them, then here is a brief explanation of what they are.

#### **Social Network Sites: A Definition**

Social Network Sites are innovative systems for meeting and working with people who are involved in the same areas of business that you are involved in. This gives you a very targeted audience to market your business to..

The Social Networking Sites that you will be using provide a safe, friendly environment for Marketers, to come together in a Social setting to build relationships, gain exposure, make friends, reach a targeted audience with your

businesses and products.

Popular social networking sites, including MySpace and Facebook, have changed the human fabric of the Internet and have the potential to pay off big for investors. MySpace, with 200 million visitors, has become the digital equivalent of hanging out at the mall for today's teens, who load the site with photos, news about music groups and detailed profiles of their likes and dislikes. It also became the next big thing for marketers.

MySpace and Facebook, have opened the doors on newer and better Social Networking sites that are business friendly.

The following Social Networking sites are geared for those who want to build their business and they all offer great resources that will help you to contact and network with 1,000's of other business minded people from all over the world.

Visit this Social Networking site and see what they can offer you in expanding your business.

[ApSense Business Network](#) - (Free to Join)

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## ✓ **How To Find 100,000 Products You Can Sell Online**

If you've ever dreamed about being a super affiliate and wondered how people make any money promoting products that pay them measly commissions, this is the chapter for you

The real secret to affiliate commissions is promoting high end products. In this chapter I'm going to show you where to find these products and how to promote them.

Google has recently launched a new service called Froogle which you can find at <http://www.froogle.com>.

This service allows you to find all sorts of products people are selling. I guess you would call it the worlds largest online shopping directory.

This is how the Google people describe their new service

"Froogle is a new service from Google that makes it easy to find information about products for sale online.

By focusing entirely on product search, Froogle applies the power of Google's search technology to a very specific task: locating stores that sell the item you want to find and pointing you directly to the place where you can make a purchase."

Basically it allows you to find any product for sale on the Internet.

So what's so good about this?

If you know anything about affiliate programs you know it's HARD to find good products to sell that nobody else is selling and Froogle.com will allow you to do that. The best part is it allows you to search for products by price range.

So if you wanted to find and promote products that sell for over \$100,000 you can do that!

Ok, let's move onto the next step. Selling \$100,000 + products on the Internet. How do you do it? Do people actually buy products that sell for this price online?

Yes they do, big time.

The type of products in this price range could be jewelry, car's, holidays, real estate and even boats.

The best way to sell these types of products would be to become the leader in the field on the Internet. So when someone thinks about buying a luxury car or holiday, your name will come up.

But how do you do that?

By becoming the expert in the field! You want to be first in the search engines, you want to be in their face when they read articles about the subject at hand, you want to be first when they go to message boards and ask questions. You want your name and website to be there.

Selling large products like this isn't going to be like selling \$25 ebooks online, you're going to have to put in the hard work.

You should be aiming to create a site something like <http://www.tractorbynet.com>

That site is totally dedicated to Tractors and it pulls in a fortune. Why? Because when someone says I want to buy a tractor online or want more information about a certain type of tractor, that's the place that comes up every time they ask those questions.

## Information Product Idea

One of the hottest topics on the Internet right now is that of people learning how to create digital products, like ebooks and software that they can sell online and make either a full time or part time income with.

People are looking for ways to make money online, either because they have or fear they might lost their jobs, or they are sick of working 9-5 and constantly hear about people who are able to work from home.

This business idea is all about teaching people how to create digital products, easily and quickly. Like most people who get into this sort of business, I would be staying away from the "Internet marketing" crowd big time and I would try and target people who are new to the Internet and the business in general.

Not only does this make you stand out in the crowd, it will also make things easier when it comes to creating the business itself.

You're probably thinking how can I create a business about creating digital products if I've never done anything like that before, and that is a good question, but I have a very good answer.

Some of the best products I've ever brought on the Internet were not created by the owner of the business, they either got someone to create the product for them or they brought in experts and interviewed them and turned their knowledge into a product.

The best way to get started in this business is to hire an expert in the field of product development and use their knowledge to create your own products.

For instance, for \$19.95, you could sell an ebook on getting started in product development, for \$47 you could see a download video showing steps on how to create your own digital products, for \$97 you could sell a cd set with a comprehensive guide to creating and selling your own digital products, for \$297 you could sell a complete set of dvd's with 1 or 2 hours of consultation on product development and for over \$500 you could even do a seminar.

**This is another simple business idea.** Create an ebook around the topic of making money with your love of Golf.

Show people how to make money with their passion for Golf and they will pay you whatever you want.

You could show them how to become a Caddy,

You could show them how to become a Golf sports writer

You could show them how to get a job at a Golf course

You could show them how to become a professional Golfer.

The list goes on and on.

## Selling Businesses On Ebay Guide

There are literally tens of millions of people with an EBay account that shop periodically for everything from clothing to information. So why not create a business around EBay!

You already have millions of customers at your disposal, so why not make EBay work even harder for you?

The problem with selling physical products on EBay is that it's a hard business to sell onto someone else. Inventory, shipping is a pain in the butt, so create a business that is virtual and a product that can be downloaded instantly.

Of course, I'm talking about an ebook here, but you can create just about anything. Most people don't associate EBay with digital products, but people are willing to buy them if you know where to look.

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## In Conclusion

Before you get on with starting your internet business, I just want to say that there are thousands of ways to make money on the internet! This guide only covers the most basic and easy ways to start an online business, and once you get more into the online business world you will discover hundreds of other awesome business opportunities.

And now, it is time for you to start your online business. Because the sooner you start, the sooner you can quit that job and start living the life you have always wanted.

## Let me be blunt with you:

Is it possible to make lots of money on the internet? Yes, much more possible than making it in the "real" world.

But unless you get started, you will not make a cent! So the sooner you get started, the better!

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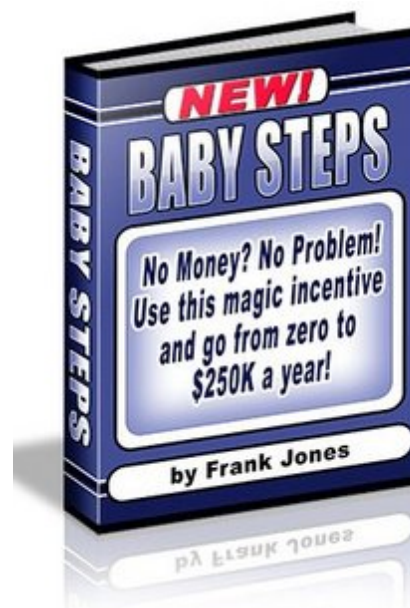
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