

Starter's Guide To An ONLINE INCOME

**A Guide To Starting Your Very
Own Online Business**

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INTRODUCTION

As you read these words, there are thousands 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, why else would you be reading this!

You are about to learn a ton of new things that you need to know to get started on your internet business and be pointed in the right direction towards online business success.

In this guide, you will not only learn the basics of starting an internet business, but learn of the many different online business models you can choose from. There are many ways to start an online business, I hope this ebook will help you decide which way is the best way for you.

But before we get started, just so you are as excited as I am about doing business online, 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 is 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 could be saving 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 could 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 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 anyway you like. You just spend the time online checking your e-mail, promoting and expanding your business – all in front of your computer. And there is absolutely no need to spend any more than four hours a day 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! An 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!

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

Since the cost of setting up and running an Internet business is so low, and you can automate the 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!

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 or not. If you have decided that it is for you, then lets move on.

But first there are some basic fundamentals that you should learn before attempting to create a business online. In the later chapters I will go into more detail about some different ways to make money online, however let's discuss some fundamentals first.

BASIC FUNDAMENTALS

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 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.

Let's begin, shall we?

- **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 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. You can also have Cable internet access, which doesn't use phone lines, and is always connected to the internet.

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. Examples of a web browser are: Internet Explorer and Firefox.

- **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. In order to have a web site you will need web hosting. This can either be free or a small amount each month.

- **What is an autoresponder?**

An Autoresponder is a computer program that acts like your answering machine for e-mail messages from your friends. You can write out your message in advance, like the following:

“Thank you for visiting my site. Here is the information that I promised to give you...”.

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 above – without any need for you to send it manually.

And a sequential Autoresponder is a computer program that will automatically send out a number of pre-written messages in the order and at the frequency you set them up to send. You can specify the interval between each pre-written message and set up 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 also enables you to edit and delete existing web pages and images.

THE SIMPLE AND EASY WAY TO START AN ONLINE BUSINESS

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:

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 (Google's paid advertising service)...and there's your 1 hour online business. Make sure to read the chapter on becoming a reseller. 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. There is a chapter about affiliate marketing, be sure to read it over.

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!

Picking an online business model

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.

I have listed 10 Internet business models on the Internet that might help you think of a what you want to do. Later on I will show you what they are (page 36 if you are in a hurry).

Identify your target market

Already decided what you have in store for your customers?

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

For example, if you are interested in a golf club site, type in “golf clubs” into the search engines. At the top of the search engines there will be number, listing how many other sites are out there that are about golf clubs.

Guest Tip

From Doug Champigny of www.start-affiliate-marketing.com

“Think about your own hobbies, interests, skills, and problems, and try to find your niche in those areas. Hone in to a specific area in those niches, and relate to that market on a personal level. Find products and services that will cater to the needs of that niche, and promote them, after trying them yourself of course.”

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. This will help you get more visitors to your site.

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.

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

Are you a 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 the 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?

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.workfromhomeopp.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. Another example of a keyword rich domain name is www.yournewsdaily.com.

You can easily tell by looking at these two domains what the site is about.

To register a domain name, you have to do it at a domain name registrar. These are sites that will allow you to purchase a domain name, for usually under \$10 USD per year, but try to purchase for two years at a time. One registrar that I personally like is www.namecheap.com. They have been great for me, and their service department is top notch.

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 name extensions on the Internet. So you will have to choose carefully.

Below are some of the common ones:

- **.com** - stands for commercial / community. The most used domain entity on the Internet. Recommended for your Internet Business.
- **.net** - stands for network.
- **.org** - stands for organization. A lot of online communities use this domain entity.
- **.gov** - stands for government. All U.S. government web sites other than the military use this domain entity.
- **.biz** - stands for business. Recommended for your Internet Business.

- **.info** - stands for information. Good for an informational site.

There are many other extensions available, but these are the most popular. Try to get a .com domain if possible.

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 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 a previous chapter.

When looking 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 and Bandwidth) 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 likely to be able to get several e-mail addresses for your own. Many web hosts also give you special e-mail addresses called autoresponders.
- Web page software. Some web hosting services include web page building / editing software.
- Multimedia / CGI scripts. Some web hosting services have the ability to serve complex and memory-intensive content such as audio sound files or 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 provide 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.

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 hundreds of products. Nope, it's not links to several different affiliate programs.

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 which 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 fees, 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.
- Ultimate Marketing Center – You can get the three main items that any Internet marketer needs. Web hosting for their web sites, unlimited autoresponder, and an affiliate program for your own products. You can then hire someone to make a web page yourself with their available web hosting.

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.

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.

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 adding 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..

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

- 2CheckOut - www.2Checkout.com
- Clickbank - www.ClickBank.com
(also great for finding affiliate products to promote)
- PayPal - www.PayPal.com (this is the most popular one)

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 in 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 Model has a different objective 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.

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 site statistics.

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.

A great free site that can help you track how many visitors your site is getting, and where your visitors are coming from is <http://www.statcounter.com>

YOU CAN STILL MAKE MONEY...

“What if I don’t have what it takes to create my own product? What if I can’t afford to pay for other people’s product to sell?”

“Can I still make my money from the Internet?”

I hear 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 ten 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!

Quite simply, the more people that 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 of a sports game, terrorist attacks, and the like. Examples of non-time sensitive topics are jokes, 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.

However sending a daily newsletter may be too frequent for some markets. A few times a week, or even once a week can be better for some.

STEP 3 Look for your content

You need to source for content which is 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 the following:

- [Aweber](#)
- [Getresponse](#)
- [Ultimate Marketing Center](#)

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 to your auto responder:

- **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.
- **Writing Articles** – when you submit your free articles related to your topic to article directories such as ezinearticles.com or goarticles.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** – where visitors can fill out a simple form on your web site to start receiving emails from you. This enables you to convert visitors and passers-by 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 may very well become 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.

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 (few times a week, weekly) 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 (sometimes less). Assuming you have 20,000 subscribers, you can charge your advertisement rate \$20.00 a day (try testing the price, to see what works best for your newsletter). And since you have different areas of advertising space in your newsletter, your advertising rate can also be variable. Different areas can be at the top of the newsletter, which would be more visible, in the middle, or at the end of the newsletter.

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.
- If you don't have your own product yet, you can place a product that you are an affiliate for.
- 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 (BECOME 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 gem 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 great. 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 may 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 contrast 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. Without resell rights, 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 might or might not be able to 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 sales let alone back-end profits.
- Demand – are people seeking the information or solutions found in that product you are considering?
- Good sales letter and follow-up e-mails – if the original creator's sales letter and follow-up e-mails do not persuade you to purchase his or her product then it is probable that the result will be poor for you too as a reseller as you will also be using the creator's sales letter, that is unless you are willing to re-write it.

- 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.
- Back-end profits – find out how you can earn residual income without much effort on your part in the long run. This can be from offering other products within the main product, or offering other products in a newsletter that you may include when the visitor purchases.
- 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 30-90-day money back guarantee. In case you discovered that the product is not for you or fail to make any sale in the first 30-90 days, you still have a chance to get your investment refunded.

Guest Tip

From Doug & Teri Champigny of www.ResaleMagnate.com

“Resell Rights Restrictions...

Another important consideration is the restrictions that authors put on their e-books and their Resell Rights. NEVER assume – if an action isn't specifically prohibited, that doesn't necessarily mean it's allowed – when it doubt, check it out! Drop the author an e-mail and check first – it's much quicker, cheaper and easier on your reputation than the alternatives. Don't assume they'll never find out – most marketers are on at least 15 – 20 mailing lists, and sooner or later a friend will see something and pass it along.

So what are these common restrictions? Some include:

- You may or may not be allowed to give it away free if you want to;
- You may or may not be allowed to offer it as a bonus with other products;
- You may or may not be able to bundle it with other products;
- You may or may not be able to offer it in Free membership sites;
- You may or may not be able to offer it in Paid membership sites;
- You may or may not be allowed to offer it in online auctions such as eBay, etc. “

So, Where Are The Best Places To Find Resell Right Products?

Looking 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 web sites 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, depending on the market).

- Active membership web sites dealing in giving products with resell rights to their members – there are membership web sites that provide E-books and software with resell rights on a regular basis.

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!

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 (download 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 (not all products will have this).

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. <http://www.clickbank.com> is good for setting up an affiliate program.
- **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.

- 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 or no cost on your part.

Be aware that the reseller business is a 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 in the market.

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

HOW TO START A BUSINESS SELLING OTHER PEOPLES PRODUCTS (BECOME AN AFFILIATE)

What is affiliate marketing?

Who doesn't dream of making some quick cash in the business without making a significant investment? Well the internet provides you just the right opportunity of hitting the jackpot, only you have to be wise enough to grab the mode that suits you best. However, affiliate marketing is the surefire way of gaining entrance in the world of internet business; it gives you hands-on experience on how things work in the arena of ecommerce.

As the name suggests, affiliate marketing is a kind of advertising business. Like the traditional advertising, affiliate marketing also involves promotional activities, but not in the real world. Affiliate marketing takes place in the virtual world of ebusiness, where the words of specific merchandise or service are spread like wildfire through the chains of links placed in the affiliate websites. The result is dramatic, but it costs far less than the ad campaigns carried on in the print or electronic media in the real world.

In the business of affiliate marketing, the affiliates act as the mediator who connects the probable customers and the seller of the products and services. Affiliates have their own website and their job involves sending the customers to the product manufacturer's website for the purpose of purchase or performing some action like filling out a form. For these leads to the advertising websites, the affiliates are rewarded by the commissions which in most of the cases are considerably high.

There are various kinds of affiliate programs. Some programs pay the affiliate only when a purchase has been made from the particular referral. This is called

pay-per-sale program. Sometimes the affiliate is paid a one-time fee for making a referral to the site of the merchant, where the visitor performs some intended task like filling out a form. This is a pay-per-lead affiliate program. There is another variety, where the affiliate is paid for every visitor redirected to the merchant's site regardless of any sale or purchase. This is called pay-per-click affiliate program.

The entire concept of affiliate marketing works like this: a company has a certain product to sell, preferably through its website. Now it creates an automated process, where other websites are offered to join hands with this manufacturer's website with an agreement to promote its products. These promoting websites place links and banners on their websites and on clicking on the links you will be taken to the company's website where you can buy the product or services. The owners of these promoting websites earn a commission for taking you there. The job done by the promoting websites is simply referred to as affiliate marketing.

For example if you have a web site about golf, your site will probably contain articles and information about the different aspects of golf. One way to make money from your visitors to that site is to place affiliate links on your site about golf related items. If a visitors clicks an affiliate link and purchases the golf relates item, you will get paid a commission for that sale.

You can go to www.clickbank.com to sign up for free to become an affiliate. From there you can search their database and become an affiliate to many different niche products, like golf and a ton of other topics. They will give you your affiliate link to place on your web site.




Tip

So how can you promote the other people's product on your website?

The company whose products you are going to sell, supply you the banners or text ads having direct links to their site. What you need to do is place these links in your website in a way so that they easily catch the attention of your visitors and they click on those links only to reach the site where they can make a purchase of the product.

And every time a purchase has been made, a commission is credited to you to make you richer by a few dollars.



Like becoming a reseller of products, as discussed in the previous chapter, in affiliate marketing you still need to set up a web site, bring web traffic to it, and market your site.

Your goal in affiliate marketing is to have people click your affiliate link, not to buy a product directly from your page (like a reseller would have to do).

INTERNET BUSINESS MODELS YOU CAN FOLLOW!

The 10 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 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.

Not every Internet Business Model will suit everyone, but many of the Internet Business Models has been presented. With 10 different killer Internet Business Models to choose from, there should be Internet Business Models to suit every temperament.

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

So what are the Internet Businesses?

INTERNET BUSINESS MODEL No. 1

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! There are companies who will let you sell their physical products online, and you can keep a percentage of that. A lot of

them will ship the product to the customer for you, so all you have to do is make the sale and they do the rest.

INTERNET BUSINESS MODEL No. 2

This is known as the “viral” 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, 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.

This is also known as viral marketing. Creating something for free that people will want to give to others. You can be selling advertising or back end products with this free item.

INTERNET BUSINESS MODEL No. 3

Be the only site to go to on your area of interest, and earn prestige as well as money in the process! This Internet Business Model fits certain individuals like a glove - they wouldn't want to trade it for anything else!

These sites can be about a brand new hot item or event. Be the first to create a site about something new that people are looking for. If you are the only site about it, then everyone looking for that topic will only see your site.

INTERNET BUSINESS MODEL No. 4

Provide the right tools for your visitors to use and make money in the process! Give your visitors a very useful tool to use and they'll make money for you in more ways than one.

If you know of a tool that isn't too popular but everyone wants, or a tool that may not exist yet, offer it for free. Then place advertisements in it or in a newsletter to profit from the free product.

INTERNET BUSINESS MODEL No. 5

How can you beat all of the other people who are selling the same affiliate product as you? Can you defeat your competition? Yes you can! This is the "Super Affiliate" Internet Business Model.

Create ebooks, newsletters, web sites, joint venture with others who have big mailing lists, to sell affiliate products.

INTERNET BUSINESS MODEL No. 6

Make your worn pair of Levi's and Nike's make a fortune for you using the Internet. The super Internet Entrepreneurs under this category are called "Power Sellers".

Use online auctions like eBay (<http://www.ebay.com>) to sell products. You can either sell your own items that you may have around your house, or go all out to find bargains at stores and garage sales to sell on online auctions.

INTERNET BUSINESS MODEL No. 7

You don't even need to create a web site for this one. A good example is Business.com. The domain name Business.com sold for over \$7 million USD some years ago. Those days are long gone, but if you want to you can purchase

domain names for less than \$10 and resell them for at least 10 or 100 times more, and having willing buyers waiting to buy them from you. A little research is in store for this model to make sure that you do not buy a ton of domains that no one wants.

INTERNET BUSINESS MODEL No. 8

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. With the Internet being global in nature, your down lines in a network marketing program can form all over the world!

Be careful, as some MLM companies are not legal even though they may have their customers best interest in store. Some governments do not allow MLM companies.

INTERNET BUSINESS MODEL No. 9

If you're a technical person or a programmer, this Model is for you. You can hire yourself out to people who need your expertise. There is a big demand for software programmers.

INTERNET BUSINESS MODEL No. 10

If you can create a membership site out of your product or service, go for it. Set up a site that customers can pay you monthly for. This is very close to guaranteed income every month, for as long as you keep providing your service or updating the site.

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-traffic areas such as the shopping complex, outside a movie theater 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!

There you go!

WHAT ABOUT BLOGGING?

What is a blog?

Blogs have many different names. The official name is a weblog, but it may also be called an online journal, or just simply a blog. There are also many different types of blogs, but for the most part, a blog is a website that is created by an individual person in the style of a journal.

The blog in question may have blog posts made to it by the owner of the blog on a wide variety of topics, or on one particular topic. A blog post is an entry into the blog, just as one might make a journal or diary entry. It is dated and time stamped in most cases, and blogs may contain text, graphics, links to other sites, or audio.

Websites that are not blogs may have the same elements, but on blogs, readers are usually allowed to leave comments after reading a post. Blogs play a big role in social networking today. There are approximately 60 million blogs in existence today.

Blogs have made it possible for anyone with a computer and Internet access to have a voice in the Internet community. Where you once had to have the ability to design a website to have a place in cyberspace, this is no longer necessary. Now, people from all walks of life literally have a voice, and they are speaking out on every imaginable topic.

Different types of blogs

There are as many different types of blogs as there are different types of people. There are also many different types of blog posts. Only you can decide what type of blog you will have, and what type of blog entries you will make, and your decision will depend greatly on what the purpose of your blog is.

First, there are text blogs, which are just regular blogs. The majority of blogs are text blogs. There are also vlogs, which are video blogs, and photoblogs, which contain only photographs. Moblogs are blogs that are written using mobile devices. Even though they are called moblogs, they are still text blogs.

A Podcast is a blog that is simply an audio recording of the blogger. Instead of typing the blog entry, they simply talk and make a recording, and then post the recording on their blog.

You can easily start your own text blog, in a matter of minutes, by using a free service such as blogger at www.blogger.com . No technical knowledge is needed to start a blog. If you know how to use your keyboard, turn your computer on, connect to the Internet, and use a web browser, such as Internet Explorer, you can blog.

How do I make money with my blog?

While the majority of blogs in existence are not business blogs, blogging as a business is gaining popularity. Professional bloggers have emerged on the scene, and the possibility of cashing in on one's blog does indeed exist.

A professional blogger is anyone who either gets paid to blog for someone else, or earns money from their own blog or blogs. While one blog that is monetized can't really be called a 'business' per se, when you develop your own network of blogs, you are indeed in business.

The trick to successful blogging as a business is to blog about topics that have high interest. Like the keywords for a web site, you should try find popular hot topics and topics that may become hot.

But again, it will usually take more than one blog to develop a business out of blogging. One blog can make a person a full time living, but it will take years

before the blog reaches that status. Ideally, you need to have multiple blogs on various popular topics to make any real money.

A professional blogger who is blogging for someone else does not own a blogging business. That person, instead, is a freelancer who is contracted to write blog entries. If you are a blog business owner, you have your own blogs, and you blog yourself, or you hire professional bloggers to blog for you.

Money is made from the blogs in a variety of ways. One of the most popular ways to make money from blogs is to use Google AdSense ads on your blog. These are ads that Google can allow you to use on your blog or web site, and whenever someone clicks on the ad, you will get a percentage of that click. You may only earn \$0.05, or maybe \$5 per click, it all depends on what your blog or site is about, and how many visitors are coming and clicking on your ads. You could also promote affiliate products in your blog entries, and sell advertising space as your blog becomes more popular. At first though when the blog is just starting, I would suggest not having any ads on it. Let visitors see it for great content first, then after you are receiving some traffic to it, then place on ads.

The important thing to remember when you decide to blog as a business is that you don't want to get mixed up with splogs, or spam blogs. These are blogs that are nothing more than spam that have Google AdSense ads or other ads. The purpose of the spam is to have top paying ads appear on the site, and to get the site listed higher in the search engines. Splog owners never win – so don't go down this path. And also be sure to never click your own Google AdSense ads, Google will shut down your account for that.

Instead, make sure that all of your blogs are providing useful content and that fresh content is added on a daily or weekly basis. This is how you will build ongoing readership – and that readership is vital to your success. If people aren't reading your blogs, you probably aren't making any income from your advertisers, or from affiliate product sales.

EVEN MORE FOR THE REVISED 2007 EDITION

Just like there are no magic weight loss cures or ways to earn money from home without a great deal of effort, there is no one simple solution to guarantee Internet marketing success. However, Internet marketing is not overly complicated and many business owners can enjoy at least some degree of Internet marketing success with only limited knowledge about the industry. Here are some more of the simplest Internet marketing strategies business owners can implement to promote their business online. Some of these ideas may cost you some money, but if you currently have an offline business, they may be the right choice for you to move online.

Participation in industry related message boards is one of the easiest ways a business owner can use the Internet as a promotional tool. Message boards are websites which provide a forum for Internet users who share a common interest to share information related to this subject or just socialize. Business owners may opt to join message boards which closely relate to their industry or the products or services they offer. This is important because doing this gives the business owners access to a group of Internet users who fall into the target audience for his products or services. It also gives the business owner the opportunity to promote his own website. Many message boards allow users to place a link to their own website in each message they post. Business owners who do this and also contribute useful commentary on the message boards may attract potential customers via the link they place in their post..

Another simple, but effective, Internet marketing strategy is to hire a consulting firm with search engine optimization (SEO) experience to assist you in achieving high search engine rankings. While the concept of SEO can be rather complex and understanding the most effective strategies and how to properly implement them may take years of experience as well as continual education, the ability to hire a qualified SEO firm is as simple as knowing how to interview candidates and select the most qualified one. Handling your own SEO efforts can be rather difficult but hiring another firm to take care of this for you is not only easy but it

can have a significant impact on your website traffic because high search engine rankings typically translate to improved web traffic. This is because Internet users trust search engines to serve the most relevant websites first and typically only visit the best ranking websites when they search for a particular term.

Optimizing your website for search engines is a critical aspect of an Internet marketing campaign. Search engines rank websites according to quality and relevance for particular search terms. Many Internet users appreciate the effort by search engines and use these search engines to find the best websites on a particular subject. This means the Internet users are likely to only visit websites which rank well with search engines. Therefore if your website is not high ranking, you are not likely to generate a great deal of traffic from Internet users who use search engines to find relevant websites. Top ranking websites are likely to obtain the most traffic from search engines and all websites falling on the first page of the search engine results will likely enjoy some degree of success in improving their traffic.

Similarly another simple way to enjoy Internet marketing success is to hire a consulting firm to plan and execute your Internet marketing strategy. Just like SEO, Internet marketing is essentially a full time job. Business owners may have a great deal of difficulty trying to run their business and organize their Internet marketing. Outsourcing this work eases the burden on the business manager and will likely produce more favorable results.

More tips for beginning Internet marketers

Internet marketing for beginners is somewhat of an oxymoron. This is because while in theory the concepts behind Internet marketing might be quite simple, executing effective strategies can be extremely difficult. This can even be tough for those who are quite experienced in the world of Internet marketing. With this in mind, I will attempt to explain the concept of Internet marketing for beginners and will outline some basic strategies which can help a business owner to launch their own Internet marketing campaign.

One of the most basic steps for starting an Internet marketing campaign is to create a website. If you don't have a website or have a poorly designed website you should consider creating or re-designing a website to adequately market your products. If you do not have experience in web design, there are a number of software packages which make it simple for those with no design experience to create a functional website. However, hiring a web designer is worthwhile because they can work to create a website which is attractive, functional and suitable to your products.

Banner ads are another popular option for advertising your business on the Internet. Banner ads are advertisements which typically appear along the top of a website but it may also include smaller ads in other locations. Banner ads typically include graphics and text which entice Internet users to click on the advertisement. Once a user clicks on the ad, they are directed to your website. This type of advertising can be very effective when care is taken to place the advertisements on high traffic websites which attract an audience who may have an interest in your products.

Sending out newsletters, or ezines, can also be a part of an effective Internet marketing strategy. Newsletters are essentially emails which may contain a variety of information including informative articles, useful quizzes, relevant advertising or any other information which is deemed worthwhile for the recipients of the newsletter. The importance of these newsletters is that they can be used as marketing tools which are not viewed by the recipients as an advertisement. One way to do this is to incorporate links or other soft sale approaches into the copy of the newsletters. However, care should be taken to keep these references minimal so the newsletter is not viewed as spam.

However there is a fine line between internet marketing and spam.

The definition of spam is open to interpretation but most people agree on the fact that spam is equivalent to junk mail you receive at your residence. In general spam is unsolicited emails which are part of an advertising campaign. The term spam can also apply to message board postings which are posted solely for advertising purposes.

Newsletters and email advertising are one area of Internet marketing which is most likely to be viewed as spam if not done properly. Most Internet users do not appreciate unsolicited emails especially when these emails do not pertain to a subject that interests them. This is often the case when business owners buy email lists and send their advertisements to everyone on the list. This is not effective because you are not likely to reach a large population of your target audience. Additionally, recipients of the email may block your email address so future communications are automatically sent to a spam folder. Some recipients may even report you to their Internet service provider who may investigate the claim that you are a spammer. A better way to approach the concept of email marketing is to only send newsletters and advertisements to past customers who have specifically asked to receive such emails and potential customers who have requested additional information.

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 basic and more simple 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!

To Your Success!

Joel Osborne

BONUS CHAPTER

HOW TO FIND \$8,000+ PRODUCTS YOU CAN SELL ONLINE

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

While you still can make a lot of money promoting products that cost \$50, the real secret to affiliate commissions is promoting high end products. And by high end, I don't mean just \$500.

With prices this high, the product that you will be advertising are physical products, not just ebooks or software.

One great site to get involved with is [Commission Junction](#). They are a middle man between retailers and affiliates, they find retailers with physical products and affiliates can join to promote those products.

For each retailer and product, the commission for affiliates varies. They can offer a fixed dollar amount for each sale, or they may offer a percentage, like 5%-10%. Because these are physical products, the affiliate commission percentage is much less compared to informational online products like ebooks and software.

However, if you decide to promote an \$8,000 product, the commission may only be 5%, but 5% of \$8,000 is \$400. You may even be able to find some commissions set at 10% or more.

So what's so good about this?

When you are promoting affiliate products, you are also competing against many other affiliate who are promoting the same stuff. But with physical items, and high ticket physical items, the competition is much lower. Therefore you have a better

chance at someone purchasing through your link, and not someone else's affiliate link.

Ok, let's move onto the next step. Selling \$8,000 + 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, household decorations, sports equipment, even cleaning equipment.

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 jewelry or equipment, 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 www.tractorbynet.com.

That site is totally dedicated to Tractors and it probably 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.